

Multi-Year Organizational-Level Sponsorship

Introduction

Preventable injuries continue to affect quality of life and take the lives of loved ones throughout our province. As a result, family celebrations are missed, memories are lost, and contributions to community and workplaces are cut short. With your support, the Council aims to reduce the number of these preventable injuries through education and training.

Since 1955, the Saskatchewan Safety Council has developed resources and training in an effort to reduce the frequency and severity of injuries in the province of Saskatchewan.

The Saskatchewan Safety Council is a **non-profit registered charity** supported through membership contributions, donations, **sponsorships**, training and event revenues.

Revenues from consulting services, fee-for-service workplace training, traffic safety training, and events are also dedicated to the development and delivery of **free community injury prevention programs and resources for those in high-risk demographics**.

Priorities

Strategically, Council efforts are focused on the prevention of injuries that take place in the **home**, on the **roads**, while taking part in **recreational** activities, and at **work**.

Council priorities are:

- **Children and Youth**
- **Indigenous Peoples**
- **New Canadians**
- **Seniors**
- **those who live in rural settings** in Saskatchewan.

Each year, the Council hosts hundreds of in-person and online, paid **and free**, training programs and events. Annual participant numbers reach well over 15,000 individuals who reside in **communities throughout Saskatchewan**.

Since April of 2020, the Council has issued approximately **10,000 certificates for free online safety training programs**. Countless impressions have been made with emails to subscribers and posts to social media platforms.

New programs are always being developed and great emphasis is placed on increasing the popularity and usage of existing resources.

Our 18-minute **sponsorship presentation video** can be viewed at <https://www.sasksafety.org/support-us.html>



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www.sasksafety.org

1.855.280.7115



Levels and Acknowledgement

The organizational-level support costs and benefits outlined in the following pages are based on a minimum 3-year commitment. Alternatively, businesses and individuals may donate, choose to support at our Community Safety level, or become a sponsor of one of our annual events.

*Terms for items related to the Safety Centre of Excellence will commence with placement.

Spotlight Partner - \$25,000 per year

- *Centre of Excellence Safety Village street flag
- *One full-size Safety Centre of Excellence perimeter sponsor sign
- *Digital graphic advertisement cycling in the Safety Centre of Excellence foyer sponsor display panel
- Logo is included on sponsor recognition screen shown within the "About the Council" introduction video for all in-person and online training programs and events, and in the credits of newly developed online resources where applicable.
- Hyperlinked Logo on SSC Homepage scrolling sponsor banner
- Recognition within Council's Annual Report

Sponsoring Partner - \$50,000 per year

- *One vinyl-wrapped structure in the Centre of Excellence Safety Village
- *One full-size Safety Centre of Excellence perimeter sponsor signs
- *Digital graphic advertisement cycling in the Safety Centre of Excellence foyer sponsor display panel
- Logo is included on sponsor recognition screen shown within the "About the Council" introduction video for all in-person and online training programs and events, and in the credits of newly developed online resources where applicable.
- Hyperlinked Logo on SSC Homepage scrolling sponsor banner
- Recognition within Council's Annual Report

Platinum Partner - \$100,000 per year

- *One designed/branded structure in the Centre of Excellence Safety Village
- *One full-size Safety Centre of Excellence perimeter sponsor signs
- *Digital graphic advertisement cycling in the Safety Centre of Excellence foyer sponsor display panel
- Logo is included on sponsor recognition screen shown within the "About the Council" introduction video for all in-person and online training programs and events, and in the credits of newly developed online resources where applicable.
- Hyperlinked Logo on SSC Homepage scrolling sponsor banner
- Recognition within Council's Annual Report

Visionary – \$250,000 per year - *Limit of 5 Available

All **Platinum Partner** level benefits plus:

- *Branded Safety Centre of Excellence area entrance archway (naming rights)
- *One full-size Safety Centre of Excellence perimeter sponsor signs
- *Digital graphic advertisement cycling in the Safety Centre of Excellence foyer sponsor display panel
- Logo is included on sponsor recognition screen shown within the “About the Council” introduction video for all in-person and online training programs and events, and in the credits of newly developed online resources where applicable.
- Hyperlinked Logo on SSC Homepage scrolling sponsor banner
- Recognition within Council’s Annual Report
- To ensure alignment with sponsoring organization’s strategic priorities or corporate pillars, those responsible for the Council’s communication and marketing efforts will work with the Visionary-level sponsor to craft an additional plan of recognition.

