LIFESAVERS

Lifesavers Conference on Roadway Safety

SPONSORSHIP PROPOSAL



PRESENTED BY

MICHELE MOUNT, EXECUTIVE DIRECTOR

PREPARED FOR

2027 LIFESAVERS CONFERENCE ON ROADWAY SAFETY

LOCATION

SAN ANTONIO

LIFESAVERS
Lifesavers Conference on Roadway Safety

About *the* Conference

The Lifesavers Conference on Roadway Safety is the nation's premier gathering dedicated exclusively to traffic safety, bringing together professionals, policymakers, practitioners, and industry leaders who are committed to reducing crashes, injuries, and fatalities on our roadways. The conference offers expert-led education, a robust exhibit hall, and unparalleled networking opportunities with key influencers and decision-makers in the roadway safety community.



EVENT OBJECTIVES

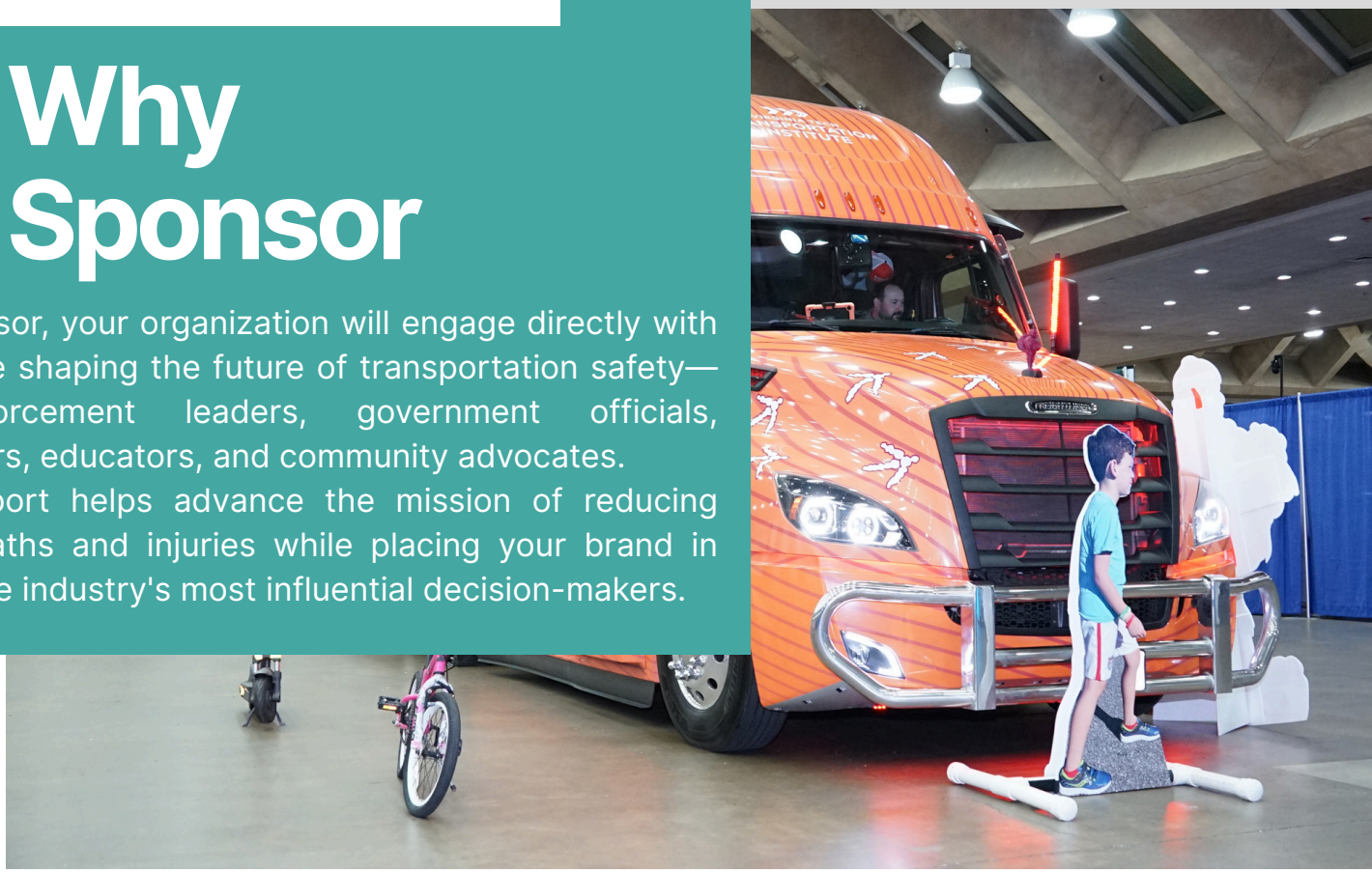
When your organization sponsors the Lifesavers Conference, you do more than support an event. You align your brand with a mission that saves lives and positions your organization as a leader in public safety innovation.

- **ADVANCING ROADWAY SAFETY**
- **BUILDING RELATIONSHIPS**
- **CONNECTING DECISION MAKERS**
- **PROTECTING LIVES**

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Why Sponsor

As a sponsor, your organization will engage directly with the people shaping the future of transportation safety—law enforcement leaders, government officials, researchers, educators, and community advocates.
Your support helps advance the mission of reducing traffic deaths and injuries while placing your brand in front of the industry's most influential decision-makers.



REACH KEY DECISION MAKERS

Nearly one out of every two attendees works in government or law enforcement (48%), providing direct access to agencies responsible for:

- Procurement decisions
- Grant funding initiatives
- Policy development
- Program implementation
- Technology adoption

DEMONSTRATE LEADERSHIP

Position your organization as a champion of roadway safety and a partner invested in saving lives.

