NATIONAL LADDER SAFETY MONTH

MARCH 2021

#LadderSafetyMonth
www.LadderSafetyMonth.com
EVERY STEP MATTERS

FROM STEP STOOLS TO EXTENSION LADDERS, MAKE SURE YOU’RE PUTTING THE RIGHT FOOT FORWARD.

Every year, thousands of people suffer disabling injuries and over 300 people die in ladder-related accidents.9 Designed to decrease these numbers and raise awareness of ladder safety, the American Ladder Institute (ALI) and its partners celebrate National Ladder Safety Month each March. Mark your calendars for March 2021 and contribute to the growing reach and impact of this important movement.

What is National Ladder Safety Month?
National Ladder Safety Month is the only movement dedicated exclusively to the promotion of ladder safety, at home and at work. During March 2021, National Ladder Safety Month will bring heightened awareness to the importance of the safe use of ladders through resources like increased training, national dialogue, heightened awareness and more.

The goals of National Ladder Safety Month:

- Decrease number of injuries and fatalities caused by the misuse of ladders
- Increase ladder safety training, demonstrated by an increased number of module views on laddersafetytraining.org and certificates issued by ALI
- Lower the rankings of ladder-related safety citations on OSHA’s yearly “Top 10 Citations List”
- Increase the number of ladder inspector trainings
- Spread overall awareness about ladder safety best practices, at work and in the home

In March 2020, the National Ladder Safety Month message reached millions of individuals, and with your support, it can be heard by many more.

**Goals of National Ladder Safety Month:**
- Raise awareness of ladder safety
- Decrease injuries and fatalities caused by ladder misuse
- Increase the number of people certified in Ladder Safety Training

17 industry leading organizations as sponsors

**March 2020 was the 4th annual National Ladder Safety Month**

- **93,714** website visits
- **168,266** website pageviews
- **5,871,728** total video impressions
- **2,252,859** social media impressions

- **25.0%** National Ladder Safety Month email open rate
- **20.4%** Industry average open rate
- **10.4%** National Ladder Safety Month email click rate
- **2.7%** Industry average click rate

**Participants in 25 States**
- Alabama, Arkansas, California, Florida, Illinois, Indiana, Kentucky, Louisiana, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, New Jersey, New Mexico, New York, North Carolina, Oklahoma, Pennsylvania, Tennessee, Texas, Utah, Virginia, Wisconsin

- Mexico also had participants!

**660** organizations picked up National Ladder Safety Month press releases

**28,109** total media views and hits
TOP CAP SPONSOR

$20,000

Limited to four sponsors

- Recognition and quote in March 2021 press release
- Dedicated email blast to ALI’s Database* of 23,500+ contacts
- Recognition in National Ladder Safety Month direct mail promotional piece to ALI members and over 1,000 ladder safety trainers and trainees**
- Three dedicated social media posts with tagged recognition on ALI and National Ladder Safety Month channels (Facebook, Twitter, and LinkedIn) between January and February 2021
- Company logo and link on ALI and National Ladder Safety Month websites
- Company video hosted on ALI and National Ladder Safety Month websites*
- Recognition in ALI’s monthly e-newsletter (distribution size of 13,800+), The Next Rung in January, February, and March 2021
- 300-word article featured in February 2021’s The Next Rung***

For an additional $5,000, add the Promotional Video Sponsorship for exclusive recognition in ALI’s promotional videos with Presley Media. Nationwide reach is estimated at 5,800,000+.

*ALI reserves approval rights of all content. Email must be sent between January and April 2021.

**Direct mail piece is mailed in January 2021. If sponsorship agreement is completed post-development of the direct mail piece, alternative brand recognition opportunities will be discussed between sponsor organization and ALI.

