



Invest in BOTL

Busing on the Lookout (BOTL), a program of Truckers Against Trafficking (TAT), empowers member of the bus industry to combat human trafficking in the course of their everyday jobs. With your support, we can continue to educate and empower more members of industry, law enforcement and state agencies to help recover more victims and prosecute more traffickers. And, at the same time, TAT and BOTL can promote the impactful work your company is doing as a leader in this fight. Thank you!

Driving Force - \$1,000,000 over 3 years



North Star benefits plus:

- TAT's executive director speaking at a company event of your choice, sharing the impact of the partnership
- Exclusive National Human Trafficking Awareness event for your company in January
- Up to four Freedom Drivers Project events per year at locations of your choice
- In partnership with your communications team, co-author a white paper or philanthropic article highlighting the work of your company to combat human trafficking

North Star - \$250,000/year



Freedom Driver benefits plus:

- Quarterly feature in our monthly newsletter or quarterly report
- Stand-alone page in our annual report outlining your company's leadership in counter-trafficking initiatives
- Publicly highlighted as a North Star partner at TAT speaking events via standalone slide
- Up to two Freedom Drivers Project events at a location of your choice

Freedom Driver - \$100,000/year



Diamond benefits plus:

- Extensive TAT promotion across multiple platforms (website, newsletter, social media, radio) announcing you as a Freedom Driver and overall strategic partner
- Development of an internal email campaign for employees showing the impact of your company investment
- Standing banner displaying your logo at all Freedom Drivers Project events
- In partnership with your communications team, creation of co-branded products for events that both TAT/BOTL and your company attend

Diamond - \$50,000/year



Platinum benefits plus:

- Co-branding BOTL's informational brochure with your logo
- One Freedom Drivers Project event at a location of your choice

Platinum - \$25,000/year



Gold benefits plus:

- Your logo and a short description of your participation with TAT displayed as one of the scrolling slides on a monitor inside the Freedom Drivers trailer for one year
- Your company promoted through media outlets when press is present at speaking events

Gold - \$10,000/year



Silver benefits plus:

- Your company publicly thanked at speaking events as a strategic partner
- Your logo included in our quarterly report and monthly newsletter

Silver - \$5,000/year



Bronze benefits plus:

- Your logo displayed on the Freedom Drivers Project trailer for one year
- Your logo included in TAT's annual report

Bronze - \$2,500/year



Copper benefits plus:

- Quarterly recognition on TAT's social media platforms

Copper - \$1,000/year



Benefits include:

- Your logo hyperlinked on our homepage
- Your logo, link, and 100-word description on our sponsor page

**TAT also offers "leveling up" opportunities for multi-year commitments at each sponsorship level. Any company committing to a multi-year pledge will be offered an additional benefit from the next sponsorship tier. They will be designated by a + (for example: Freedom Driver+). All monies are in USD.*

Truckers Against Trafficking has 195,000 followers on Facebook and over 192,000 page likes, 15,500 followers on Instagram, nearly 30,000 followers on Twitter, and over 9,800 followers on LinkedIn. We participate in speaking events across the country nearly every week, and our media engagement has included pieces on CNN, BBC, NPR, Fox News, Forbes, The Washington Times, Huffington Post, MSNBC, as well as many local media outlets across the nation. We are also regularly featured in trucking, motorcoach, transit and school transportation trade publications.