ENGAGEMENT OPPORTUNITIES

With participants from across the United States and internationally, sponsorship provides exposure far beyond the conference itself.

BUILD RELATIONSHIPS

The conference brings together:

- Traffic safety leaders
- Public safety agencies
- Researchers and academics
- Transportation professionals
- Community organizations
- Industry innovators

This concentration of professionals creates opportunities that cannot be replicated through traditional advertising.

Sponsorship Opportunities

Sponsorships levels range from customizable opportunities for organizations seeking a tailored experience to standard packages built to maximize impact and elevate brand awareness in the exhibit hall

SPECIALTY SPONSORSHIPS

$7,500 -$50,000+



Specialty Sponsorships will receive benefits ***customized*** to the package

Opportunities Include:

- Evening Reception - $50,000
- Co-branded Conference Bags - $20,000
- Wi-Fi - $15,000
- Mobile App - $15,000
- Blood Drive - $15,000
- Refreshment Breaks/Meals (6 Opportunities) - $15,000
- Specialty Coffee Cart - $15,000
- Hydration Stations - $10,000
- Hotel Key Card - $10,000
- Co-branded Conference Giveaways (i.e. Chip Clips, Pens, Notebooks) - $7,500
- Traffic Safety Scholars and Fellows Dinner - $7,500
- Photo Booth - $7,500
- Branded Lanyards - **SOLD**





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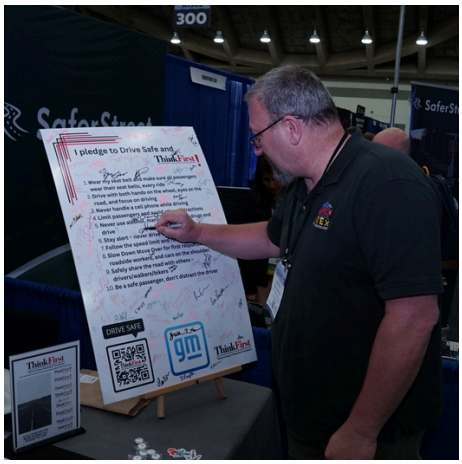
Sponsorship Opportunities



GOLD SPONSOR — $10,000

- Recognition on Lifesavers Conference digital platforms including our website, mobile app, and select social media posts
- Name listing in the following:
  - Lifesavers email blast
  - Onsite Signage
  - Welcome screen during plenaries
- Upgraded logo online booth listing
- Two (2) complimentary exhibit booths (includes two full registrations)
- Four (4) additional full conference registrations
- Additional booths at a discounted rate
- Six (6) VIP invitations to sponsor recognition event and six (6) VIP seats at plated meals
- Conference app advertisement
- Complimentary pre-and post-conference participants list
- Attendee welcome bag item
- One (1) pre-conference custom social media “Sponsor Spotlight” post
- Two (2) complimentary virtual listings upgrades:
  - Banner with link
  - Brochure button





Sponsorship Opportunities



SILVER SPONSOR — $5,000

- Recognition on Lifesavers Conference digital platforms including our website, mobile app, and select social media posts
- Name listing in the following:
  - Lifesavers email blast
  - Onsite Signage
  - Welcome screen during plenaries
- Upgraded logo online booth listing
- One (1) complimentary exhibit booth (includes one full registration)
- Three (3) additional full conference registrations
- Additional booths at a discounted rate
- Four (4) VIP invitations to sponsor recognition event and four (4) VIP seats at plated meals
- Two (2) complimentary virtual listings upgrades:
  - Banner with link
  - Brochure button





Sponsorship Opportunities



BRONZE SPONSOR — $3,000

- Recognition on Lifesavers Conference digital platforms including our website, mobile app, and select social media posts
- Name listing in the following:
  - Lifesavers email blast
  - Onsite Signage
  - Welcome screen during plenaries
- Upgraded logo online booth listing
- One (1) complimentary exhibit booth (includes one full registration)
- One (1) additional full conference registration
- Two (2) VIP invitations to sponsor recognition event and two (2) VIP seats at plated meals



FRIEND SPONSOR — $1,000

- Recognition on Lifesavers Conference digital platforms including our website, mobile app, and select social media posts
- Name listing in the following:
  - Lifesavers email blast
  - Onsite Signage
  - Welcome screen during plenaries
- Upgraded logo online booth listing
- One (1) invitation to sponsor recognition event

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THANK YOU

The Lifesavers Conference offers more than sponsorship visibility. It provides access to an engaged community of professionals working together to create safer roads and stronger communities.

Join us in San Antonio and become part of the movement that is shaping the future of roadway safety. Together, we can save lives.

2027 LIFESAVERS CONFERENCE ON ROADWAY SAFETY SPONSORSHIP PACKAGES AT-A-GLANCE

BENEFIT	GOLD	SILVER	BRONZE	FRIEND
Recognition Package	✓	✓	✓	✓
Exhibit Booths	2	1	1	
Total Conference Registrations	6	4	2	
VIP Event Invitations	6	4	2	1
VIP Meal Seating Tickets	6	4	2	1
Additional Booth Discounts	✓	✓	✓	
Sponsor Spotlight Post	✓			
Virtual Booth Logo Upgrade	✓	✓	✓	✓
Virtual Booth Add-ons	✓	✓		
Pre/Post Attendee Lists	✓			

ALL CONFIRMED AND PAID SPONSORS HAVE THE OPPORTUNITY TO INCLUDE A COLLATERAL PIECE IN THE OFFICIAL CONFERENCE BAG FOR AN ADDITIONAL FEE

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