

# CHAMPIONS

## TRAILER SAFETY WEEK CHAMPION PROGRAM

The mission of Trailer Safety Week is to improve the safety of our nation's roadways by raising trailer safety awareness through education of end-users, dealers and manufacturers on safe trailering practices. In order for the awareness campaign to expand its reach and effectively improve roadway safety, Trailer Safety Week depends on extraordinary supporters who go above and beyond to reach their industry contacts and end-users.

The Trailer Safety Week Champion program was created to highlight companies whose support of Trailer Safety Week exceeds that of a Trailer Safety Week Ally (TSW Ally) and as such, has earned greater promotional opportunities. While Trailer Safety Week includes Allies across the country, Trailer Safety Week Champions are those who fulfill the following requirements and receive the benefits listed below.

INDUSTRY CHAMPION REQUIREMENTS	VERIFICATION REQUIREMENTS
1. Sign Up as Trailer Safety Week Ally	1. No additional verification requirements
2. Include Trailer Safety Week logo on website	2. Notify NATM of placement and provide link
3. Share daily Trailer Safety Week content via social media channels as provided by NATM	3. Verified by NATM, provide social media handles
4. Send 1 email communication piece promoting Trailer Safety Week, provided by NATM, to industry customers, vendors, dealers, and the like.	4. Provide NATM list of company and/or individual names per requirements and forward or send one copy of the communication to NATM.*

### \* Requirements for Contact List

- Excel format
- Include First and Last Name of contact, if applicable also include company or organization name
- Categorize each contact as: Customer/End-User, Vendor/Supplier, Trailer Manufacturer, Dealer, or Other

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**UPON SUCCESSFUL COMPLETION OF THE ABOVE REQUIREMENTS AND THEIR SUBSEQUENT VERIFICATION, TRAILER SAFETY WEEK CHAMPIONS WILL EARN THE FOLLOWING BENEFITS:**

- Linked logo on Supporter page of [www.TrailerSafetyWeek.com](http://www.TrailerSafetyWeek.com) from June 11, 2022 to June 4, 2023
- Listed in NATM's coverage of Trailer Safety Week in Tracks magazine and The NATM Insider eNews
- Recognition at NATM's Annual Convention & Trade Show
- 10% off one NATM Advertisement (Tracks or [www.NATM.com](http://www.NATM.com))



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