



Invest in BOTL

The trucking and bus industries are driving change in the fight against human trafficking. Busing on the Lookout (BOTL) is a program of Truckers Against Trafficking (TAT). With your support, BOTL can continue to educate and empower more members of the bus industry, law enforcement and state agency employees. At the same time, TAT and BOTL can promote the excellent work your company is doing as a leader in this fight.

Brand Collaboration via Our Partnership Levels:

NORTH STAR

\$250,000+: Freedom Driver benefits, plus a quarterly feature in our monthly newsletter, prominent logo placement in partnered projects, a stand alone page in our annual report outlining your company's leadership in counter-trafficking initiatives, and publicly highlighted as a North Star partner at TAT speaking events via a standalone slide

FREEDOM DRIVER

\$100,000+ : Diamond benefits, plus extensive TAT and BOTL promotion across multiple platforms (website, newsletter, social media, radio) announcing you as a Freedom Driver and overall strategic partner; the development of an internal email campaign for your employees showing the impact of your company investment; and a standing banner displaying your logo at all Freedom Drivers Project events.

DIAMOND

\$50,000+ : Platinum benefits, plus co-branding our informational brochure with your logo and a Freedom Drivers Project media event at the location of your choice.

PLATINUM

\$25,000+ : Gold benefits, plus your logo and a short description of your participation with TAT and BOTL displayed as one of the scrolling slides on a monitor inside the trailer for one year; and your company promoted through media outlets when the press is in attendance at speaking events.

GOLD

\$10,000+ : Silver benefits, plus your company publicly thanked at TAT and BOTL speaking events as a strategic partner and your logo included in our quarterly report and monthly newsletter.

SILVER

\$5,000+ : Bronze benefits, plus your company publicly thanked at BOTL speaking events, your logo displayed on the Freedom Drivers Project trailer for one year and your logo included in our annual report.

BRONZE

\$2,500+ : Copper benefits, plus TAT and BOTL social media promotion.

COPPER

\$1,000+ : Your logo hyperlinked on our website, plus BOTL social media promotion and your logo, link and 100-word description on our sponsor page.

**All sponsorships and the according benefits are considered active for one year. All monies are in USD.*

TAT has over 29,000 followers on Twitter and 176,000 Likes on Facebook. TAT and BOTL participate regularly in speaking events across the country, and our media engagement has included pieces in major and local media outlets across the nation. We have been featured in several bus industry publications and nearly every major trucking publication in the United States.