



The National Organizations for Youth Safety (NOYS) is a 25-year-old coalition of over 100 federal agencies, industry leaders, and nonprofit organizations that promote youth safety through education, engagement, and empowerment. NOYS looks at the most prevalent causes of preventable injury and death among youth (ages 13-24) and mobilizes the coalition around coordinated efforts to reduce these tragedies. We also work closely with teachers, educators, and school administrators on the development and implementation of professional development, leadership training and peer-to-peer education. As a coalition, NOYS reaches over 9 million annually.

## MENU OF SERVICE

**\*\*All NOYS Members will automatically receive these services at a 25% discount\*\***

### **Youth Transportation Safety / Vision Zero Ambassador Annual Training - \$12,000**

NOYS will provide training and support for up to 10 selected youth. After program completion, youth will have the required tools to execute a plan in their community to have a positive impact on youth transportation safety or a vision zero project. NOYS will administer a one-day, comprehensive, youth-friendly training with each a cohort of 10 youth. The initial one-day training will include (at a minimum) the following content: cause messaging fundamentals, traffic safety, pedestrian safety, bicycle safety, impactful audience engagement / public speaking, positive influence via social media, ambassador plan development, and project management for student ambassador plans. NOYS will continue the support of the ambassadors via four (4) weekly teleconference sessions (1 hour per session) to ensure that each student has the necessary support needed for successful completion of their ambassador plans and preparation for speaking engagements in their communities around the subject of transportation safety. NOYS staff will ensure ambassador preparedness for their plan execution as well as issue incentives and certificates.

### **Interactive Safety Lab - \$10,000**

Produce and execute Interactive Safety Lab Event up to 1000 students at NOYS will provide planning and execution for the Youth Interactive Safety Lab, including outreach to and acquisition of interactive lab exhibitors, VIP guests, and speakers, venue, food & beverage service, attending students, and staffing. The fee does not include the actual cost of the venue or food needed for the lab.

### **Project Social Media Assets - \$10,000**

NOYS can provide, design, and develop social media content for the program. NOYS will develop and design Snapchat Filters / Lenses (5) for your organization and program. Filters will be focused on messaging to promote the youth safety program of your organization's choice. NOYS will conduct and manage the geotargeting for the project and report back data to your organization. The fee also includes social media promotion on NOYS social media platforms of the program that is selected for promotion via lenses/filters (up to 8 posts).

### **Youth Conference Exhibit – \$15,000 (Reach 6K – 10K)**

NOYS will exhibit at one of the youth community's prominent conferences and promote your program or project. This service includes NOYS staff time, travel, and exhibit printed materials/giveaways. NOYS will also conduct up to two (2) follow up communications for your program after the conference to our entire communications reach.

### **Monday Morning Headline Banner - \$3000**

Logo placement (with hyperlink) at the top and bottom of NOYS new and improved newsletter for four weeks, social media promo mentions during the banner campaign. Logo placement (with hyperlink) on NOYS.org website as one of 3 prominent sliding headers.

### **Monday Morning Headline Safety Partner Corner - \$1250**

Logo placement (with hyperlink) on the side column of NOYS new and improved newsletter for four weeks, social media promo mentions during the banner campaign.