



# SPONSORSHIP PROGRAM

*Assisting Communities & Training Responders*



TRANSCAER® (Transportation Community Awareness Emergency Response) is an outreach program covering North America. Since 1986, the organization has focused on assisting communities and training emergency responders to prepare for and respond to hazardous material transportation incidents. The TRANSCAER program is led by industry professionals and supported by partner agencies who are critical to the success of our mission.

TRANSCAER's Sponsorship Program provides companies with exclusive opportunities to build relationships with emergency responders, industry, and transportation companies. It also provides a unique opportunity to connect with specific targeted audiences in order to promote the safe transportation and handling of hazardous materials.





# Why become a sponsor?

## *Benefits*

TRANSCAER trains 30,000+ emergency responders each year for FREE! Since we are a voluntary national outreach program, we depend on our sponsors to financially support our training and outreach initiatives.

Sponsorship benefits your company with new channels to promote your brand and visibly promote the safe transportation and handling of hazardous materials.

Sponsorship both supplements and reinforces your more traditional training initiatives. Your sponsorship support enables TRANSCAER to provide quality training programs for emergency responders throughout the year.



## Other Benefits Include:



### Mission Support

TRANSCAER's Sponsorship Program is designed to visibly enhance your support of TRANSCAER's mission of assisting communities to prepare for and respond to a possible hazardous materials transportation incident.



### Partnership Opportunities

Companies that are responsible for promoting the safe handling and transporting of hazardous materials can access many benefits through direct connection with TRANSCAER. There are valuable partnership opportunities as a sponsor to connect with chemical manufacturers, transportation carriers, distributors, and emergency response companies and agencies.



### High Profile Branding

Co-branding opportunities are available at national-level hazmat conferences, as well as at state level hazmat conferences, seminars, and training events throughout the year. All sponsoring companies benefit from logo placement in TRANSCAER's brochures, programs, magazine, and quarterly e-newsletter.

# Become a Sponsor Today!



# TRANSCAER Champion

**\$11,500**

## **Exclusive sponsorship benefits include:**

- One representative to vote on issues and activities brought before the National TRANSCAER Task Group
- Advertisements in the TRANSCAER newsletter
- Full-page ad for your organization in the *TRANSCAER today* Magazine
- Three non-commercial articles on industry-related topics (pre-approval by TRANSCAER) in the *TRANSCAER today* Magazine
- Company logo on the TRANSCAER homepage
- Access to the TRANSCAER Coordinator Portal
- Participation in TRANSCAER training events, conference calls, and quarterly meetings
- Company description and website link on TRANSCAER Sponsorship webpage
- Promotion of your company logo and yearly training recap in the TRANSCAER Fact Sheet (distributed at all National Level Conferences attended by TRANSCAER and in the TRANSCAER Outreach Package)
- Company logo on TRANSCAER Champion Sponsor banner (utilized at all national-level hazmat conferences where TRANSCAER attends with an exhibit booth)
- Ability to promote your support of TRANSCAER and use the “Proud sponsor of TRANSCAER” logo
- Acknowledgement of sponsorship and training programs/resources in a dedicated slide in the TRANSCAER Overview Presentation delivered at local, state, and national training events, conferences and meetings
- Up to three training events promoted via ad on TRANSCAER’s social media accounts
- 10 TRANSCAER apparel items for your company and/or instructors





# TRANSCAER Supporter

**\$9,000**

## **Exclusive sponsorship benefits include:**

- One representative to vote on issues and activities brought before the National TRANSCAER Task Group
- Advertisements in the TRANSCAER newsletter
- Half-page ad for your organization in the *TRANSCAER today* Magazine
- One non-commercial article on industry-related topics (pre-approval by TRANSCAER) in the *TRANSCAER today* Magazine
- Company logo on TRANSCAER homepage
- Access to TRANSCAER Coordinator Portal
- Participation in TRANSCAER training events, conference calls, and quarterly meetings
- Company description and website link on TRANSCAER Sponsorship webpage
- Ability to promote your support of TRANSCAER and use the “Proud sponsor of TRANSCAER” logo
- Acknowledgement of sponsorship and training programs/resources in a dedicated slide in the TRANSCAER Overview Presentation delivered at local, state, and national training events, conferences and meetings
- One training event promoted via ad on TRANSCAER’s social media accounts
- 5 TRANSCAER apparel items for your company and/or instructors

# Sponsorship Highlights

SPONSORSHIP BENEFITS	Champion (\$11,500)	Supporter (\$9,000)
Representative & Voting Ability on NTTG	✓	✓
Company logo on TRANSCAER® homepage	✓	✓
Access to TRANSCAER Coordinator Portal	✓	✓
Ability to promote your support of TRANSCAER with the use of the “Proud Sponsor of TRANSCAER” logo	✓	✓
Company description and website link on TRANSCAER Sponsorship webpage	✓	✓
Acknowledgement of Sponsorship & Training Program in a dedicated slide of TRANSCAER Overview Presentation	✓	✓
Supporting emergency responders and communities across North America through the TRANSCAER Program	✓	✓
Company logo on TRANSCAER Champion Sponsor banner utilized at all national-level hazmat conferences where TRANSCAER attends with an exhibit booth	✓	-
Promotion of your company logo and yearly training recap in TRANSCAER Fact Sheet (distributed at all national-level conferences that TRANSCAER attends and in the TRANSCAER Outreach Package)	✓	-
Ad in the next edition of TRANSCAER <i>today</i> Magazine	Full Page	Half Page
TRANSCAER apparel items for your company and/or instructors (issued annually)	10	5
TRANSCAER website ads annually	4	2
Non-commercial articles in the next edition of TRANSCAER <i>today</i> Magazine	3	1
Training promoted via ad on TRANSCAER’s social media accounts	3 events per year	1 event per year

# Our Sponsors

Join TRANSCAER and these Sponsor Organizations Who Are Assisting Communities and Preparing Responders For Hazmat Incidents.



## Terms & Conditions

Sponsorship opportunities offered as part of TRANSCAER's Sponsorship Program are available to organizations that have a formal and substantial mission which is supportive of TRANSCAER beliefs, principles and philosophies and it views TRANSCAER as a means to promote hazmat safety, rather than as a means to access contacts for commercial purposes.

## Eligibility

TRANSCAER Sponsors are limited to nonprofit industry and transportation trade associations only. All other individuals or companies may be eligible as TRANSCAER Partners or TRANSCAER Corporate Members.

### Contact Information

For additional questions regarding TRANSCAER's Sponsorship Program please contact:

**Erica Bernstein Fischer**

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### Apply Online

[www.transcaer.com/  
sponsorship-opportunities/  
sponsor-application](http://www.transcaer.com/sponsorship-opportunities/sponsor-application)





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