



SPONSORSHIP OPPORTUNITIES

Helping Youth make Healthy Decisions.

SafeTeen facilitates youth involvement and peer education that result in critical thinking, self awareness, and healthy decision making for young people.

SafeTeen is a **youth driven, community based** organization that:

- 1) Implements **assembly programs in schools** to prevent injury, death and disability related to traffic crashes (since 2000, implemented in **40 high schools, reaching over 95,000 students and 18,000 adults**),
- 2) Creates **television social marketing campaigns** that include documentaries about issues critical to teen safety (last years' project **reached over 800,000** New Mexicans) and
- 3) Oversees a **website** that is a hub of information for teens, parents and educators about youth related issues. (**Over 15,000 hits** just during the 14 days of our social marketing campaign last year.)

Please peruse our website to see the social marketing campaigns and materials.

The following sponsor opportunities include recognition in all three of the areas listed above as well as acknowledgement at all safe teen functions including our gala premiere event. Your sponsorship will help fund one year of SafeTeen activities – one set of assemblies and one social marketing campaign.

SafeTeen New Mexico is a 501c3 organization recognized as non-profit for tax reporting purposes.

www.SafeTeen.net



SENIOR CLASS Sponsor: \$15,000 (four maximum).

Includes:

SPONSORSHIP PRODUCT/COMPANY EXCLUSIVITY

No other competing business will be given a sponsorship.

SCHOOL ASSEMBLY DRIVING PROGRAM

Individual sponsor logo on full screen slide during school assemblies.

Sponsor verbal mention by student or principal at all assemblies.

Sponsor logo on all press releases and advertising.

SOCIAL MARKETING CAMPAIGN

“Title” sponsorship package of the fall social marketing campaign:

Please see social marketing campaign sponsor packages.

WEB SITE MARKETING www.SafeTeenNM.org

Sponsor logo on home page of site

GALA PREMIERE

Sponsor verbal and sign recognition at the fall social marketing campaign premiere event.

www.SafeTeenNM.org



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JUNIOR CLASS Sponsor: \$10,000 (five maximum)

Includes:

SPONSORSHIP PRODUCT/COMPANY EXCLUSIVITY

No other competing business will be given a sponsorship.

SCHOOL ASSEMBLY DRIVING PROGRAM

Sponsor logo on slide with other Silver sponsors during all assemblies.
Sponsor verbal mention by student or principal at all assemblies.
Sponsor logo on all press releases and advertising in slightly smaller font than Gold sponsors.

SOCIAL MARKETING CAMPAIGN

“Supporting” sponsorship package of the fall social marketing campaign.

Please see social marketing campaign sponsor packages.

WEB SITE MARKETING www.SafeTeenNM.org

Sponsor name listed on sponsor page of site grouped with other Silver/Bronze Sponsors. Silver sponsors will be listed first.

GALA PREMIERE

Sponsor recognition at the fall social marketing campaign premiere event on the sponsor board.

www.SafeTeenNM.org



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SOPHOMORE CLASS Sponsor: \$5,000 (Unlimited)

Includes:

SCHOOL ASSEMBLY DRIVING PROGRAM

Sponsor logo on slide with other Bronze sponsors during all assemblies.

SOCIAL MARKETING CAMPAIGN

Credit during end credits of social marketing campaign documentary,
Listed as "With Additional Support by..."

WEB SITE MARKETING www.SafeTeenNM.org

Sponsor name listed on sponsor page of site grouped with other
Silver/Bronze Sponsors.

GALA PREMIERE

Sponsor recognition at the fall social marketing campaign premiere
event on the sponsor board.