



ATSS Foundation Memorial Sponsorship Opportunities & Benefits Form

Promoting Roadway Safety Through Charitable Giving and Public Awareness

Purpose

Since 2002, the National Work Zone Memorial – “*Respect and Remembrance: Reflections of Life on the Road*” – has been the centerpiece at work zone awareness events, memorial services and other community awareness activities held across the country, while honoring those who died in roadway work zones. The American Traffic Safety Services Foundation’s (ATSS Foundation’s) Memorial also helps educate and inform the public about the Toward Zero Deaths initiative.



Memorial sponsors will receive recognition while providing the necessary funds to maintain the physical and digital Memorial.

Available Sponsorship Levels

Memorial Platinum Level: Annual Sponsorship with 3-year commitment	Memorial Gold Level: Annual Sponsorship with 1-year commitment
\$2,500 per year for 3 years OR \$6,000 paid in full for 3-year commitment	\$1,000 per year (Paid in full at the time of agreement)

Benefits and Branding Opportunities Received

During the year	Platinum Level	Gold Level
Logo placement on recognition signage to travel with the Memorial, approximately 12 locations per year, including the National Work Zone Awareness Week event	✓ (prominent size & placement)	✓
Sponsor logo (Platinum) or name (Gold) placement on the Memorial webpage	✓	✓
Sponsor logo included on Memorial Faces brochure and distributed at events and trade shows where ATSS Foundation is an exhibitor	✓ (prominent size & placement)	✓
Thank you slide on the digital Memorial with logo <i>*New benefit for 2025 sponsors!</i>	✓ (prominent size & placement)	✓
Thank you digital banner ad with logo in ATSSA Chapter Check-In email newsletter (ATSS Foundation designs the ad)	✓	
At ATSSA’s Annual Convention & Traffic Expo	Platinum Level	Gold Level
Sponsor logo/recognition in ATSS Foundation booth	✓	✓



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Memorial Sponsorship Order Form

To secure one of these sponsorship opportunities, please fill out this form.
Purchase deadline is Nov. 1, 2024. *Sponsor benefits will run Jan. 1 – Dec. 31, 2025.*

Contact Information

Contact Name: _____
 Company: _____
 Address: _____
 City: _____ State: _____ Zip Code: _____
 Work Phone: _____ Contact Phone: _____
 Email Address: _____

Company/Sponsor Name to be Included with Branding Opportunities: _____

- Check this box stating that you understand your company/sponsor logo must be provided to ATSS Foundation before all branding opportunities can be completed. (Preferred logo file formats: .eps, .ai, .psd. Other acceptable logo file formats: .jpg, .png, .gif, .pdf. Email logo to foundation@atssa.com.)

Sponsorship Choice

- Platinum Level: \$2,500 per year for a 3-year commitment (to be paid in three annual installments)
 \$6,000 for a 3-year commitment (to be paid in full at the time of this agreement)
 Gold Level: \$1,000 per year (to be paid in full at the time of this agreement)

Payment

Sponsorship payments now require invoicing. Please select the method of payment you intend to use:

- Check Credit card (Visa, Mastercard, American Express, Discover accepted)

Email Address for Invoice: _____

Platinum Level sponsors choosing the \$2,500 per year option will be invoiced annually for the next two years following the initial first annual payment.

In the case of cancellation of the Event, all Sponsorship fees shall be entitled to a full refund.

Submit completed form by:

Email: foundation@atssa.com

Mail: 15 Riverside Parkway,
Fredericksburg, VA 22406

Donate to ATSS Foundation

Companies, organizations and individuals can also make donations to ensure ATSS Foundation's programs, such as the maintenance of the Memorial, can continue. All donations, regardless of dollar amount, are appreciated and be made by visiting Foundation.ATSSA.com/Donate.