



Safe at home. Safe at work.

#LadderSafetyMonth
www.LadderSafetyMonth.com

MARCH 2024



EXPLORE
OPPORTUNITIES 



Safety is the solid foundation.

National Ladder Safety Month offers steps to success

No matter the kind of ladder, instruction for safe use typically starts with “only use on a solid surface.” National Ladder Safety Month was designed to give all ladder users a solid foundation of safety information.

National Ladder Safety Month, observed in March and spearheaded by the American Ladder Institute (ALI), is the only program dedicated exclusively to promoting ladder safety, at home and work. Each year, tens of thousands of injuries and hundreds of deaths are caused by ladder misuse. By providing critical guidelines and raising awareness on safe use, we can help decrease these numbers.



ALI is the only approved developer of safety standards for the U.S. ladder industry. We believe ladder accidents are preventable with thorough safety planning, training, and continuous innovation in product design. The more people, organizations, and businesses get involved, the wider the message spreads, and the more people learn about proper ladder safety.

Each year, National Ladder Safety Month reaches millions of people. Your sponsorship will help ALI spread the message further, reaching and educating more people on the importance of ladder safety. By participating and engaging, you can help us bring awareness to the importance of the safe use of ladders through resources, training, and a national dialogue. Please join ALI and its members in sharing this important message with the world year-round.



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
- Increase the number of companies and individuals that inspect and properly dispose of old, damaged or obsolete ladders
- Spread overall awareness about ladder safety best practices, at work and in the home

Your sponsorship furthers our goals. And extends your reach.



See how many millions were touched by last year's National Ladder Safety Month. Who might you reach in 2024?

National Ladder Safety Month

GOALS:



Raise awareness of ladder safety



Decrease injuries and fatalities caused by ladder misuse

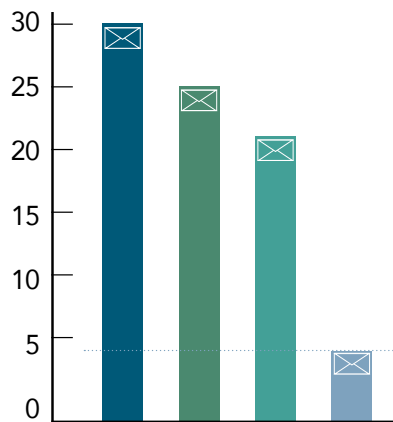


Increase the number of people certified in Ladder Safety Training



164,888
website visits

659,318
website pageviews



30% National Ladder Safety Month email open rate

25% Industry average open rate

21% National Ladder Safety Month email click rate

4% Industry average click rate

4,500,000+
social media impressions

5,394,905
total video impressions



6

press releases



2

webinars



294

live attendees



522

on-demand views
within the first month after airing

26,837,648
impressions



17

industry leading organizations as sponsors

9 Supporting Sponsors / 3 Middle Rung Sponsors / 3 Ground Support Sponsors

1 Partner Sponsor / 1 First Rung Sponsor



3



Top Cap Sponsor



Limited to one sponsor

\$25,000

- Designation as the exclusive title sponsor of National Ladder Safety Month
- Recognition on National Ladder Safety Month virtual Save the Date (sent to over 3,000 ALI members and safety managers)
- Company logo/name to appear on event materials, including ALI and National Ladder Safety Month webpages, promotional emails, safety flyers, social media channels, and advertisements.
- Dedicated press release, including a quote, in March 2024 (average views of 2,000 per release)
- Recognition in February 2024 Press Release (average views of 2,000 per release)
- Dedicated email blast to ALI's database* of 23,500+ contacts
- Dedicated social media posts (audience of 2,000+) with tagged recognition on ALI and National Ladder Safety Month channels (Facebook, Twitter, and LinkedIn) between January and March 2024
- Two tagged recognition posts in social media on ALI and National Ladder Safety Month channels (Facebook, Twitter, and LinkedIn) between January and March 2024
- Company logo and link on National Ladder Safety Month website
- Company video hosted on National Ladder Safety Month website
- 300-word article featured on ALI website



