

**SCHOOL
BUS
SAFETY
CAMPAIGN
2020**



**SAFETY
SERVICES
NOVA SCOTIA**



STUDENTS AND DRIVERS, WE ALL HAVE A ROLE TO PLAY **STOP, LOOK, LISTEN** THAT'S THE SAFEST WAY

OCT 19-23, 2020

More than 90,000 children in Nova Scotia rely on daily school bus transportation. School bus safety is an issue that requires ongoing attention. The annual School Bus Safety Awareness Campaign promotes school bus safety throughout the province and aims to raise awareness of vehicles illegally passing stopped school buses while their red lights are flashing, also known as Stop-Arm Violations.

Stop-Arm Violations are a significant concern among our communities and put our children at serious risk for injury or even death.

With enough support, this campaign has the potential to grow to make a national impact and as a result make the daily commute for our children, that much safer!

Bus drivers, parents, schools, and other safety groups have shown strong interest in our School Bus Safety Awareness Campaign. This is your opportunity to get involved and demonstrate interest in community safety!

Activities +
promotional
material for
the 2020
campaign.

- Use of website as a place for parents to learn about school bus safety: www.schoolbussafety.com
- Safety messages from media sponsors
- Extensive use of social media for regular promo messages
- Articles posted in SSNS member newsletter
- News releases and resulting news stories
- Informative videos about school bus safety





Due to the COVID-19 pandemic, this year we will run our School Bus Safety Awareness Campaign virtually.

The goals of the campaign are to:

- Educate the public on the dangers of illegally passing a school bus that is stopped with red lights flashing
- Engage school-aged children by offering reminders of school bus safety rules in a fun way
- Encourage parents to educate themselves and their children on school bus safety, and to make that easy for them to do virtually

We are going to populate our website with information, tips, news, videos, activities, etc. and encourage parents and children to use it as a place to educate themselves about school bus safety.

We are going to use our School Bus Safety - Nova Scotia Facebook page to promote school bus safety and the use of our website. We are going to populate this page with safety tips, videos, messages from sponsors, news, etc.

We will need help creating and promoting these materials.





BECOME A SPONSOR

The primary source of funding for this campaign comes from sponsorship.

We are offering various levels of sponsorship that can be customized to meet any donation preference. Sponsorship will not only provide your organization with amazing brand awareness opportunities, but also the chance to directly engage with the thousands of supporters this campaign has garnered. We encourage you to review our sponsorship package and explore the options that best suit your needs.





Platinum Sponsorship: \$ 10,000

Promotional video/commercial/message posted on both of our
Facebook pages and website
~ Includes Gold, Silver & Bronze Level benefits ~

Gold Sponsorship: \$ 5,000

Messages from sponsors posted on our website and Facebook page
~ Includes Silver & Bronze Level benefits ~

Silver Sponsorship: \$ 1,000

Have logo displayed at the end of videos created by Safety
Services Nova Scotia
~ Bronze Level benefits ~

Bronze Sponsorship: \$ 500

Certificate of participation
Logo displayed on website and Facebook







**THANK YOU TO
OUR PREVIOUS SPONSORS!**



Serving Nova Scotia Since 1999



The logo for Safety Services Nova Scotia features the company name in large, bold, white, sans-serif capital letters. The text is centered and framed by two orange L-shaped graphic elements: one in the top-left corner and one in the bottom-right corner. The background is a solid dark blue.

SAFETY SERVICES NOVA SCOTIA



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