



**Safe Ride Foundation Inc.**

## **2017 Sponsorship Packet**

*"Your support of drunk driving prevention is your support in the well-being of our communities"*

## A Peek into the History of The Safe Ride Foundation

The Safe Ride Foundation is a 501(c)3 nonprofit organization created to directly combat the rising rate of drunk and otherwise impaired driving in the bustling community of Frederick County, Maryland. As a charity, we have always operated through one central concept, which is to not simply chase a change, but become the change. S.O.S. Safe Ride, is the flagship program of our organization, a program that provides our incredibly large county with the convenience of an on-demand designated driving service that will transport an intoxicated person home from the bar, but in their own vehicle. Our very popular program provides a great alternative to a taxi cab or uber™, by giving the person the luxury of having that vehicle in their driveway the next morning, and more importantly, preventing them from making a decision that would possibly harm either themselves or others.

Our organization was founded in December of 2014, with the SOS Safe Ride program being founded in April of 2015. Since SOS Safe Ride's inception, it has provided well beyond an overwhelming **3,000** rides to citizens of Frederick County, which we are extremely humbled and ecstatic to report. In addition, the "buzz" that SOS Safe Ride has subsequently created in local media and the community has created an overwhelming level of support from both individuals and corporations from all around Frederick County, which we can't begin to thank them for.

While our program is accessible to anyone in our area, S.O.S. Safe Ride naturally targets its efforts mainly toward the age group of young or middle aged professionals, as well as college students, as these groups tend to be the main offenders as it pertains to impaired driving. It's interesting to note that at the beginning of the program's operations, it had been created with the intention of aiming towards almost exclusively college students, in order to combat not only college binge drinking, but also underage drinking as well. Through this we discovered a fascinating trend, a trend that gave us insightful perspective on how our organization's efforts were resonating in certain demographics. We

discovered that in our infancy, the college student demographic was lacking in the use our program, so much so that only a surprising 19% of those who utilized the program were in that age group. We naturally were quite shocked by this data, and through research and focus grouping we discovered that these results were not just as a result of the somewhat reckless “it wouldn’t happen to me” mindset that students are often unfairly stereotyped into, but also in response to an aspect of our program that we constructively felt had room for improvement, more specifically, our accessibility level within the area.

## **Increasing Drunk Driving Awareness and Accessibility**

As a result of both our new endeavors to tackle student drunk driving as well as our growing level of support from the community, we have dramatically increased the efficiency and accessibility of SOS Safe Ride in a way that has created significant results in the reduction of student drunk driving. SOS Safe Ride can now be accessed through not only phone call, but also through text, and most notably, through our free-to-download mobile app known as “SOS Safe Ride”. Our efforts have expanded through the entire county and parts beyond, and the level of our designated driver staffing has nearly quadrupled, making response times reduced to no more than **10 minutes**, meaning a person is never far away from a designated driver no matter where they are in Frederick County. In addition, due to increasing public support, we now have implemented a new program providing any person with their first ride for ABSOLUTELY NO CHARGE.

We’ve also ramped up our drunk driving education efforts, not only during drunk driving prevention seminars that we provide at D.U.I. compliance classes and alcohol trade shows, but most prominently through our internship and scholarship programs. Every year we provide several scholarships to Frederick County college and high school students who help to raise awareness on the dangers of drunk driving, the winners of this annual contest have their projects displayed within their college/high school, and also are awarded a grant from our organization recognizing them for their help in educating students and others on this mission that we care so much about.

# Your Generous Sponsorship of The Safe Ride

## Foundation

Your tax-deductible donation to the 501(c)3 charity “The Safe Ride Foundation” will go to tremendous lengths in helping to fight drunk driving the state of Maryland. A portion of this generous contribution will be attributed towards increasing the capacity of our designated driving programs, be it through aiding in the acquisition and maintenance of program vehicles, the continuing development of the mobile app, or the production of the various SOS Safe Ride fundraising events that we hold within Frederick County each year that consistently draw thousands of DMV area residents and eyes to our respective sponsor’s brands. In addition, at least 30% of any contribution we receive is also attributed to our scholarship and internship programs for local college students.

**Any sponsorship contribution can save as many as 100 lives each year!**

In conclusion we leave you with something that we’ve exclaimed to every media outlet that has interviewed us, and more importantly to almost every person we’ve driven home safely. We mean it every single time, and it will always ring true for us and our endeavors.

*“We don’t just want to give a few rides home, anyone could do that. More importantly we want to change the culture, to set the example, and create an environment where there is absolutely zero excuse for someone to get behind the wheel when they know that they shouldn’t.”*

We humbly invite your organization to help us fight the good fight against drunk driving. We thank you for your consideration, and together we can move closer towards making Frederick County a safer place for all of its residents & visitors, by ending drunk driving once and for all.

