



## **KEEP KIDS ALIVE DRIVE 25<sup>®</sup> BUSINESS SPONSORSHIPS**

**KEEP KIDS ALIVE DRIVE 25<sup>®</sup>**, a non-profit community-based traffic safety campaign, consistently seeks local and national business sponsorships. These are designed to give your business positive exposure, while at the same time support growth of the campaign. What follows are several sponsor/partnership options.

- Sponsor public service announcements to help educate and engage citizens in the **KEEP KIDS ALIVE DRIVE 25<sup>®</sup>** campaign.
- Integrate community education for the campaign into your business advertising.
- Sponsor a school-based education/public awareness campaign in which students plan and implement a peer-to-peer approach to foster safe driving habits.
- Integrate **KEEP KIDS ALIVE DRIVE 25<sup>®</sup>** and our companion initiatives **Be Aware! Drive With Care<sup>®</sup>**, **Check Your Speed<sup>®</sup>/No Need To Speed<sup>®</sup>**, **Stop! Take 3 To See<sup>®</sup>**, **Stop Means Stop<sup>®</sup>**, and **Seat Belts-FASTENATING!<sup>®</sup>** into your employee safety programs. Public Education Messages and an article for in-house newsletters are available by contacting [kkad25@kkad25.org](mailto:kkad25@kkad25.org) or calling 402-334-1391.
- Post **Stop! Take 3 To See<sup>®</sup>**, **Stop! Take 3 To See<sup>®</sup>**, and **Be Aware! Drive With Care<sup>®</sup>** in your parking lots, at crosswalks and at exits/entrances to your business.
- Promote your business by passing out **KEEP KIDS ALIVE DRIVE 25<sup>®</sup>** education brochures, yard signs, key chains, trash can stickers, window decals, etc. to customers (with the option of including your company logo on these products). These also can be incorporated into advertising to drive customers to your business.
- Create a promotion for your business with a coupon affixed to the back of **KEEP KIDS ALIVE DRIVE 25<sup>®</sup>** stickers, decals or your logo on one side of a key chain. Or, offer a discount for customers displaying a window decal/bumper sticker on a vehicle or showing a **KEEP KIDS ALIVE DRIVE 25<sup>®</sup>** key chain when making a purchase.
- Underwrite the cost of promotional products (with your logo incorporated into design) to be distributed by **KEEP KIDS ALIVE DRIVE 25<sup>®</sup>** at Safety Shows, Conferences, etc.
- Drive the **KEEP KIDS ALIVE DRIVE 25<sup>®</sup>** message all over town by displaying a magnet, window decal, license frame, or bumper sticker on service vehicles. Drivers can be given a **KEEP KIDS ALIVE DRIVE 25<sup>®</sup>** key chain or dashboard sticker as a friendly reminder to practice safe driving in neighborhoods (and beyond).
- Support **KEEP KIDS ALIVE DRIVE 25<sup>®</sup>** by selling yard signs/other products. Partner with local organizations – law enforcement and schools – to help seed the **KEEP KIDS ALIVE DRIVE 25<sup>®</sup>** message in the community. A portion of proceeds from sale of sign/other products can go back into schools/civic organizations to support local projects.
- Incorporate **KEEP KIDS ALIVE DRIVE 25<sup>®</sup>** into your advertising. This helps educate the public about the campaign and drives customers to your store.

Tom Everson, founder of **KEEP KIDS ALIVE DRIVE 25**, is also available to make sponsored presentations for the benefit of your employees as well as civic organizations. Call 402-334-1391 or e-mail [kkad25@kkad25.org](mailto:kkad25@kkad25.org).

**Keep Kids Alive Drive 25<sup>®</sup> - A Non-Profit Organization 501c3**  
**P.O. BOX 45563 Omaha, NE 68145-0563 (402) 334-1391**  
**[www.KeepKidsAliveDrive25.org](http://www.KeepKidsAliveDrive25.org)**