

CORPORATE PROGRAM



RESPONSIBILITY.ORG



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Advancing the Responsibility Agenda in America

Founded in 1991 and funded by America's leading distillers, Responsibility.org is a national, independent, not-for-profit organization headquartered in Arlington, Virginia. We lead efforts to eliminate drunk driving and work with others to end all impaired driving, eliminate underage drinking, and empower adults to make a lifetime of responsible alcohol choices as part of a balanced lifestyle.

Today, we are transforming – and improving – the way Americans view and address the issues of drunk driving and other forms of impaired driving, underage drinking and responsible alcohol consumption on both a national and community level. Through cutting-edge, science-based educational programs, resources for policymakers and practitioners, and innovative communications campaigns, we are blazing a new trail toward progress on those three critical issues.

These efforts are working. Since our inception, drunk driving fatalities have decreased 31 percent and lifetime alcohol consumption among our nation's youth has decreased 48 percent. But, there is much more work to do and progress to make. That's where you come in.

As a Corporate Partner, you further underscore your enterprise's commitment to and leadership in making our nation's communities, roads and drinking behaviors more responsible by supporting initiatives like those herein.

Tools



Virtual Bar: Educating Americans on how an array of variables contribute to their individual Blood Alcohol Content (BAC), and how to maintain their personal drinking limits.



Computerized Assessment and Referral System (CARS): This is a free, innovative screening and assessment tool that allows criminal justice and treatment professionals to effectively identify a DUI offender's risk level and treatment needs including substance use and mental health disorders. Through the use of CARS, sentencing, supervision, and treatment decisions can be individualized and outcomes improved.



National and State Alcohol Statistics: Our interactive state map empowers users to gain an understanding of how different states stack up nationally and compare to one another with respect to alcohol-related statistics.



Partnership Opportunities

Campaigns

- Ask, Listen, Learn: Kids and Alcohol Don't Mix
- Parent Influencer Program
- Talking to Tweens and Teens About Alcohol
- Impaired Driving Prevention Month (December)
- Parents, You're Not Done Yet
- Race for Responsibility
- Alcohol Responsibility Month (April)
- National Drug/DWI Court Month (May) High Risk Impaired Driver Prevention activities
- National Alliance to Stop Impaired Driving
- Drug-Impaired Driving Prevention activities (year-round, Nov-Dec, specifically)
- Responsibility Starts with Me video storytelling series
- Federal and state lobbying and advocacy efforts

Convening Community Leaders for Progress

National Alliance to Stop Impaired Driving: For those in the Traffic Safety space, the Alliance may be an interesting opportunity to explore. The Alliance is focused on advocating for policies at the state and federal levels that help law enforcement and other criminal justice practitioners, notably through increased usage of newer technologies that can detect the presence of drugs in impaired drivers. In order to achieve this goal, state statutes must be amended to allow new technologies to be used. The Alliance is also engage in public education and local Alliance building efforts.

Become a member of the Alliance for an additional cost ranging from \$10,000 - \$75,000, support of both programs provides a discount of 20%.



Benefits & Engagement

**Corporate
Supporter**
\$2,500

**Corporate
Patron**
\$10,000

**Responsibility
Champion**
\$25,000

Your company logo on the Responsibility.org website & a Responsibility.org branded button to place on your website



Access to all reports and communications published by Responsibility.org team (legislative updates, newsletters, data, etc.)



A press release template to market your partnership & inclusion of your company in the Responsibility.org quarterly press release



Social media recognition upon activation of partnership



One complimentary registration at a special event during the year



An exclusive opportunity to partner with Responsibility.org on specific initiatives/media campaigns throughout the year (See page 3, additional dollars may be required for certain events)



The opportunity to participate 1x/year in quarterly live stream on responsibility related topics



Schedule time for Responsibility.org leaders to visit your organization up to twice a year to discuss responsibility with you and your staff/community



Opportunity to share your responsibility message/story via “Responsibility Starts With Me” media campaign



Special guest invitation to present information as an issue specialist at a Responsibility.org Board of Directors meeting. Content topics will be reviewed and approved by Responsibility.org.



Seat on Corporate Champion Council (managed by Membership staff)





Application

Company Name: _____

Hereby makes an application to join Responsibility.org as a Corporate Partner. Once such application is approved by the foundation’s Board of Directors, a Corporate Partner is considered a partner in good standing by abiding by all applicable federal, state and local laws and ordinances; by paying such dues as may be assessed annually.

By: _____ **Signature:** _____

Title: _____ **Date:** _____

Company Profile

Address: _____
(street)

City: _____ **State:** _____ **Zip Code:** _____

Telephone: _____ **Fax:** _____

Website: _____

How do you want your company to appear for public purposes?

Name and contact information of principal corporate officer:

Name: _____ **Title:** _____

E-mail: _____ **Mobile:** _____

Is applicant incorporated in the U.S? _____ **If so, in what state?** _____





Application

Desired Partnership Level

(see page 4 for specific benefits)

Responsibility Champion: \$25,000

Corporate Patron: \$10,000

Corporate Supporter: \$2,500

Applicant Signature: _____

Additional Employees

Name: _____

Name: _____

E-mail: _____

E-mail: _____

Title: _____

Title: _____

Mobile: _____

Mobile: _____

Name: _____

E-mail: _____

Title: _____

Mobile: _____

Note, partnerships are valid for one-year from the payment receipt date.





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