



Dear Prospective Operation Safe Driver Strategic Partner/Sponsor:

There is a killer loose on North America's roadways and it is claiming 14 lives every day in the United States alone. Aggressive and unsafe driving by truck and bus drivers, as well as the passenger car drivers operating around them, cause more deaths than a 737 airplane crashing every 2 weeks, or 26 in a year! What you probably don't know is that the costs associated with these deaths exceed \$19 Billion (yes, that's with a B) per year. Even more senseless is that each fatal outcome could have been prevented. With your help, we can make a difference, reduce aggressive driving and save lives. This is a public health issue that needs to be addressed — now!

Each year more than 40,000 people die on the roadways throughout North America — about 5,000 of which are related to large trucks and buses. Many of these deaths are the direct result of unsafe and aggressive driving practices by both passenger and commercial vehicle drivers. During the week of October 18-24, 2009 law enforcement across North America will respond by actively targeting these drivers during a campaign dubbed 'Operation Safe Driver,' a program sponsored by the Commercial Vehicle Safety Alliance (CVSA) and Federal Motor Carrier Safety Administration (FMCSA).

Operation Safe Driver will take place across the United States, Canada and Mexico. Its aim is to increase activities related to commercial vehicle and non-commercial vehicle traffic enforcement; safety belt enforcement; driver roadside safety inspections; driver regulatory compliance; implementation of commercial driver educational and awareness programs to the motor carrier population; and, awareness to the motoring public about safe operations around commercial motor vehicles.

We are asking you to join us in providing solutions to this pandemic and to fight back against aggressive and unsafe driving practices. We need your help in putting a public face on safety within your community and sphere of influence. As an individual, a company or association there are many things you can do to make a difference. It starts with educating your own employees about the dangers of aggressive and unsafe driving. In addition, you can become an active supporter to stop these senseless deaths that occur daily and affect each and every one of us.

There are two ways that you can support Operation Safe Driver, being a Strategic Partner or a Sponsor. Both will be invaluable in helping to support and promote the program, as well help us achieve what we really want — to save lives!

Strategic Partners

Operation Safe Driver Strategic Partners are those individuals or organizations that put “sweat equity” into the event. Rather than providing financial contributions, Strategic Partners are expected to develop and deliver programs, support media events, conduct outreach and educational events, donate time, services or equipment, distribute literature, conduct training, and/or conduct other activities during the week of Operation Safe Driver. Strategic Partner activities will be performed to support the Operation Safe Driver Mission and Objectives. Strategic Partner support is critical to the success of Operation Safe Driver.

Sponsors

There is a new paradigm in corporate sponsorships in that they are no longer just altruistic gifts to a non-profit organization. Today, sponsorships are an integral component of a company's overall marketing strategy that provide the opportunity to market your company or product directly to your organization's constituency. Through this sponsorship package, we are offering your corporation a variety of ways to reach out to your target audiences and the general public all the while making a significant impact on safety. This sponsorship package can firmly establish you as a part of the safety solution.



Special Events and Opportunities



We make it easy to participate and support the Operation Safe Driver campaign because it is specifically constructed to promote you as a valued contributor to the safety solution—something that affects every one of your employees, your community and society as a whole. We will sponsor one event in Washington DC to kick off the campaign and encourage others (CVSA Members and Associate Members) to hold similar events in locations across North America.

We offer an opportunity to experience the real impact of a truly integrated corporate sponsorship package. While some corporations and associations support events through the purchase of a table or display booth, we offer more customizable, creative options. In addition to our Capitol Hill event, we offer sponsorship of organization/

agency programs, materials and advertising. You have the opportunity to make a huge impact through this program since it will reach millions of people across the entire continent.

Program outreach and sponsorship can include:

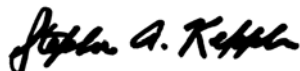
- Access to our sponsor webpage where you can download materials needed for programs that can be customized with your information. They include:
- Posters and advertisements that can be placed in your place of work or in local or national newspapers, as well as online media (downloadable pdfs that you can brand).
- Pre-designed banners that are hung at the program kickoff event and all CVSA meetings and conferences.
- Ongoing program support/agency brochures.
- Recognition is an educational video which discusses aggressive and unsafe driver behaviors that you can download off our website and distribute to help spread the word to drivers of all types.

Remember, this is a strategic, non-charitable decision by your corporation. What better return on an investment can you achieve which would exceed the price of a life? What would be the ROI on saving one life or 5,000, or 40,000 lives?

We invite you to become a part of the safety equation and to provide your company with outstanding marketing opportunities. Attached is a list of sponsorship packages for your review. If you would like more information on the Sponsorship Packages, please call Stephen Keppler at 202.775.1623, ext. 106.

Thank you for your consideration and I look forward to hearing from you soon.

Regards,



Stephen A. Keppler
Commercial Vehicle Safety Alliance
Director of Policy & Programs