**Many thanks to the support of donors, members,
and the following multi-year organizational-level sponsors.**



Sponsor Visibility

Wherever possible, multi-year sponsors are acknowledged within the presentation materials of all training programs and resources.

The following outlines the myriad of programs and events in which a sponsor's contribution and support is showcased.

SAFETY CENTRE OF EXCELLENCE

As part of our overall strategic plan to lead Saskatchewan to become a province of safety excellence, the Safety Centre will become the physical focal point and showcase of Saskatchewan's injury prevention efforts. Work there will inspire others to further innovate and make life saving advancements.

The Centre will be a multifaceted facility, developed to focus on all aspects of injury prevention and education with an emphasis on promoting safe choices regardless of the activity. Home & Community Safety, Workplace, Traffic, and Agriculture Safety will all have a spotlight at the Centre.

Visibility

Sponsor recognition is visible to visitors to the Centre. As a training facility and recreation destination the Safety Centre will attract people from all demographics.

The Centre is to include:

- Community Safety Village
- Safe Traffic Operations Park (STOP)
- Farm Safety Discovery Centre
- Workplace Training Complex
- Playground and Walking Path



Sponsor Representation Possibilities (dependent on sponsorship level)

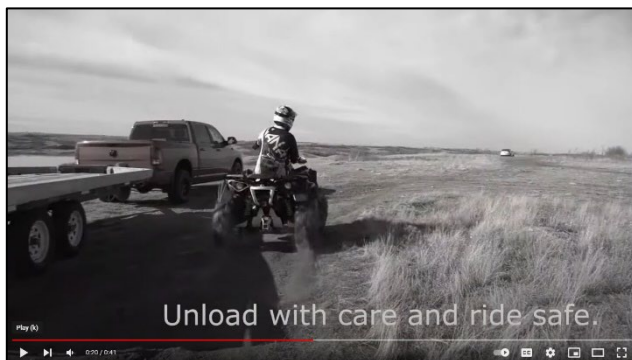
- On-location outdoor signage – The perimeter of the Safe Traffic Operations Park will be lined with large sponsor advertising signs
- Interior digital advertising displays in the Centre foyer and other areas accessible to the public
- Rest area and parking area signage
- Associated online properties
- A limited number of buildings in the Safety Village will be available for branding and/or naming

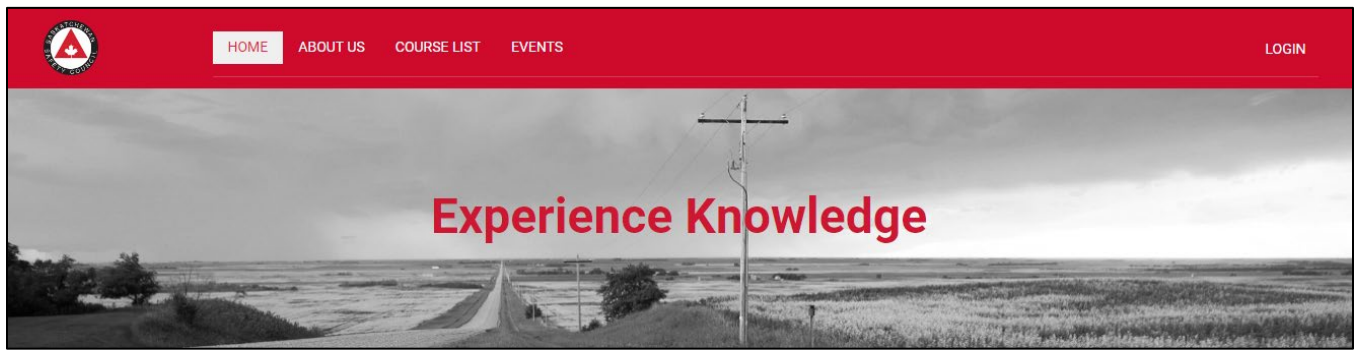
INJURY PREVENTION VIDEOS

Since 1955, the Saskatchewan Safety Council has developed and distributed many forms of injury prevention information and resources. Most recently, that information has taken the shape of videos created by our team of content specialists, posts on social media platforms, videos, and blogs.

Visibility

- Logo included on sponsor recognition screen shown during the credits of online injury prevention resources and content.
- Content is published on Council website, [YouTube](#), [Facebook](#), and [Twitter](#) channels and is routinely shared by several social media advocates and community curators.





