

SHINE A LIGHT ON ROAD SAFETY

Partnering for road safety.



JOIN US and the thousands of Victorians who take part in Shine a Light on Road Safety.

rtssv.org.au | 1300 367 797

 **ROAD
TRAUMA
SUPPORT
SERVICES**
VICTORIA • COUNSELLING. SUPPORTING & EDUCATING

Partnering for road safety.

Road Trauma Support Services Victoria is a not-for-profit organisation which has been operating since 1994.

We provide free counselling, support and information to people impacted by road trauma, and address the attitudes and behaviours of road users through education.

Every journey should be a safe one – and we can all play a part developing a positive road safety culture.

SHINE A LIGHT ON ROAD SAFETY

A campaign to raise awareness, to stop deaths and injuries on our roads and to raise funds to support those impacted by road trauma.

Shine a Light on Road Safety started in 2014 and in five short years has gone from strength to strength. The campaign is part of National Road Safety Week and the United Nations Global Road Safety Week. Key activities include:

🚶 WALK

Community road safety walk at Albert Park Lake, Melbourne on Sunday 5 May.

🚗 HEADLIGHTS

Motorists turn on their headlights to demonstrate a commitment to road safety Friday 10 May.

✳️ ILLUMINATIONS

Australian landmarks are illuminated in yellow for road safety from Monday 6 to Sunday 12 May.

The campaign is actively supported by Victoria Police, the Transport Accident Commission, VicRoads, SES, MFB, Ambulance Victoria and the CFA.

The campaign reaches more than three million people each year across social media (1+M), VMS roadside signs (1+M), TV news on Channels 2, 7, 9 and 10, and print media.

BENEFITS

Shine a Light on Road Safety is a powerful way to show your support for road safety and help RTSSV deliver life changing programs.

By partnering with us you can help improve road safety and share the benefits of RTSSV's hard work and strong reputation. Also connecting with a passionate community of people committed to road safety.

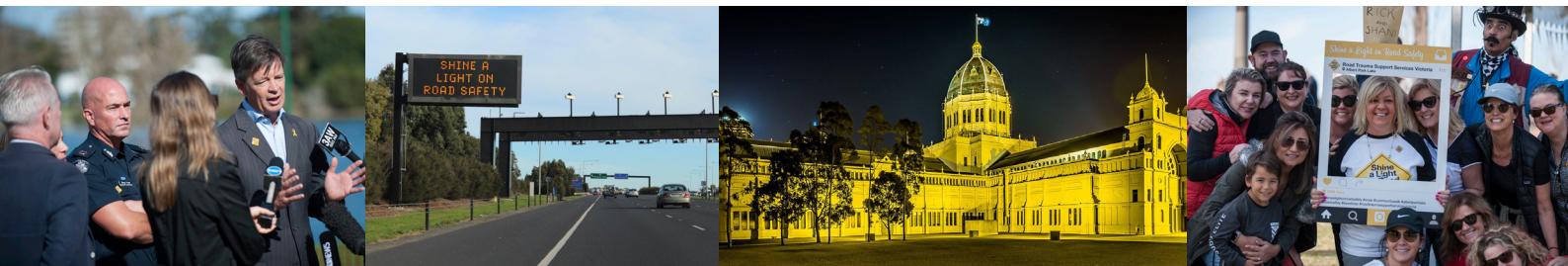
With a reach of more than three million it's a highly visible way for your business to be associated with road safety. It's also a positive way to bring your team together to acknowledge the importance of road safety, start new conversations about the role we all play to make our roads safer, and show leadership on this important issue.

Shine a Light on Road Safety is a great way to support the community. No one should have to suffer road trauma and all funds raised will go towards providing counselling, support and education to those impacted.

PARTNERSHIPS

There are a range of ways we can work together to design partnerships that are mutually beneficial. Our entry Shine a Light on Road Safety sponsorship package costs \$5,000 +GST and includes:

- Company logo on registration packages and t-shirts at the community walk
- Banner page advert 800x200 pixels on our website
- Your company banner displayed at the community walk
- Free entry to the community walk for 100 company employees and their families
- Invitation to attend the campaign launch.



DETAILS

Company name:

Contact name:

Contact number:

Email:

Please contact us to discuss how your organisation can get involved 1300 367 797 | fiona.elliott@rtssv.org.au