Kindest Regards,  
*The Safe Ride Foundation Family*

# Appendix A – Maryland Traffic Fatality Trends:

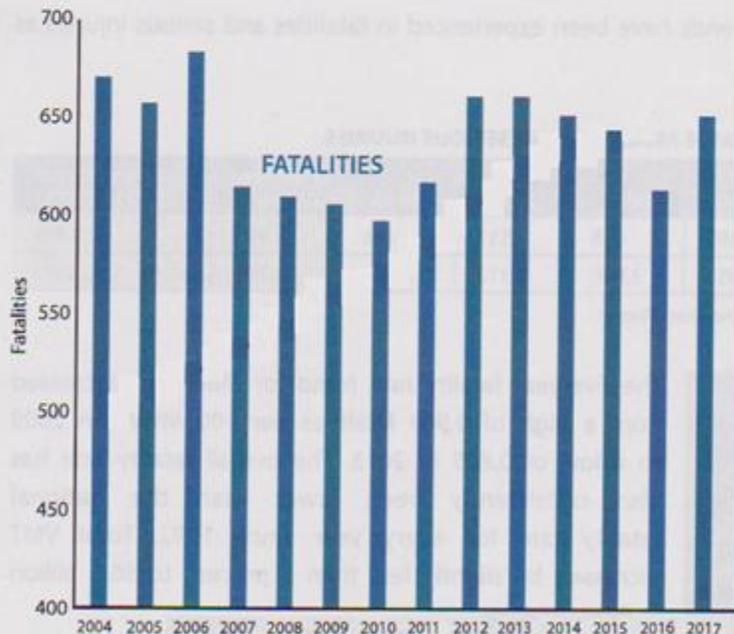
FATALITY RATE, VEHICLE MILES TRAVELED, MARYLAND AND NATIONAL				
YEAR	VMT (100 Million Miles)	FATALITIES*	FATALITY RATE*	NATIONAL FATALITY RATE**
2013	556	550	0.989	1.15
2014	562	496	0.882	1.11
2015	560	488	0.870	1.10
2016	564	511	0.906	1.14
2017	565	466	0.825	N/A
5-yr Avg	561	502	0.894	N/A

\*Source: SHA-SID/ eMAARS and ACRS

\*\*Source: NHTSA, Fatality Analysis Reporting (FARS)

The figure below displays both the rise in VMT and a decrease in fatalities over the past 20 years:

**Maryland Vehicle Miles of Travel and Traffic Fatality Trends**



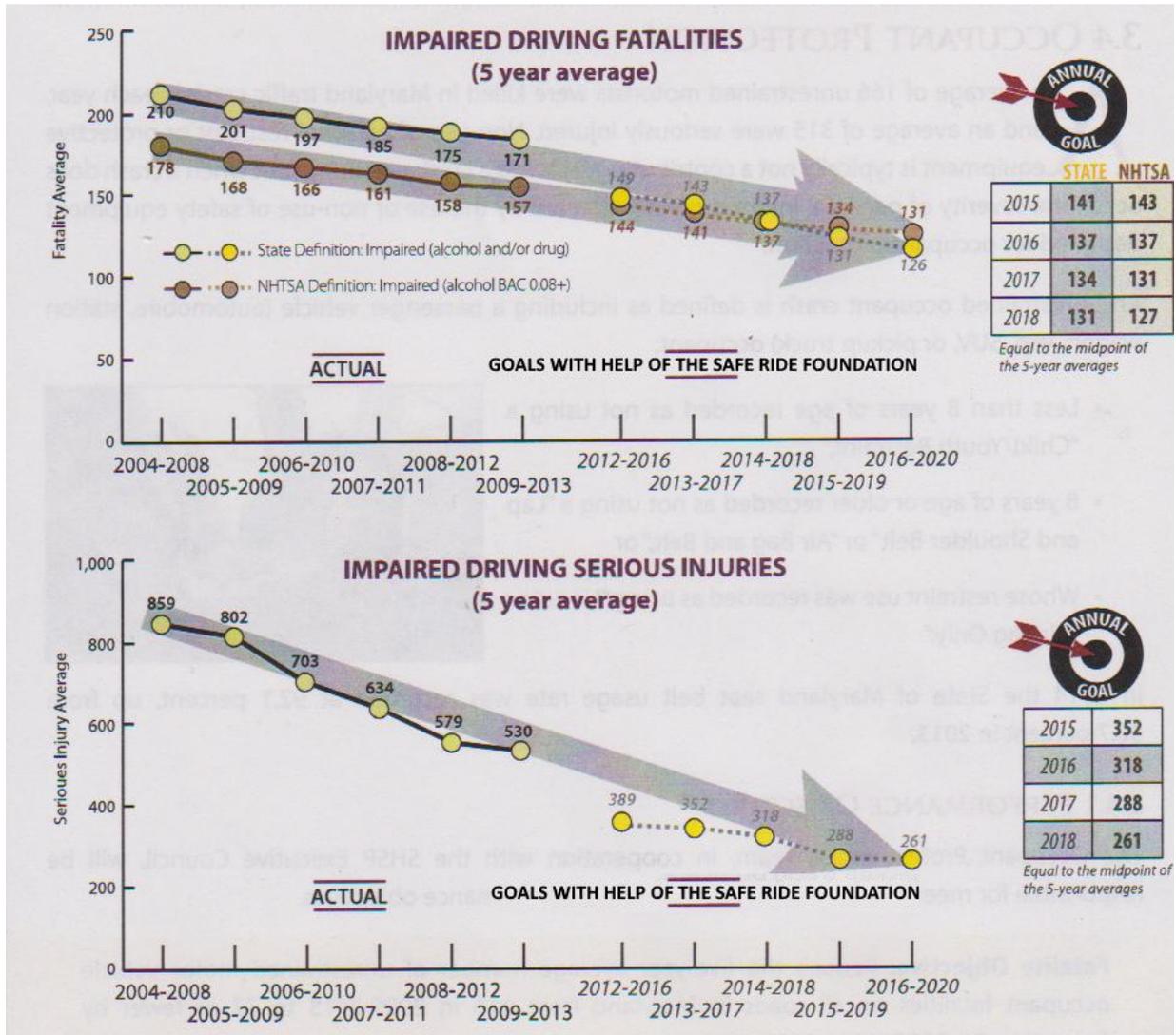
The information is referenced from the Maryland Strategic Highway Safety Plan 2016-2020, courtesy of the National High Traffic Safety Administration

