



IN CONTROL
FAMILY FOUNDATION

Sponsorship Opportunities



Drastically reducing automobile crashes through hands on instruction and community engagement

“The other kids say my daughter saved their lives . . . She says she owes it all to your program and my insistence that she take it. God bless you! Thank you, never stop doing what you are doing. You saved five lives tonite!!!!”

— Liz, Marshfield, MA



Did you know?

... in the 1970s, the United States was the safest place to drive on earth?
Now, it's ranked 42nd.

Why?

Other countries require new drivers to pass a much more challenging road test before awarding a license, so their driver training programs are by necessity much more rigorous.



Our Mission

Drastically reduce automobile crashes through hands on instruction and community engagement



Our Track Record of Success

Third party research has found a dramatic reduction in crashes for new driver graduates of our training and similar results for experienced drivers trained through our commercial programs.

As a result, many local and national insurance carriers offer discounts to our graduates.

Our Track Record of Success

- Nonprofit Excellence Award finalist (MA Nonprofit Network)
- MA Interscholastic Athletic Assoc. Partner of the Year

Multiple grants awarded by MA Executive Office of Public Safety & Security.

Hundreds of testimonials from students and parents, school staff and police—including many who “had an In Control moment” and saved lives using techniques learned at ICFF training.

Community Challenges



Significant Increases in Crashes

The number of people killed in motor vehicle crashes in MA increased by 38% in 2021, the highest it has been in 12 years.

- Experts attribute the increase to speeding, a decline in seatbelt use, distracted driving, and increased stress.

Young Adult Deaths



Many more automobile accidents among 19-25 year olds as young adults are waiting longer to get their license.

- Deaths from car crashes for this age group are publicized less than for victims still in high school.



Socioeconomic Discrepancies

Drivers from low-income communities are less likely to wear a seat belt—and more prone to financial duress if they crash their car.

