



Sponsorship Opportunities



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SOMERSET



County Council

Introduction

Somerset Road Safety is committed to reducing the number of people hurt on the county's roads by promoting safer travelling through education, training and road safety campaigns.

Our Education, Training and Publicity team deliver workshops and presentations, covering all types of road user and age groups, from pre-school aged pedestrians to retired people wishing to drive safely for longer. Whilst a large proportion of the work is focussed in schools and colleges, the team also support ad hoc events run in the local community, where road safety advice is welcomed.

The County Council aims to be at the forefront of national road safety delivery and is supporting this aspiration with a new road safety strategy based on a safe system approach to road safety. The road safety strategy can be downloaded from our website: www.somersetroadsafety.org

The Road Safety team has a reputation for delivery and partnership working, in 2017 the team engaged with over 23,000 people through local events, and our extensive range of courses and training. We also received over 1.4 million impressions through a strong social media presence via Facebook, Twitter and Instagram.

We use a range of delivery tools appropriate for companies to help sponsor, as detailed in the next few pages. We are constantly reviewing our programmes to ensure they are still considered best practice, so the names of some initiatives listed may change but the ethos would stay the same.

Bikeability

We deliver National Standard Cycle Training through the Bikeability level 1, 2 and 3 programmes. Bikeability provides an opportunity for cyclists to develop basic rider skills in order to cope with modern road conditions. Opportunities are available to sponsor single sessions or the entire programme.

Course Details

- Duration: 2 days.
- Age Group: Key Stage 2 (age 10 to 12).

Benefits of Sponsorship

- Great opportunity for companies looking to generate positive PR within the local community in relation to child safety, sustainable transport and the environment.
- Publicity pre-course via educational materials and post course via our social media channels.
- Photo opportunities within the school with sponsor logo and possibility of press coverage (with schools permission).

T.A.C.S

Our Trucks and Child Safety (T.A.C.S) sessions are primarily aimed at providing young children with a greater awareness and understanding of the dangers associated with larger vehicles. Each session comprises of an in-class presentation followed by an interactive demonstration with an HGV in the school grounds, space permitting.




Course Details

- Course Duration: 1 hour per session (multiple sessions run during the course of a day).
- Age Group: Key Stage 1 & 2 (age 4 to 12).

Benefits of Sponsorship

- An easy opportunity for companies utilising goods vehicles to generate positive PR in relation to child safety.
- Publicity pre-course via educational materials and post course via our social media channels.
- Photo opportunities within the school with sponsor logo (with schools permission) and possibility of press coverage.

Ghost Street

A young man and a young woman in school uniforms are walking on a paved path. The man is wearing a white shirt, a dark tie with red and blue stripes, and dark trousers. The woman is wearing a white shirt, a dark tie with red and blue stripes, and a dark skirt. They are both smiling and looking towards the right. The background is a blurred outdoor setting with trees and a fence.

An innovative workshop aimed at helping teenagers make informed decisions about road safety. The course is designed to equip pupils with the skills to handle dangerous situations on the road and covers key topics such as distractions, seatbelts, cycle safety and speed.

Course Details

- Course Duration: 1 hour
- Age Group: Key Stage 3 (12 to 13 years)

Benefits of Sponsorship

- If you're looking to promote your organisation in a positive light then sponsoring a Ghost Street workshop is a great way to go about it.
- Positive PR within the local community in relation to child safety.
- Post course publicity via our social media channels.

2 Soon 2 Die

Our 2 Soon 2 Die presentation is designed to explain how passenger behaviour impacts on a driver's concentration and style, helping young people prepare for a safe future as a driver and a road user.

Course Details

- Course Duration: 1 hour per session.
- Age Group: Year 10 (Age 14+).

Benefits of Sponsorship

- Sponsoring a 2 Soon 2 Die presentation is an easy way for an organisation to gain positive PR within the local community.
- Publicity post course via our social media channels.

Contract for Life



A presentation aimed at highlighting the consequences of a collision, not only to a driver, but also to innocent victims such as pedestrians, passengers and other road users.

Course Details

- Course Duration: 1 hour
- Age Group: Colleges (Age 16+)

Benefits of Sponsorship

- A great opportunity for an organisation to be seen to be helping a vulnerable road user group (young drivers) and the safety of road users in general.
- Post course publicity via our social media channels.

Route 60+

Designed to help older drivers continue driving safely for as long as possible Route 60+ is available in two formats: targeted talks delivered to a specific group or half day workshops open to the public which also play host to representatives from partner agencies and include a range of activities such as reaction tests, blood pressure tests and eye sight checks.



Course Details

- Course Duration: talks generally last 1 hour, workshops for half a day.
- Age Group: 60+

Benefits of Sponsorship

- A great intervention to support for a company with a focus on the 60 plus age range market, such as insurers, opticians or the car sector.
- Event advertised throughout the local area and across our social media channels and website.
- Option to have exhibition stand at a workshop or for publicity materials to be handed out.
- Press release prior to event.

Mind Your Business



This is a bespoke workshop addressing all aspects of occupational driving. In any company where employees drive as part of their job, the employer has a duty of care to ensure that steps have been taken to improve the safety of these employees.

Course Details

- Course Duration: tailored to fit the individual needs of the company

Benefits of Sponsorship

- A great opportunity for a company to show that they take road safety and the safety of their employees seriously
- Event advertised throughout the local area and across our social media channels and website.

Other Opportunities

We also offer a number of other sponsorship opportunities if sponsoring a specific road safety intervention isn't for you. These opportunities include:

- Somerset Road Safety vehicle branding.
- Radio campaigns (fund a series of radio adverts focussing on a specific road safety topic).
- Support an online/social media road safety campaign.
- Sponsor with your corporate branding on small scale items handed out at events/interventions. For example:
 - ◇ Slap Bands
 - ◇ Pencils
 - ◇ Glasses cleaning cloths
 - ◇ Hats
 - ◇ Pens
 - ◇ Rulers
 - ◇ Key Rings

In 2017 Somerset Road Safety engaged with over 23,000 people at events around the county including major events such as the Royal Bath and West Show, Dunster Show, and the Yeovil Air Show to name but a few. We are therefore able to guarantee that your corporate branding will be seen at high profile across the county throughout the course of the year.