



National Summit for Rural Traffic Safety Culture

Sponsor Information 2011

The 2011 National Summit for Rural Traffic Safety Culture will be held in conjunction with the Montana Summer Institute in Big Sky, MT on July 11-13, 2011. Both events are being hosted by the Center for Health and Safety Culture at the Western Transportation Institute. Sponsored in part by the AAA Foundation for Traffic Safety, this year's events are focused on *Telling a New Prevention Story*.

Health and safety are impacted by culture. Focusing on single solutions like infrastructure improvements or vehicle design alone is insufficient towards achieving comprehensive safety. A positive traffic safety culture transforms safer driving decisions and increases acceptance of all other forms of safety intervention.

The attainment of positive traffic safety culture depends on an understanding of the process of transforming culture. The Center for Health and Safety Culture uses a proven process, the Positive Community Norms Model, to transform cultures thereby measurably improving health and safety outcomes. For the 3rd Annual National Summit for Rural Traffic Safety Culture, we will be joining the highly acclaimed Montana Summer Institute. The focus will be to learn more about the Positive Community Norms Model and how it can help practitioners engineer a fundamental and enduring change in driver behavior within our transportation systems.

What is the Positive Community Norms (PCN) Model? PCN is a process for community transformation. It integrates Science of the Positive™ leadership, positive norms communication and integration of strategies across the social ecological environment to improve health and safety. This year's Summit will be focused towards those practitioners involved in planning and implementing traffic safety plans, as well as those individuals interested in, or tasked with, implementing or supporting the National Towards Zero Death Strategy. Participants will learn more about the PCN Model and how it can help affect culture change in motorists or within organizations tasked with monitoring and managing our highway systems.

Does this event sound like something your organization would like to be involved with? Consider a **Summit Sponsorship!** We hope you take the time to add visibility and value to your Summit participation. Details and registration information can be found below and on the following page.

Contributing Sponsors - This sponsorship level is open to organizations, agencies and/or private companies that are providing significant funds and/or staff support. Sponsors will be recognized on the Summit website (with a link and/or logo) and in Summit materials. They can also receive free attendee registrations (see following page for details).

Endorsing Sponsors - This sponsorship level is open to public sector organizations and/or agencies that are providing in-kind or endorsing support. Endorsing support is defined as allowing use of logo; demonstrating support for the Summit in emails, newsletters, etc. to members via mailers and/or list-serves; as well as posting Summit information to their respective websites. Not open to for-profit business entities.

Opportunities



Note: In-kind contributions for any of the below levels of sponsorship will be handled on a case-by-case basis. Please contact Traci Ulberg, Meetings Northwest at (866) 633-8110 to discuss.

Sponsorship Opportunities (select one):

\$10,000+ (Platinum Contributing Sponsor)

Sponsors at this level receive their logo with link on the Summit web site home page, logo and/or name on Summit materials as well as recognition as a Contributing Sponsor at the Summit. Signage thanking your company or organization will also be utilized as appropriate. Lastly, Platinum Contributing Sponsors receive three (3) free attendee registrations and have the option of placing an item (brochure, etc.) in the registration packets.

\$5,000+ (Gold Contributing Sponsor)

Sponsors at this level receive their logo with link on the Summit web site home page, logo and/or name on Summit materials as well as recognition as a Contributing Sponsor at the Summit. Signage thanking your company or organization will also be utilized as appropriate. Gold Contributing Sponsors also receive two (2) free attendee registrations.

\$1000 (Reception or Luncheon Sponsor)

Sponsors at this level receive a link on the Summit agenda web page as well as recognition in the agenda as a reception or luncheon sponsor. A sign recognizing your contribution will also be provided at the respective event.

\$500 (Breakfast, Break or Logistics Sponsor)

Sponsors at this level receive a link on the Summit agenda web page as well as recognition in the agenda as a breakfast, break or logistical (i.e., equipment, AV, printing, etc.) sponsor. A sign recognizing your contribution will also be provided at the respective event as appropriate.

Endorsing Sponsor

Sponsors at this level receive a link on the Summit web page as well as recognition in the agenda.

Assistance:

Questions regarding sponsorship opportunities should be directed to Meetings Northwest, LLC. They can be reached at (866) MEET-110 or via email at info@ruraltscsummit.org. Please complete the following:

Registration:

CONTACT NAME

COMPANY/ORGANIZATION NAME (this name will be used in Summit publications and on the website)

ADDRESS

CITY STATE/PROVINCE ZIP/POSTAL CODE

PHONE FAX

EMAIL URL (a link will be placed on the website)

TOTAL Sponsorship (from above): \$ _____

Authorized Signature: _____

Payment:

- Check or Money-Order (Payable to Meetings Northwest, LLC)
 Credit Card (provide **all** of the below information)

Circle one: Visa MasterCard American Express

Name (as it appears on the card)

Number

Expiration Date

Card Validation Code (For Visa/Master Card, three digit number on the back of card. For American Express, four digit number on the front of card)

Mail to:

Attn: National Summit for Rural TSC
c/o Meetings Northwest, LLC
PO Box 2083
Missoula, MT 59806-2083

Or,

You can fax this form with payment information to (406) 273-2494 (credit card payment only).