

## Local Sponsorship

Three premier organizations – the Ontario Provincial Police, CARP, Canada's Association for the *Fifty-Plus* and the Canadian Centre for Community Safety - invite your company to become a provincial/territorial sponsor of Drive Wise, a driver refresher program for mature Canadians. Over the past two years, Drive Wise has rolled through dozens of cities, towns and villages in Ontario providing hundreds of seniors with key tips on how to keep safe behind the wheel and retain their independence.

Drive Wise wants a few good corporate sponsors with a vision for their local community. This active, independent and financially comfortable demographic, which controls 80% of Canada's wealth, is the fastest growing age group in Canada. Your company will receive top billing as Canada's seniors look to purchase goods and services from companies they can trust.

Through your support detachments that adopt the Drive Wise approach to safe driving will receive educational and presentation materials, content training and logistics support. As each officer presents Drive Wise, they will be taking your corporate message to Canada's fastest growing demographic.

### **Corporations who join the Drive Wise team locally will:**

- Have access to an intimate setting for reaching Canada's fastest-growing consumer group. The 50-plus group is at the height of their net worth and controls 80% of Canada's wealth.
- Have the opportunity to distribute corporate information and product samples at the Drive Wise information table located at Drive Wise presentations in your sponsorship area.
- Benefit from the Drive Wise media relations and publicity campaign, which will list all supporters.
- Be mentioned and thanked as a corporate sponsor prior to the commencement of each Drive Wise presentation in your sponsorship area.
- Receive web site recognition with hotlinks on [www.drivewise.ca](http://www.drivewise.ca).
- Receive advertising discounts in the award-winning magazine *CARP News 50Plus* and [www.50plus.com](http://www.50plus.com).

## **A Suggested Investment for Local Sponsorship**

Every \$2,000 provided to the Drive Wise program facilitates the creation, production and distribution of one set of educational and training materials for a police detachment. In addition, this investment funds the marketing, logistics and media relations support that makes Drive Wise a corporate sponsorship success.

- \$40,000 – 8-year commitment - provides 20 educational and training packages for the police and marketing, logistics and media relations support for participating corporations.
- \$20,000 – 3-year commitment - provides 10 educational and training packages for the police and marketing, logistics and media relations support for participating corporations.
- \$10,000 – 2-year commitment – provides 5 educational and training packages for the police and marketing, logistics and media relations support for participating corporations.
- \$4,000 – 1-year commitment – provides 2 educational and training packages for the police and marketing, logistics and media relations support for participating corporations.

The listed categories are only a *suggestion* and that corporations are welcome to tailor the investment or contribution in kind to a more comfortable level.

## Provincial/Territorial Sponsorship

Three premier organizations – the Ontario Provincial Police, CARP, Canada's Association for the *Fifty-Plus* and the Canadian Centre for Community Safety - invite your company to become a provincial/territorial sponsor of Drive Wise, a driver refresher program for mature Canadians. Over the past three years, Drive Wise has rolled through dozens of communities in Ontario providing hundreds of seniors with key tips on how to keep safe behind the wheel and retain their independence.

Drive Wise wants a few good corporate sponsors to support provincial and territorial police forces in their efforts to promote safe driving. This active, independent and financially comfortable demographic, which controls 80% of Canada's wealth, is the fastest growing age group in Canada. Your company will receive top billing as Canada's seniors look to purchase goods and services from companies they can trust.

Our strategy is to ensure that Drive Wise is available to police forces in each province. Through your support detachments that adopt the Drive Wise approach to safe driving will receive educational and presentation materials, content training and logistics support. As each police force embraces Drive Wise, officers will take your corporate message on the road.

### **Corporations who support the Drive Wise team provincially or territorially will:**

- Have access to an intimate setting for reaching Canada's fastest-growing consumer group. The 50-plus group is at the height of their net worth and controls 80% of Canada's wealth.
- Have the opportunity to distribute corporate information and product samples at the Drive Wise information table located at each Drive Wise presentation in your sponsorship area.
- Benefit from the Drive Wise media relations and publicity campaign, which lists all supporters.
- Be mentioned and thanked as a corporate sponsor prior to the commencement of each Drive Wise presentation in your sponsorship area.
- Receive web site recognition with hotlinks on [www.drivewise.ca](http://www.drivewise.ca).
- Have your corporate logo will appear on Drive Wise collateral material.