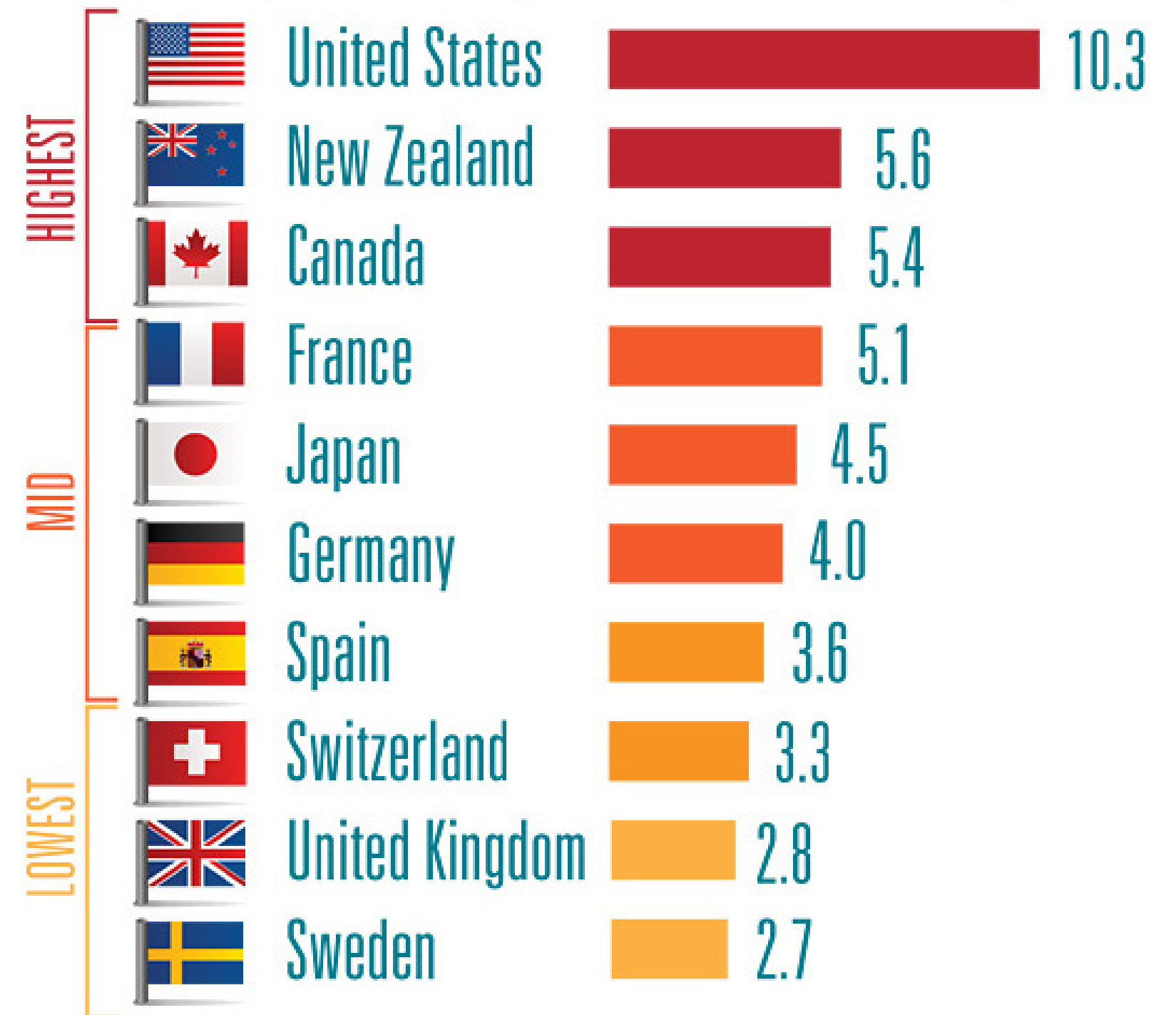
Dangerous Vans

Drivers of human service agency cars and vans have a higher-than-average crash rate, jeopardizing the lives of their clients.



**THE U.S. TOPS
HIGH-INCOME
COUNTRIES
FOR DEATHS
CAUSED BY
CRASHES**

Motor vehicle crash deaths in 10 comparison high-income countries, 2013



Deaths per 100,000 people

SOURCE: WHO Global Status Report on Road Safety, 2015.

In Control is Best Positioned to Address these Challenges

- **Evidence-Based.** Training adapted from a proven successful model in Europe and U.S. law enforcement.
- **High-caliber instructors** including race car drivers go through rigorous training and are licensed by the Commonwealth
- **20 years experience and 40,000+ drivers trained**, including commercial drivers, municipal employees and police officers!



- **We are the nation's first state certified hands-on, closed course crash prevention training program.**
- **Auto manufacturers' programs & smaller “skid schools” do not get up to highway speeds or emulate real-world crash avoidance.**
- **Traditional driving schools are focused primarily on rules of the road and obtaining their student a driver's license while not adequately preparing them for real-life crash situations.**

What Sets Us Apart





“Your course saved me from a serious accident yesterday your training clearly was responsible for the outcome of no collision. I am so glad my children and I have had the training.”

— Connie, Needham, MA



Why Sponsor a Training?

Keep Them Safe

Driving is the most dangerous thing we do for most of our lives, and our CP101 training will dramatically reduce crash rates.

Save Them Money

Graduates qualify for significant auto insurance discounts.

Show You Care

Folks whose training was paid for by others report that it made them feel more loved.

In Control runs super-lean!

86% of our revenue is dedicated to program delivery.

How We Will Recognize Your Generosity



**Depending on sponsorship level,
In Control will gladly recognize your
support in several ways:**

- » Website Logo/Listing
- » Social Media Shout-Outs
- » E-Newsletter Logo/Listing
- » Check-signing ceremony with local media
- » Your Name/Logo on one of our cars!

ANNUAL SPONSORSHIP LEVELS

Sponsor Benefits



BENEFITS	Bronze \$1,000	Silver \$2,500	Gold \$5,000	Platinum \$10,000	Diamond \$25,000
Crash Prevention 101 Training* for staff of nonprofit(s) of your choice or your company employees or other individuals	2 individuals	4 individuals	8 individuals	16 individuals	32 individuals
Car Clinic** for your company's employees				Up to 8 attendees	Up to 16 attendees
In Control Committee seat with potential for Board membership				Yes	Yes
Private meal with Board of Directors					Yes
12-month Naming Opportunity				Training Drill	Logo on a Training Car
"Sponsor a Safe Driving Tip"	1 tip	2 tips	3 tips	5 tips	10 tips
Recognition on In Control's social media, website and quarterly newsletter	Listing	Listing with link	Prominent listing as Partner with link	Logo with listing as Partner with link	Premier logo listing feature article on social media with link
Press release announcing sponsorship			Posted to social media	Sent to local media and posted to social media	Sent to local media and posted to social media
Media event held at In Control training site					Yes

***Crash Prevention 101** – This 5-hour hands-on training is conducted at our training site with instructors who put drivers through emergency situations, allowing them to learn how to avoid and recover. Graduates will receive a certificate qualifying them for auto insurance discounts with many local and national insurers.

****Car Clinic** – This 2-hour experience is geared to VIPs to help introduce In Control's mission and expose them to vehicle drills performed without accomplishing our full course. Participants will cover a series of topics in the passenger seat before getting the chance to put their new skills to the test behind the wheel.



All Annual Sponsors Receive

- **Crash Prevention 101 training for your employees, staff of a local nonprofit, or simply drivers in your community.**
- **Sponsor a Safe Driving Tip**
- **Recognition on In Control's social media, website and quarterly newsletter**



Top-Level Sponsors Also Receive

- **"Car Clinic" for your company's employees**
- **Naming opportunity**
- **Press release**
- **Media event held at In Control training site**



**“As my daughter reported to me:
Mom, I just have to tell you,
taking that course saved
Brooke's and my life today!
I didn't have time to think . . .
I just reacted as they taught us.
We would have been killed . . .
at least an ambulance ride.
I wouldn't have known what to do,
or slam on the brakes, if it
weren't for this course.”**

— Charlotte, Wilmington, MA



Contact Us!

To discuss this exciting opportunity to showcase your company's community support, please contact Executive Director Dan Stollo:

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