



Safety - Mentoring – Education – Awareness

Sponsorship & Partnership INFORMATION PACK 2010

WWW.DRIVERSEGEUK.COM

To further discuss these opportunities, please contact Wale Yusuff
on 0203 239 7259 or e-mail info@driversedgeuk.com

DID YOU KNOW...?

- ... 1 fifth of drivers have an accident within a year of passing their driving test
- ... 1 in 3 male drivers aged between 17 & 20 crash within the first two years of passing there test
- ... Death by road traffic accidents are one of the leading cause of death in teenagers
- ... An 18 year old driver is three times as likely to be involved in a crash as a 48 year old driver.
- ...In 2008 alone, 2,538 people died and nearly a quarter of a million were injured.
- ...There were 643 fatalities in persons aged 17 – 25 years old

WHAT IS DRIVERS EDGE UK?

Drivers Edge UK is an innovative organisation that aims to dramatically reduce the instances of road traffic accidents and driving related crimes in the UK by providing young people typically aged between 14 and 21, with a comprehensive training package including workshops and seminars. Each preventative interactive session takes the students through the key causes of road traffic accidents, so there is a clear foundation to give young people the awareness they need to spot a dangerous situation, plus other advantages.

Our intensive mentoring and coaching programme equips young people with the skills, knowledge and conscience to drive safely and behave responsibly. Drivers Edge UK exploits the popular topic of driving to raise our students' self esteem, achievement and personal development. After losing a friend of ours through a road traffic accident in July 2006, we know firsthand what it's like to see lives crumble as a result.



17 Year Old – Nick Bennett – head on collision after math

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ORGANISATION OPERATIONS (WHAT DO WE DELIVER?)

- **DEUK Programme**
 - **Safety – Awareness – Mentoring - Education (seminar sessions)**
 - **Literature**
 - **Workshops**
 - **Disabled DEUK Sessions**
 - **S.A.M.E Programme – 4 weeks**
- **My S.A.M.E Campaign (Road Safety week – 22nd – 28th November)**
 - Drivers Edge UK working in collaboration with court services and enforcement units enabling ex-motoring offenders (below 24) to deliver the **S.A.M.E** seminar for road safety week. Peer to Peer learning.

The main aims & objectives of this social enterprise include:

- To change behavioural trends in young drivers across the UK to behind the wheel.
- To raise aspirations and the achievements of young people, through the popular topic of driving.
- Raising awareness on the social and health Impact of dangerous driving and irresponsible behaviours.
- To improve personal development and improve self esteems issues within young people that go through our seminars.

“The Government has a vision for Britain's roads to be the safest in the world”

Robert Gifford, Executive Director – Parliamentary Advisory council for Transport Safety

IT'S IMPORTANT BECAUSE?

There are thousands of needless deaths from road traffic accidents each year in the United Kingdom, drivers below 21 years old are responsible for 15% of all UK motoring convictions, nearly three times the proportion of the driving population they represent.

IMPACT...

As well as targeting the reduction of road traffic accidents, Drivers Edge UK has other benefits. Responsible drivers would inevitably equate to responsible citizens within peer groups and thus benefit society with an ongoing ripple effect.

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Drivers Edge UK S.A.M.E Seminars:

Each seminar session typically lasts about an hour long and is aimed at the aforementioned as well empowering young people either as drivers or as passengers to make the right decisions whilst travelling in a car.

Each session is broken down and delivered in the following way

Introduction → Presentation → Activities → Feedback → Video Diary → Close.

Our activities and content has been designed to meet our agreed aims and objectives precisely.

Gear 1: A session that has been designed specifically for 14 – 16 year old young people (typically secondary school pupils)

Gear 2: A session that has been designed specifically for 17 – 19 year old young people (typically college students)

Gear 3: A session that has been designed specifically for young people aged 20 and above (typically university students)

S.A.M.E Workshops: The workshop is a combination of content from the seminar session and activities designed to exercise thought around the ever so popular topic of driving in young people.

S.A.M.E Programme: 4 Hour programme cut up into bite size chunks for the young people to digest accordingly. The content is a more details version of the seminar session including extended activities, spread across gears, 1, 2 & 3.



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DEMOGRAPHICS

As a Drivers Edge UK sponsor and partner, you will be able to target the unique teenager / young person's (14 – 21) market and raise your association awareness.

- A male/female ratio of 60% male/40% female
- **95%** of people attend seminar ages **14 – 21**
- **60%** from London and the home counties
- **60%** said they would attend a seminar on road safety and its relevance to aspirations and personal achievement. (DEUK Survey – 09)
- Young person's age group have the largest disposable income.



SPONSOR BENEFITS

- Network with some beneficiaries and friends of Drivers Edge UK
- Expand your customer base
- Income (Measurable via promotion codes i.e. 2 free driving lessons and giveaways)
- Launch and sample new products and services and get instant customer feedback
- Associate marketing with social cause.
- Public relations alongside Drivers Edge UK (social enterprise)
 - **Certificate of support – to display in your offices**
 - **Use of Drivers Edge UK Branding to make customers and employees aware of their support to Drivers Edge UK.**
- As a corporate sponsor your branding will appear on the following, depending on the level and type of sponsorship:
 - **The Drivers Edge UK Website (A)**
 - **Quarterly Newsletter (to our 500 stakeholders and organisations) (A)**
 - **Drivers Edge UK info leaflet (given to every attendee)**
 - **Drivers Edge UK Brochure (B)**
 - **Certificates of Attendance (B)**

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- Safe Road user agreement (C)
- Toolkit Bag (Inc. Leaflet and sponsored gifts)
- Annual Reception (Yearly – July)

"Road casualties, like the poor, are always with us. "

Cathy Keeler, Deputy Chief executive – Brake



18 Year old – Barbara Smith – Head on Collision

SPONSORSHIP OPPURTUNITIES

S.A.M.E seminar places sponsorship:

£15 per young person

Sponsor a specific number of places from our pool of young people we plan on visiting throughout the year. Estimation for 2010 / 11 is 3600 young people, interested can sponsors can sponsor between 500 & 3500 places for the young people places.