***Content provided by sponsor. ALI reserves approval rights of all content.
MIDDLE RUNG SPONSOR

$10,000

☐ Recognition in March 2021 press release
☐ Recognition in two posts on ALI and National Ladder Safety Month social media channels
☐ Company logo and link on ALI and National Ladder Safety Month websites
☐ Recognition in ALI’s monthly e-newsletter (distribution size of 13,800+), The Next Rung in January, February, and March 2021
☐ Banner advertisement in one e-newsletter, The Next Rung*

*Banner advertisement placement schedule is first-come first-serve

PROMOTIONAL VIDEO SPONSOR

$10,000

☐ Exclusive recognition of your products in National Ladder Safety Month promotional videos with Presley Media (total estimated impressions nationwide of 5,800,000+)

Add this package to the Top Cap sponsorship for $5,000!

5.8 million viewers could learn about ladder safety through your products
FIRST RUNG SPONSOR

$5,000

- Banner advertisement on the National Ladder Safety Month website for one week*
- Recognition in two posts on ALI and National Ladder Safety Month social media channels
- Company logo and link on ALI and National Ladder Safety Month websites**

*Banner advertisement placement schedule is first-come first-serve
**A link to the sponsorship logos is included in all National Ladder Safety Month press releases

SUPPORTING PARTNER

$2,500

- Recognition in two posts on ALI and National Ladder Safety Month social media channels
- Company logo and link on ALI and National Ladder Safety Month websites

A LA CARTE

$1,000

Limited Availability
A la carte sponsors have the option between one of the following recognition opportunities:

- Recognition in two posts on ALI and National Ladder Safety Month social media channels
- Company logo and link on ALI and National Ladder Safety Month websites
The mission of the American Ladder Institute (ALI) is to promote the safe use of our products as well as advance the common business interests of our members through a commitment to:

- Development and dissemination of appropriate standards
- Education of the public as to the proper selection, care and safe use of ladders
- Representation of the interests of its members

ALI is a not-for-profit association dedicated to promoting safe ladder use. ALI is composed of members from the United States and Canada who are ladder manufacturers and manufacturers of ladder components.

ALI is the American National Standards Institute (ANSI) approved developer of ladder safety standards. Standards are technical specifications, developed and tested by subject experts, which prescribe rules governing the safety construction, design, testing, care and use of various types of ladders.

ALI was founded in 1947 and has evolved to fit the needs of the membership as the industry has changed. Construction materials and processes have developed according to changes in usage, duty ratings and industry need.

Impact of Ladder Safety Training in U.S. Organizations

95% use some form of ladder safety training

9 out of 10 organizations consider Ladder Safety training to be extremely important

Nearly 50% feel that ladder-related incidents that occurred in their workplace could have been avoided with ladder safety training

*According to ALI’s 2019 Citation Survey

Find Us Online
www.americanladderinstitute.org

ALI’s FREE Ladder Safety Training:
www.laddersafetytraining.org

National Ladder Safety Month:
www.laddersafetymonth.com
National Ladder Safety Month

Attn: American Ladder Institute
330 N. Wabash
Suite 2000
Chicago, IL 60611
Phone: (312) 321-6806
Email: marketing@laddersafetymonth.com
Sponsor Request Form

Please complete the information below related to your interest in sponsorship of National Ladder Safety Month.

COMPANY/ORGANIZATION: _______________________________________________________

ADDRESS: _________________________________________________________________

CITY: ___________________________ STATE: ___________________ ZIP CODE: ______________

PRIMARY CONTACT FOR SPONSORSHIP INFORMATION: _____________________________

PHONE: _______________________________ EMAIL: _________________________________

SPONSORSHIP PACKAGES:

_______ Top Cap Sponsor - $20,000
_______ Middle Rung Sponsor - $10,000
_______ Video Sponsorship - $10,000
_______ First Rung Sponsor - $5,000
_______ Supporting Partner - $2,500
_______ A La Carte - $1,000

Your request for sponsorship will be processed based on package availability. An invoice will follow receipt of this form. Sponsorship fulfillment will be finalized upon receipt of payment.

PLEASE RETURN FORM BY EMAIL OR MAIL:

American Ladder Institute
330 N. Wabash Avenue
Suite 2000
Chicago, IL 60111
info@americanladderinstitute.org

Question? Contact Pam O’Brien at 312-673-5757 or pobrien@americanladderinstitute.org