



National Summit for Rural Traffic Safety Culture

Sponsor Information

Why Traffic Safety Culture? Traffic crashes represent the largest cause of fatal injury for nearly all age groups, especially in rural America. Rural states such as Montana have the misfortune of having the highest traffic fatality rates both in terms of exposure (VMT) and population risk (per capita). Driver behavior represents the single largest causal factor for these traffic crashes. Specifically, most crashes result from poor decision making rather than misperceiving information or not having the requisite skills to act correctly. This implies that most crash-related behavior factors – such as speeding, drunk driving, failure to yield, seat belt non-compliance – are the direct result of deliberate decisions by drivers that increase crash risk and injury severity. For example, drivers do not inadvertently find themselves impaired by alcohol or by distractions behind the wheel. Rather, drivers decide to drive after drinking or drive while using a cell phone. These examples represent volitional behaviors based on either the driver's assessment that the associated risks are insignificant or the driver's attitude that such behavior (and risk) is acceptable. However, it would be a mistake to focus safety interventions on the behavior alone because the underlying decision making process is itself determined by the prevailing culture that determines the value placed on risk versus safety. Thus, unless we can focus our research efforts on understanding how culture influences driver attitudes and decision-making processes, we cannot expect to engineer a fundamental and enduring change in driver behavior in our transportation systems.

Conference Background. Initiated in 2009, the first *National Summit for Rural Traffic Safety Culture* met with overwhelming success. Attendees and speakers gave the event a 4.3 out of 5 rating indicating that it "exceeded my expectations." Comments received included: "VERY useful! I am sharing this information with others in various other state agencies and will include it in my research reports and course content where appropriate," and "The Summit itself was, from my perspective, very exciting and the content was overall very good. The topic is one that is timely and needs to be studied and applied." Building on this success, the Summit has become an annual event with the second Summit to be held July 11-13, 2010 in Big Sky, Montana.

Our Objective for the Second Annual Summit. Similar to the first Summit, we will continue to strive for increased understanding amongst traffic safety researchers, practitioners, and policy makers about the role of traffic safety culture on (1) behavioral factors that increase rural (and national) traffic crash risk; (2) attitudinal barriers to public and political acceptance of traffic safety interventions; and (3) organizational resistance to safety program change or implementation. However, the second Summit will take these goals a step further by helping the audience to see the connections between theory and practice. Attendees should come prepared to listen, learn, share and discuss not only their experiences, but those of others in both facilitated small-group discussions and larger question/answer sessions.

Does this event sound like something your organization would like to be involved with? Consider a Summit Sponsorship! We hope you take the time to add visibility and value to your Summit participation. See the following page for details.

Opportunities



Contributing Sponsors - Organizations, agencies and/or private companies that are providing significant funds and/or staff support.

Endorsing Sponsors - Organizations and/or agencies that are providing in-kind or endorsing support. Endorsing support is defined as allowing use of logo; demonstrating support for the Summit in emails, newsletters, etc. to members via mailers and/or list-serves; as well as posting Summit information to their respective websites. Not open to for-profit business entities.

Note: In-kind contributions for any of the below levels of sponsorship will be handled on a case-by-case basis. Please contact Traci Ulberg, Meetings Northwest at (866) 633-8110 to discuss.

Sponsorship Opportunities (select one):

\$10,000+ (Platinum Contributing Sponsor)

Sponsors at this level receive their logo with link on the Summit web site home page, logo and/or name on summit materials as well as recognition as a Contributing Sponsor at the Summit. Signage thanking your company or organization will also be utilized as appropriate. Please note that as a Platinum Contributing Sponsors, you will be asked to provide one or two staff to act as facilitators during the breakout sessions. Platinum Contributing Sponsors also receive three (3) free attendee registrations and have the option of placing an item (brochure, etc.) in the registration packets.

\$5,000+ (Gold Contributing Sponsor)

Sponsors at this level receive their logo with link on the Summit web site home page, logo and/or name on summit materials as well as recognition as a Contributing Sponsor at the Summit. Signage thanking your company or organization will also be utilized as appropriate. Gold Contributing Sponsors also receive two (2) free attendee registrations.

\$1000 (Reception or Luncheon Sponsor)

Sponsors at this level receive a link on the Summit agenda web page as well as recognition in the agenda as a reception or luncheon sponsor. A sign recognizing your contribution will also be provided at the respective event.

\$500 (Breakfast, Break or Logistics Sponsor)

Sponsors at this level receive a link on the Summit agenda web page as well as recognition in the agenda as a breakfast, break or logistical (i.e., equipment, AV, printing, etc.) sponsor. A sign recognizing your contribution will also be provided at the respective event as appropriate.

Endorsing Sponsor

Sponsors at this level receive a link on the Summit web page as well as recognition in the agenda.

Assistance:

Questions regarding sponsorship opportunities should be directed to Meetings Northwest, LLC. They can be reached at (866) MEET-110 or via email at info@ruraltscsummit.org. Please complete the following:

Registration:

CONTACT NAME

COMPANY/ORGANIZATION NAME (this name will be used in Summit publications and on the website)

ADDRESS

CITY

STATE/PROVINCE

ZIP/POSTAL CODE

PHONE

FAX

EMAIL

URL (a link will be placed on the website)

TOTAL Sponsorship (from above): \$ _____

Authorized Signature: _____

Payment:

- Check or Money-Order (Payable to Meetings Northwest, LLC)
 Credit Card (provide **all** of the below information)

Circle one: Visa MasterCard American Express

Name (as it appears on the card)

Number

Expiration Date

Card Validation Code (For Visa/Master Card, three digit number on the back of card. For American Express, four digit number on the front of card)

Mail to:

Attn: Rural TSC Summit
c/o Meetings Northwest, LLC
PO Box 2083
Missoula, MT 59806-2083

Or,

You can fax this form with payment information to (406) 273-2494 (credit card payment only).