

a special opportunity to  
**support road safety education**





## A special opportunity to support road safety education

Since its relaunch in late 2013, the trucking industry's road safety education exhibition, Safety Truck, has already been explored by tens of thousands of visitors. The exhibition focuses on teaching road users to share the road safely with trucks.

A series of animated videos, booklets and an iPad activity, all based on the Truckies Top Tips, mean the messages are spreading to a far wider audience than just the locations the Safety Truck can visit.

We are also able to convey the essential role of the trucking industry to everyday life.

Safety Truck is doing a great job connecting our industry with the community in a positive way.



### How you can help

What we need now is the industry's support. As visitors enter the exhibition a video wall displays a welcome message that illustrates the enormous role the trucking industry plays. The screens feature animated trucks representing numerous industry segments.

We want you to put your livery on one of the trucks.

Your contribution will play a vital role in keeping the exhibition touring, and ensuring we can prioritise visiting the places where we will be of most benefit, rather than just those places that can afford to have us there.

For \$5,000 (ex gst) we'll produce a truck combination that shows your colours to the thousands of visitors that go through the exhibition in the next twelve months. Your name will be added to the honour board on the outside of the trailer and on the Safety Truck website. We'll also send you a colour print for your office, of your truck helping spread these vital community messages.

Are you in? Please call Steve Power at the ATA (02) 6253 6900 and he'll make it happen.

## Safety Truck – animated livery

Thank you for making a commitment to supporting the Safety Truck

Your contribution will play a vital role in keeping the exhibition touring, and ensuring we can prioritise visiting the places where we will be of most benefit, rather than just those places that can afford to have us there.

Visitors to the Safety Truck are greeted by videos that introduce visitors to the Truckies Top Tips and illustrate the enormous role the trucking industry plays. The screens feature animated trucks representing numerous industry segments.



What you'll get:

- We'll produce an animated truck combination that shows your logo and colours
- Your name will be added to the honour board on the outside of the trailer and on the Safety Truck website.
- We'll also send you a colour print for your office, of your truck helping spread these vital community messages.

Thanks again for taking a leadership role supporting our efforts to improve road safety education and industry image.

Kind Regards

Steve Power

National Manager – Communications & Corporate Relations

**Organisation:** \_\_\_\_\_

**Authorised representative:** \_\_\_\_\_

**Position:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Your commitment:**

- 2016: (12 months from signature) \$5,000 (ex gst) payable now
- 2017-18 Annual renewal: \$3,000 (ex gst)

**Term:**

- 3 years from signature (with option of renewal)

**Signed**

**Date**