- Receive advertising discounts in the award-winning magazine *CARP News 50Plus* and [www.50plus.com](http://www.50plus.com).

## **A Suggested Investment for Provincial/Territorial Sponsorship**

Every \$2,000 provided to the Drive Wise program facilitates the creation, production and distribution of one set of educational and training materials for a police detachment. In addition, this investment funds the marketing, logistics and media relations support that makes Drive Wise a corporate sponsorship success.

- \$100,000 – 4-year commitment - provides 50 educational and training packages for the police and marketing, logistics and media relations support for participating corporations.
- \$50,000 – 2-year commitment – provides 25 educational and training packages for the police and marketing, logistics and media relations support for participating corporations.
- \$25,000 – 1-year commitment - provides 12 educational and training packages for the police and marketing, logistics and media relations support for participating corporations.
- \$10,000 – 1-year commitment - provides 5 educational and training packages for the police and marketing, logistics and media relations support for participating corporations.

The listed categories are only a *suggestion* and that corporations are welcome to tailor the investment or contribution in kind to a more comfortable level.

## National Sponsorship

Three premier organizations – the Ontario Provincial Police, CARP, Canada's Association for the *Fifty-Plus* and the Canadian Centre for Community Safety – invite your company to become a corporate sponsor of Drive Wise, a driver refresher program for mature Canadians. Over the past two years, Drive Wise has rolled through dozens of communities in Ontario providing hundreds of seniors with key tips on how to keep safe behind the wheel and retain their independence.

Drive Wise wants a few good corporate sponsors with a national vision. This active, independent and financially comfortable demographic is the fastest growing age group in Canada. Your company will receive top billing as Canada's seniors – who control 80% of Canada's wealth - look to purchase goods and services from companies they can trust.

Our strategy is to provide police forces across Canada with the Drive Wise concept. Through your support detachments that adopt the Drive Wise approach to safe driving will receive educational and presentation materials, content training and logistics support. As each police force embraces Drive Wise, officers will take your corporate message on the road.

### **Corporations who support the Drive Wise team nationally will:**

- Have access to an intimate setting for reaching Canada's fastest-growing consumer group. The 50-plus group is at the height of their net worth and controls 80% of Canada's wealth.
- Have the opportunity to distribute corporate information and product samples at the Drive Wise information table located at each Drive Wise event.
- Benefit from the Drive Wise media relations and publicity campaign, which lists all supporters.
- Be mentioned and thanked as a corporate sponsor prior to the commencement of each Drive Wise presentation.
- Be given the opportunity to have a corporate representative make a 5-minute address prior to the commencement of every Drive Wise presentation.
- Receive web site recognition with hotlinks at [www.drivewise.ca](http://www.drivewise.ca).
- Have their corporate logo appear on Drive Wise collateral material.

- Receive advertising discounts in the award-winning magazine *CARP News 50Plus* and [www.50plus.com](http://www.50plus.com).

## **A Suggested Investment for National Sponsorship**

Every \$2,000 provided to the Drive Wise program facilitates the creation, production and distribution of one set of educational and training materials for a police detachment. In addition, this investment funds the marketing, logistics and media relations support that makes Drive Wise a corporate sponsorship success.

- \$150,000 - 6-year commitment - provides 75 educational and training packages for the police and marketing, logistics and media relations support for participating corporations.
- \$100,000 - 4-year commitment - provides 50 educational and training packages for the police and marketing, logistics and media relations support for participating corporations.
- \$50,000 - 2-year commitment - provides 25 educational and training packages for the police and marketing, logistics and media relations support for participating corporations.
- \$20,000 - 2-year commitment - provides 10 educational and training packages for the police and marketing, logistics and media relations support for participating corporations.

The listed categories are only a *suggestion* and that corporations are welcome to tailor the investment or contribution in kind to a more comfortable level.