## **Appendix B - Impaired Driving “Not So Fun” Facts:**

The following facts are referenced from information provided by the National Highway Traffic Safety Administration.

- *U.S. Law Enforcement, specifically in the state of Maryland is working towards a Zero Tolerance policy of alcohol driving*
- *Almost Half of all drivers killed in crashes tested positive for alcohol in their system*
- *Over 1.2 Million drivers were arrested in 2015 for driving under the influence of alcohol*
  - *Males are 8% more likely to drive drunk than Females*
  - *The Rate of Drunk Driving is highest amongst 21 to 25 Year olds*
- *Drunk Driving is 6 times more likely at night than it is during the day*
- *DUI Conviction can lead to many detrimental consequences including: \$5,000-\$10,000 in legal fees, Loss of License, Mandatory AA Meetings, Jail Time, Increased Insurance Premiums, Etc.*

# Appendix C - Statewide Impaired Driving Fatality Averages. Current vs Future Goals



The information is referenced from the Maryland Strategic Highway Safety Plan 2016-2020, courtesy of the National High Traffic Safety Administration

***“The War Against Drinking and Driving Starts With YOU!”***

**All Donations, In-Kind Gifts, and Sponsorships are  
100% Tax-Deductible**



No contribution is too small, all individuals and organizations are welcome to join the cause, and remember that the best donation that anyone can give, is simply their time.

Thank you for your interest, the following pages will include all sponsorship benefits associated with your support of Drunk Driving Prevention via the Safe Ride Foundation!



## **SOS Safe Ride Program and Event Sponsorship Tiers**

Sponsoring our programs and events not only supports drunk driving prevention in Frederick County, but also allows your organization to get thousands of Fredericktonian eyes in front it's brand!

### **- Events: -**

Join in the fun of presenting both of our annual local Anti-Drunk driving fundraising events,

*"Comedians for a Cause" and "Karaoke for a Cause"!*

Twice each year The Safe Ride Foundation provides over 3,000 attendees with the entertainment of several hilarious national comedy acts, an incredibly entertaining karaoke show, all coupled with delicious beverages including local craft beers, spirits, and wines. These events are the perfect way for Frederick County professionals to enjoy the entertainment scene that Frederick has to offer. Take advantage of this awesome promotional opportunity and reach out to the more than 3,000 professionals, residents and comedy fans who attend. The events will take place in the Summer and Fall of 2018, and supporters have the opportunity to sponsor these events and our program in very significant and instantly noticeable ways.

### **- Program: -**

In addition to your event sponsorship, your organization's contribution also gives your brand year-long perpetual promotion opportunities as well via the SOS Safe Ride service!