YOUR LOGO
on the National Ladder
Safety Month Twitter feed

**ALI reserves approval rights of all content. Email must be sent between January and April 2024.*

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

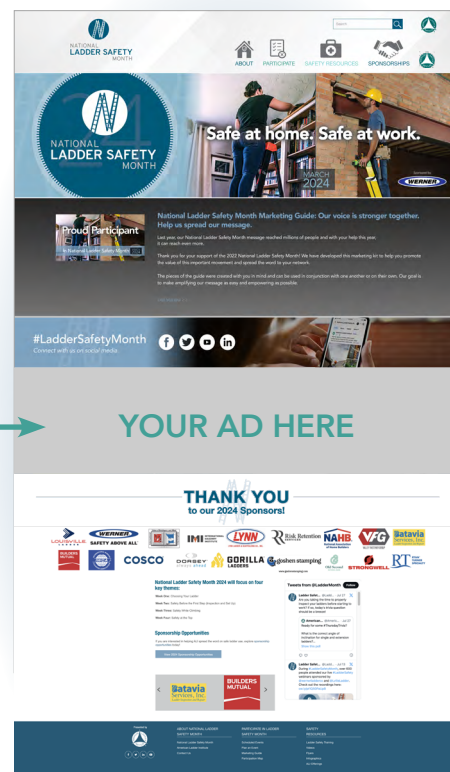




Middle Rung Sponsor

\$10,000

- Recognition on National Ladder Safety Month virtual Save the Date (sent to over 3,000 ALI members and safety managers)
- Option to host a 30-minute webinar on a ladder safety related topic
- Recognition in February 2024 Press Release (average views of 2,000 per release)
- Dedicated email blast to ALI's Database** of 23,500+ contacts
- Dedicated social media posts (audience of 2,000+) with tagged recognition on ALI and National Ladder Safety Month channels (Facebook, Twitter, and LinkedIn) between January and March 2024
- Two tagged recognition posts in social media post on ALI and National Ladder Safety Month channels (Facebook, Twitter, and LinkedIn) between January and March 2024
- Company logo and link on National Ladder Safety Month website
- Banner advertisement on National Ladder Safety Month website (for 1 week during March) *



First Rung Sponsor

\$5,000

- Banner advertisement on the National Ladder Safety Month website for one week*
- Company logo and link on National Ladder Safety Month website
- Recognition in two posts on ALI and National Ladder Safety Month social media channels (Facebook, Twitter, and LinkedIn) (audience of 2,000+)
- Recognition in February 2024 Press Release (average views of 2,000 per release)

**Banner advertisement placement schedule is first come, first served*



Supporting Partner

\$2,500

- Recognition in two posts on ALI and National Ladder Safety Month social media channels (Facebook, Twitter, and LinkedIn) (audience of 2,000+)
- Company logo and link on National Ladder Safety Month website
- Banner advertisement on the National Ladder Safety Month website for one week

Webinar Sponsor

\$2,000

- Option to host a 30-minute webinar on a ladder safety related topic

Ground Support Sponsor

\$1,500

- Recognition in two posts on ALI and National Ladder Safety Month social media channels (Facebook, Twitter, and LinkedIn) (audience of 2,000+)
- Company logo and link on National Ladder Safety Month website

Partner

\$1,000

- Banner advertisement on the National Ladder Safety Month website for one week*

A La Carte

\$500 - Dedicated social media post (audience of 2,000+) with tagged recognition on ALI and National Ladder Safety Month channels (Facebook, Twitter, and LinkedIn) between January and March 2024

\$250 - Recognition post in social media post on ALI and National Ladder Safety Month channels (Facebook, Twitter, and LinkedIn) between January and March 2024

**Banner advertisement placement schedule is first come, first served*



About ALI



Our Mission:

The mission of the American Ladder Institute (ALI) is to promote the safe use of ladders 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, Mexico, and Canada who manufacture ladders and/or 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 also offers a free, on-demand ladder safety training program. This training is a tool for the proper selection, care, and safe use of all ladders, including stepladders, single and extension ladders, articulated ladders, and mobile ladders. Get started today to earn your ladder safety certificate!

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

More information can be found at americanladderinstitute.org.



Find us online:

www.americanladderinstitute.org



National Ladder Safety Month:

www.laddersafetymonth.com



ALI's FREE Ladder Safety Training:

www.laddersafetytraining.org





NATIONAL LADDER SAFETY MONTH

National Ladder Safety Month

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