

# CORPORATE PROGRAM

RESPONSIBILITY.ORG



SINCE 1991



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# Partnership Opportunities

## 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 these three critical issues.

These efforts are working. Since our inception, drunk driving fatalities have decreased 36 percent and lifetime alcohol consumption among our nation’s youth has decreased 45 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) level, and how to maintain their personal drinking limits.



**Computerized Assessment and Referral System (CARS):** This free, innovative screening and assessment tool, is available in two versions – one for people in crisis and another for DUI offenders. Both versions identify substance use and mental health disorders and prescribed treatment needs. The version for DUI offenders allows criminal justice and treatment professionals to effectively identify the offender’s risk level and customize sentencing, supervision, and treatment decisions to each individual for improved outcomes.



**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 and state laws.

# Partnership Opportunities

## Campaigns

- Ask, Listen, Learn: Kids and Alcohol Don't Mix
- Parent Influencer Program
- Talking to Tweens and Teens About Alcohol
- Alcohol101+
- On Responsibility video series
- Impaired Driving Prevention Month (December)
- Parents, You're Not Done Yet
- 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
- Wrong Side of the Road

## Convening Community Leaders for Progress

**National Alliance to Stop Impaired Driving:** For those in the Traffic Safety space, NASID 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 NASID is also engaged in public education and local coalition building efforts.

Become a member of NASID by becoming a Corporate Patron\* or Responsibility Champion\* and selecting NASID as your primary initiative. Additional fees may apply for specific events. Contact membership for more details.

# NASID

National Alliance to Stop Impaired Driving

Established By  
**RESPONSIBILITY.ORG**



# 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)



\*additional fees may apply

## 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 supporting the goals and objectives of the Foundation; 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.



## 30 years of progress.

In our first three decades, funded by leading distillers and led by an independent Advisory Board, we worked alongside dedicated advocates to create best-in-class, science-based educational programs, design cutting-edge communications campaigns and champion effective legislation that made our roads safer, communities stronger and families healthier.

That's real progress – but we're not done.

The next decade presents new challenges in the fight to advance alcohol responsibility – challenges we will rise to meet and overcome – but we need your help.

Like the 30 years before, it will take the leadership, commitment and united effort of people like you—people who want a better, more responsible future for us all.

Join us, and let's define the future of alcohol responsibility, together.

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