



# ATSS Foundation Ambassador Award Criteria and Nomination Form

## Purpose

The American Traffic Safety Services Foundation (ATSS Foundation) Ambassador Award recognizes individuals or entities who have demonstrated extraordinary efforts in supporting the organization's core purpose of promoting roadway safety *through charitable giving and public awareness programs*. Through their unique combination of passion and skills, ambassadors inspire others to get involved and give back to our industry.

## Eligibility

**To be considered eligible for an ATSS Foundation Ambassador Award, a nominee must:**

- Have demonstrated extraordinary efforts in supporting the Foundation's core purpose of promoting roadway safety *through charitable giving and public awareness programs*.

**In addition, all nominees must agree to:**

- Allow, if selected as an Ambassador, his or her name to be announced publicly.

**Examples of qualifying efforts include:**

- Leading or contributing to impactful fundraising initiatives that support the ATSS Foundation.
- Actively promoting and raising awareness of ATSS Foundation programs.
- Championing improvements in work zone safety through advocacy, innovation or direct action.

This award is open to American Traffic Safety Services Association (ATSSA) members and non-members.

## Process

Ambassadors are chosen by the Foundation Board of Directors. They are strong, passionate individuals or entities who drive to inspire others and are champions of the Foundation.

To nominate a candidate for a Foundation Ambassador Award, a completed Nomination Form must be submitted to [foundation@atssa.com](mailto:foundation@atssa.com).

Nominators will be contacted after all applications have been reviewed.

Nominations will be considered three times a year in conjunction with Foundation Board meetings (March, July and November).

Ambassadors are chosen by ATSS Foundation Board of Directors.

The award will be presented to an Ambassador at a mutually agreed upon location and date.

For more information about the Foundation Ambassador Award, please contact us at [foundation@atssa.com](mailto:foundation@atssa.com) or 540-368-1701.



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## ATSS Foundation Ambassador Award Nomination Form

**Note to Nominator:** Each nomination must include a concise statement summarizing the reasons the nominee is worthy of the award. The nomination statement is the centerpiece and should center on hard evidence that the nominee meets the criteria by which entrants are judged. Incomplete submissions will not be considered.

**Nominations must be submitted with the knowledge and consent of the nominee.**

I would like to nominate \_\_\_\_\_ of \_\_\_\_\_  
for the ATSS Foundation Ambassador Award. (company or agency)

Nominee's Current Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please explain how this individual or entity has demonstrated extraordinary efforts in supporting ATSS Foundation's core purpose of promoting roadway safety *through charitable giving and public awareness programs*. Through their own unique combination of passion and skills, ambassadors inspire others to get involved and give back to our industry. If you need more space, please attach a letter to this form. Use as many pages as necessary to fully describe why your nominee is deserving of the award.

Why is the individual or entity being nominated?

Name of person making nomination: \_\_\_\_\_

Company or Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_ Date: \_\_\_\_\_

### Submit this completed form to ATSS Foundation

Email: [foundation@atssa.com](mailto:foundation@atssa.com)

Or mail: ATSS Foundation  
150 Riverside Pkwy, Suite 311  
Fredericksburg, VA 22406