Whether it's advertisements within the mobile app, your brand's recognition within our various commercials, or even receiving your organization's very own personally branded SOS Safe Ride chase car, we're able to provide you with incredibly innovative and revolutionary ways to show off your support to ALL of Frederick County on a daily basis, reaching over a combined 35,000 impressions on a yearly basis!

Safe Ride Foundation sponsors will receive all of the following unique benefits displayed on the next few pages!

## *Benefits Page 1*

# BRONZE

## *\$250 Donation*

- \* Sponsor will receive a plaque recognizing their support of drunk driving prevention in Frederick County.
- \* Corporate Logo featured within the "Our Partners & Sponsors" page of [SOSSaferide.org](http://SOSSaferide.org)
- \* Engaging Posts for your company will be posted regularly via our social media outlets. (Facebook, Snapchat, Instagram, Etc).
- \* **2 General Admission Tickets** to "Comedians for a Cause"
- \* Photo Opportunities During Events & Press Releases Thanking Sponsors
- \* Branding/Name of Organization read during intermission of events just before key performers.
- \* Perpetuity - If the benefits for this tier are changed/removed, your current benefits will not change, they will be graciously grandfathered in.

## Benefits Page 2

SILVER

**\$500 Donation**

\* All Benefits of Previous Tier



\* Your corporate logo featured on all SOS Safe Ride Commercials, via Television, Social Media, Radio.



\* **HALF OFF RIDES** for all employees of your organization

\* Your corporate logo featured in all emails sent out to our constantly growing 3,400 customer email list.

\* **5 General Admission Tickets** to "Comedians for a Cause"

\* Exclusive event banner created and displayed specifically for **your organization alone** during Annual Events

\* Your Branding within Social Media Advertising within the months & weeks leading up to annual events.

## Benefits Page 3

GOLD

**\$1,000 Donation**

\* All Benefits of Previous Tiers

\* **FREE RIDES** for ALL employees of your organization for one calendar year!

\* Frequent Banner-Sized advertisements within the SOS Safe Ride App



\* **3 General Admission Tickets** to "Comedians for a Cause"

\* **2 VIP Seating Tickets** to "Comedians for a Cause"

\* **1 Exclusive BACKSTAGE PASS** to "Comedians for a Cause"

\* Corporate Logo Displayed or Projected in Auditorium during "Comedians for a Cause"

\* Your choice of visual advertising content (Video or otherwise) shown during pre-show of "Comedians for a Cause"

# DIAMOND

-EVENT PRESENTING SPONSOR-

**\$2,500 Donation**

**\* All Benefits of Previous Tiers**

\* Promoted & Branded as one of the exclusive **Presenting Sponsors** of both annual events!

\* Rights to vendor/table space during 1 hour reception of "Comedians for a Cause" [Tastings, Giveaways, Information, Displays, etc...get creative!]

**\* Safe Ride PLUS tier Sponsorship**

[We Will name a Safe Ride PLUS patron tier after your organization] Visit [www.SafeRidePLUS.org](http://www.SafeRidePLUS.org)

**\*Breathalyzer Booth Merchandise**

Your Company may utilize advertisement and merchandise giveaways at our weekly Breathalyzer Booth



\* Your individual Banner Displayed Prominently **above the stage** during "Comedians for a Cause" and "Karaoke for a Cause"

\* 3 General Admission Tickets to "Comedians for a Cause"

\* 5 VIP Seating Tickets for "Comedians for a Cause"

\* 3 Exclusive BACKSTAGE PASSES for "Comedians for a Cause"

## Top Tier Benefits Page 1

PLATINUM

***\$5,000 Donation***

**\* All Benefits of Previous Tiers**

**\* Full-Screen Clickable  
Advertisements within the  
SOS Safe Ride app!**



**\* Free Ride Service any and all company  
functions serving alcohol. [Christmas Parties,  
Ceremonies, Etc!]**

**\* Your Logo Featured on Every Page within  
SOSSafeRide.org!**

**\* Your Corporate Logo featured  
on the rear window of  
an SOS Safe Ride  
Chase Car!**



**\* Your Corporate logo on all SOS  
Safe Ride coupons and bar  
posters.**

## Top Tier Benefits Page 2



**\$ 7,500 Donation**

\* All Benefits of previous tiers.

\* Flagship Sponsor (Below):



\* Your company's own SOS Safe Ride Chase Car!



\* Your corporate logo on ALL SOS Safe Ride promotional materials & advertisements.

*“ Dream for change, dare to change, and become the change. “*

*- The Safe Ride Foundation Inc.*



**Safe Ride Foundation Inc.**

*We Thank You Very Much For Your Consideration!*