Website Sponsor:

£1,000

Drivers Edge UK is currently looking for sponsor ship to help cover the cost of re-branding and updating our website – www.driversedgeuk.com

- As a sponsor, you'll get a 'click-through' skyscraper banner on the right hand side the home page of our new website, a great way to direct traffic towards your website.
- Drivers Edge UK's website receives unique visitors every month –this sponsorship opportunity is a great way to raise awareness about your business.
- By featuring on Drivers Edge UK's website, you are demonstrating your commitment to road safety and young people to employees, customers and potential customers alike.

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Media Sponsor:

Prices on Application

Become the media partner of Drivers Edge UK and become fully involved in all elements of our marketing campaigns and news related articles.

Newsletter Sponsor:

Prices on Application

Sponsor our quarterly newsletter and your logo and branding will appear on our mail out which reaches 500 stakeholders and beneficiaries of Drivers Edge UK. Also, have the option

to place an advert in the newsletter to promote your new products and services.



Toolkit Insertion sponsor:

Prices on Application

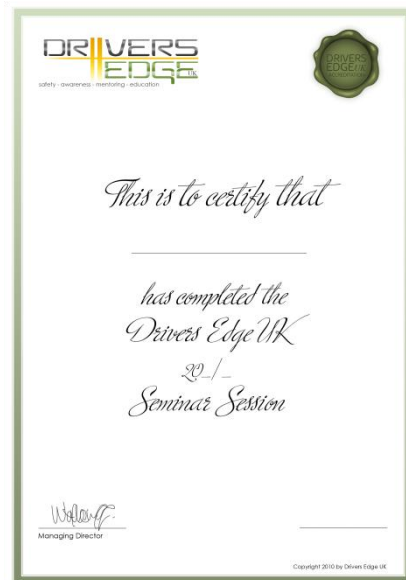
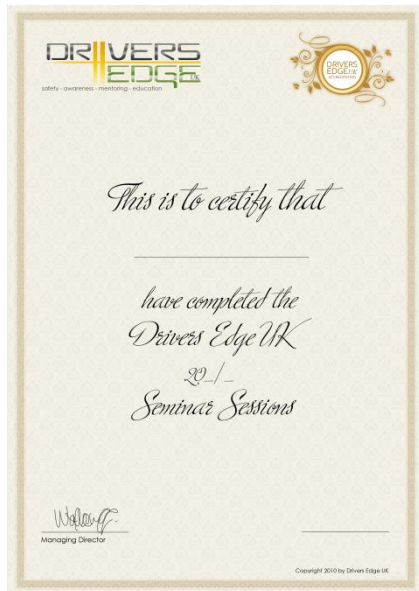
Sponsor our toolkit which is presented to each and every young person that attends our seminar session, this includes our key rings and your goodies and promotions.

Certificate of Attendance sponsor:

Prices on Application

Sponsor our certificate of attendance and receive logo and recognition in the bottom of the certificates.

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Annual reception sponsor:

Prices on Application

Sponsor our annual reception and become partners of the event. This includes the PR, invitations and marketing associated with our event which takes place in July each year.



“Passing a driving test does not provide the necessary experience and judgments needed for today's busy roads”

Professor Murray Mackay & Professor Emeritus of Transport safety at Birmingham University.

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PARTNER BENEFITS

Drivers Edge UK corporate partnership scheme

Prices on Application

- Public relations alongside Drivers Edge UK (social enterprise)
 - **Certificate of partnership – to display in your offices**
 - **Use of Drivers Edge UK Branding to make customers and employees aware of their support to Drivers Edge UK.**
 - **Recognised association with the 'My S.A.M.E Campaign' – road safety week.**
- As a corporate partner your branding will appear on the following:
 - **The Drivers Edge UK Website (A) – 'in partnership with' and the supporters section.**
 - **Quarterly Newsletter 'in partnership with' (to our 500 stakeholders and organisations)**
 - **Drivers Edge UK info leaflet (given to every attendee of the S.A.M.E seminar)**
 - **Drivers Edge UK Brochure - 'in partnership with'**
 - **Certificates of Attendance - 'in partnership with'**
 - **Safe Road user agreement**
 - **Toolkit (Inc. Leaflet and sponsored gifts)**
 - **Annual Reception marketing items (Yearly – July)**

PR opportunities

- Support with PR campaigns – for example, Drivers Edge UK can add weight to press releases by providing supportive quotes, providing they fit with the road safety, youth empowerment messages that Drivers Edge UK promotes.
- Promotion of corporate partners' support of Drivers Edge UK internally and externally - when requested, Drivers Edge UK can provide supportive articles and statements about road safety for corporate partners' internal and external newsletters and websites (pending resources to do so).
- Networking opportunities – all Drivers Edge UK supporters and friends are invited to DEUK Annual Reception (July)
- Promotion of corporate partners' road safety initiatives, advertising campaigns of specific products.
- Option of getting involved in Road Safety Week – DEUK would encourage corporate partners to get involved in Road Safety Week and use it as an opportunity to raise awareness of road safety among customers, employees and local communities.

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Please note that the information above is the generic partnership scheme offered to all corporate partners. Drivers Edge UK is open to flexibility to meet specific client's needs.

Thank you

Drivers Edge UK

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