



# *Illinois Traffic Safety Challenge*



## **Corporate Partnership Information Sheet**

The Illinois Association of Chiefs of Police (IACCP) thanks you for your interest in becoming a partner in the *Illinois Traffic Safety Challenge* highway safety awards program. The Challenge is a statewide awards program sponsored by the IACCP, and funded through a grant from the Illinois Department of Transportation as well as private and corporate donations. The program recognizes law enforcement agencies' efforts to address highway safety issues in their communities. The true goal of the program is to improve traffic safety in Illinois, thereby reducing deaths and injuries as a result of traffic crashes involving speeding, impaired drivers, and non-use of safety belts and child restraints. Law enforcement agencies are challenged to develop policies, improve officer training, increase public information and education campaigns, establish public & private partnerships, recognize officers' participation in, and motorists' who benefit from, traffic safety initiatives, direct traffic enforcement in appropriate and unique methods, and finally to show how their efforts positively affect their communities. Since the majority of our budget for certain portions of the program such as; the first grand prize, and various awards and giveaways are dependent upon funds other than our grant, we are always interested in developing private and corporate partnerships, and offer you the option of monetary or product donations. We have developed this simple informational form to help you understand where your dollars or donated product would go and what you can expect in return. While the use of the funds may vary from year to year based on the needs of the program, your donation will be acknowledged appropriately.

**PLATINUM PARTNER:** This level is reserved for partners whose willingness and ability to participate and support the Challenge exceed \$25,000.00. Partner benefits are flexible; however they would encompass and surpass those associated with the Gold Partner level, to include the company logo on the front cover of the Awards Breakfast Program, front cover of the Challenge color brochure, as well as the company logo on the Challenge police car, Traffic Safety trailer and Speed trailer which are all awarded as grand prizes. The company logo would be listed prominently as a Platinum partner at the Police and Security Expo booth as well as at the Awards Breakfast. Six company representatives would be invited to the awards breakfast and one would be allowed to speak at the ceremony.

**GOLD PARTNER:** This level is attainable with a sponsorship of \$10,000.00 or more. A partner at this level would have their name or logo placed in a prominent position on the grand prize police car and police trailer. The name/logo would also be highlighted on all printed materials, including awards brochures, media announcements, and display signs at the awards breakfast as well as at the display booth in the convention center/exhibition hall during the IACCP summer conference, held in conjunction with the "Midwest Police & Security Expo". The partner would be mentioned in the fall issue of *Command* magazine; the official publication of the Illinois Chiefs, thanking the sponsors. Company name/logo may also be included on promotional items distributed at the awards breakfast and the display booth and used to advertise the program. The company would be listed as a Gold Partner sponsor of the current year's program. Company representatives would also be invited to the awards breakfast to be recognized, as well as to participate in the presentation of some of the awards. Any company at this level would be listed as a main sponsor of the Traffic Safety Challenge.

**SILVER PARTNER:** This level is attainable with a sponsorship of \$5,000.00 to \$9,999.00. A sponsor at this level would have their name/logo displayed on the traffic safety grand prize trailer, and all printed materials, including awards brochures, media announcements, and display signs at the awards breakfast as well as the display booth in the convention center as listed above. The partner would be listed in the fall issue of *Command* magazine; the official publication of the Illinois Chiefs, thanking the previous year's sponsors. Company name/logo may be included on promotional items distributed at the display booth and used to advertise the program. Company representatives would be invited to the awards breakfast to be recognized. The company would be listed as a sponsor of the current year's program.

**BRONZE PARTNER:** This level is attainable with a sponsorship of \$2,500.00 to \$4,999.00. A sponsor at this level would have their name/logo displayed on all printed materials including awards brochures, media announcements, and display signs at the awards breakfast as well as the display booth in the convention center as listed above. Sponsor would be listed in the fall issue of *Command* magazine, the official publication of the Illinois Chiefs. The company would be listed as a sponsor of the current year's program. A company representative would be invited to the awards breakfast.

**HONORARY PARTNER:** This level is attainable with a donation of anywhere from \$1,000 to \$2,499.00. This sponsor would have their name/logo displayed on all printed materials including awards brochures, media announcements, and display signs at the awards breakfast as well as the display booth in the convention center. A company representative will be invited to the breakfast.

**Partner:** This level is attainable with a donation from \$250.00 to \$999.00. This sponsor would have their name/logo displayed on all printed materials.

Companies/Corporations not able to participate at one of the levels listed above may also donate items to be used as prizes for some of the winning agencies.

**The Illinois Association of Chiefs of Police is a 501 (c) (6) organization.**

For additional information, please contact

**Program Director;**

Scott Kristiansen (847-456-2293)

iltscdirector@gmail.com

**\* All sponsorship levels are re-established each year \***

*There is no exclusivity established in the donation of any certain products to award to agencies.*

Only 10% of monetary donations are used for administrative costs





## Partner Donation Form

Yes, I would like to make a monetary contribution to support the *Illinois Traffic Safety Challenge*. I am enclosing a check from:

\_\_\_\_\_ in the amount of:

\$\_\_\_\_\_ made payable to the Illinois Association of Chiefs of Police.

Please forward your donation to the following:

LEL Scott Kristiansen  
Illinois Traffic Safety Challenge  
c/o Illinois Association of Chiefs of Police  
426 S. Fifth Street  
Springfield, IL 62701

Please make a copy of this donation form for your records.

Only 10% of all monetary donations are used to cover administrative costs.