ONLINE TRAINING PROGRAMS

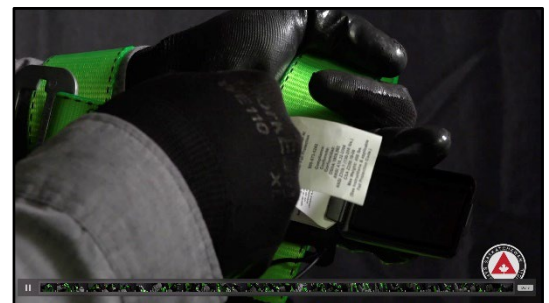
The Council develops and delivers a variety of online safety training. These programs often combine or blend, online content and knowledge tests with in-person evaluations. Many courses offer industry-recognized certifications.

Visibility

- Content is published in the Council's Learning Management System (LMS) and distributed on-demand.
- Topics include traffic, recreation, and workplace-related subject matter.

Sponsor Representation

- Logo is included on sponsor recognition screen shown within the "About the Council" introduction video for all online training programs.



CAREER SAFETY EDUCATION

For **youth** prior to their entry into the workforce, **new workers** starting in a new job or industry, or **new Canadians** just having moved to Saskatchewan, the Career Safety Education (CSE) series of free workplace safety training programs builds a foundation of knowledge for any new worker by increasing the participants' **awareness of hazards** and providing a baseline understanding of how to **manage the risks** present in a broad variety of industries.

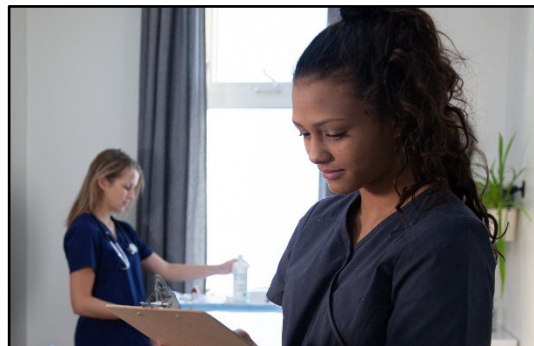
CSE nurtures an understanding of injury prevention theories that will result in fewer injuries in workplaces, during recreational activities, in and around homes, and on Saskatchewan roads.

Visibility

- Career Safety Education is a partnership with the following industry safety associations whose combined efforts to promote the program results in a reach to an immeasurable number of Saskatchewan businesses: Heavy Construction Safety Association of Saskatchewan Inc.; Saskatchewan Association for Safe Workplaces in Health; Saskatchewan Construction Safety Association; WorkSafe Saskatchewan

Sponsor Representation

- Logo is included on sponsor recognition screen shown within the "About the Council" introduction video for all Career Safety Education training programs.



***"Together we'll create a province of
safety excellence."***



SKID SMART COLLISION AVOIDANCE TRAINING

The Saskatchewan Safety Council's Skid Smart Collision Avoidance course provides information and hands-on experience in maneuvering a vehicle in extreme conditions while in a controlled environment.

Visibility

- The Skid Smart participant demographic is broad with courses being delivered to people of all adult ages and employed in all forms of businesses in which vehicles are heavily relied upon.
- From individuals, small business proprietors, employees, managers and executives with large private businesses and crown corporations, the roles and decision-making responsibilities of those present in these sessions vary greatly.

Sponsor Representation

- A blended learning program comprised of both online and hands-on practical training, sponsor's logo is included on sponsor recognition screen shown within the "About the Council" introduction video for all online training programs.

MOTORCYCLE SAFETY TRAINING

For 40 years, the Saskatchewan Safety Council has been delivering motorcycle-related programming in the province. Although always focused on safe riding, programs have evolved to meet the demands of the riding community. Taught by experienced certified instructors at the best bike training facility in the country, we now also offer Experienced Rider Training which provides participants a chance to learn a more advanced set of riding skills.

Visibility

- The motorcycle community is a tight knit one. Motorcyclists talk and recommendations resonate.
- Although the demographic of participants in our motorcycle programs varies as much as the styles of motorcycles, there is no such thing as a "typical" student. That said, there are two well-represented groups:
 1. The new young riders between the ages of 16 and 24



2. The bucket list riders with new disposable income

- Approximately 38% of participants are female.

Sponsor Representation

- A blended learning program comprised of both online and hands-on practical training, sponsor's logo is included on sponsor recognition screen shown within the "About the Council" introduction video for all online training programs.

