



NATIONAL SAFETY MONTH **Emphasize your commitment to safety by sponsoring National Safety Month**

For more than 20 years, the National Safety Council has been celebrating National Safety Month each June. This year's theme, "Keep Each Other Safe" will promote awareness on the leading causes of unintentional injuries and deaths to employers and the general public. **Content is developed by NSC, the recognized leader in safety. It's all turnkey and easily distributed.**

Your organization's sponsorship of National Safety Month underscores your commitment to the safety of your employees and their families. There are multiple sponsorships available – you may choose to sponsor the entire month or one of the weekly topics:

- **Week 1:** Stand Up to Falls (fall prevention)
- **Week 2:** Recharge to Be In Charge (fatigue)
- **Week 3:** Prepare for Active Shooters
- **Week 4:** Don't Just Sit There (ergonomics)



Sponsorship Benefits	Full Month Sponsor \$40,000	Weekly Topic Sponsor \$15,000 (\$25,000 2/wks)	Keep Each Other Safe Sponsor \$1,000
Safety + Health® Magazine Thank You ad – July 2017 – commitments by May 15th	Logo	Logo	Company Name
Use of 2017 NSM logo & access to safety downloads for employees & customers	•	•	•
NEW! Recognition at NSC Congress & Expo 2017: Convention Center Ballroom signage at Opening Session, Executive Forum, and all 3 Keynote Sessions**	Logo	Logo	Company Name
Recognition on nsc.org	•	•	•
Weekly emails during NSM	Logo	Logo	
Recognition in national news release	•		
Recognition in NSC Member publications (time-sensitive availability)	•	•	
1 free year NSC membership (new members only)	•	•	
Shout-outs on Facebook: 30,000 followers	•		
Shout-outs on Twitter and possible Twitter Chat with company handle, if available: 15,400 followers	•		
Shout-outs on LinkedIn: 26,900 followers	•		
Logo on NSM materials download page	•		

**Attendance: Opening Session – 4,000 attendees; Executive Forum – 300 Global Safety Leaders; Occupational Keynote – 800 attendees; Motivational Keynote – 2,000 attendees; Leadership Keynote – 2,000 attendees

National Safety Month by the numbers*:

10,200 Participants • **57,300,000** Media Impressions • **64,000** Webpage Visitors

*2016 NSM Campaign Results

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