

SEE
AND
BE
SEEN

2014 Sponsorship Info

Why are we here?

South Africa has one of the worlds highest fatality rates in traffic, with over 14 000 fatalities annually. A majority of all accidents on the South African roads involve pedestrians and the vast majority of these accidents occur during hours of decreased visibility.

Reflect the Light, Be Seen at Night



REALITY

60% OF ALL FATAL ROAD ACCIDENTS INVOLVE PEDESTRIANS

REALITY

MORE THAN 14000 PEOPLE DIE ON SOUTH AFRICAN ROADS EVERY YEAR

SEE AND BE SEEN IS GOING TO CHANGE THIS

70% OF ALL FATAL PEDESTRIAN ROAD ACCIDENTS HAPPENS BETWEEN DUSK AND DAWN

MORE THAN

3000 PEDESTRIANS CAN BE SAVED EVERY YEAR

See and Be Seen can change this

The aim of See and Be Seen is to reduce the 5000 pedestrian fatalities on South African roads every year, decrease the many more injuries and in general make the South African roads safer for everyone.

If one looks at Scandinavian statistics, an estimated 3 000 pedestrian fatalities can be avoided in South Africa every year through the frequent use of safety reflectors

The number for pedestrian injuries still has to be established, but it is thought to be four to five times the death figures! Thus more than 25,000 incidents can be reduced quite dramatically if some serious attention is given to pedestrian safety, and this is what See and Be Seen has been doing, and intends to continue to do until we succeed.

The direct effect of a lower accident rate is that fewer accidents needs to be attended to by the Traffic Services, SAPS or other emergency services. Thus, those services can focus elsewhere. This improves the effect of these services exponentially and can save Billions of Rand for the government and society every year.

The increased use of safety reflectors also makes the road safer for the driver, as you may know, a driver that hits and kills a pedestrian may be charged with culpable homicide.

Further more, the frequent use of safety reflectors will give many young children the opportunity to grow up with parents, as young parents are an particularly affected demographic group.

See and Be Seen 117-221 NPO is a non-profit organisation established to raise awareness of pedestrian safety and proactively prevent road accidents. We aim to do this by distributing Safety Reflectors as well as educating the public about road safety for pedestrians and the importance of being seen when walking in traffic during hours of decreased visibility.



REFLECT THE LIGHT, BE SEEN AT NIGHT

What is a Safety Reflector?

A safety reflector is a product that reflects light in the direction of a light source, such as a road sign. The light can be the headlights off a car or a street- or flashlight. It reflects light sufficiently to make the wearer visible in the dark from a distance of 180 meters. A safety reflector can take many shapes and textures.

The safety reflector See and Be Seen has chosen to work with is the slap wrap wristband reflector. It is a reflector in the shape of a ruler, that wraps around your wrist.

Our safety reflectors are simple and user friendly with a engaging and fun design that can easily incorporate advertising and promotional opportunities.

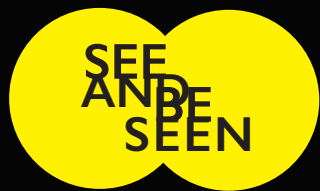
What Difference Can a Safety Reflector Make?

The risk of a vehicle hitting a pedestrian increases by 1100% between the hours of dusk and dawn due to the reduced visibility.

A safety reflector increases the visibility of a pedestrian to a driver by anywhere between 300 and 1,000% (depending on a combination of variables such as distance, darkness, weather, and the placement of the safety reflector).



Braking distance of a car:



REFLECT THE LIGHT, BE SEEN AT NIGHT

How Can You Help See and Be Seen?

See and Be Seen is in need of sponsorships in order to be able to reach the goal of distributing 20 million safety reflectors within the next five years.

See and Be Seen would like to propose that your company buy branded safety reflectors. These reflectors can be used as promotional gifts for clients and staff as they can be branded with anything you like, and they come in a multitude of colours. They can even be used as business cards if you would like a useful and different business card.

Depending on the package we agree on each safety reflector you buy from See and Be Seen can sponsor a second safety reflector that will be given out to an underprivileged person. Together with the safety reflector the person can receive an informative class, educating them about pedestrian safety and the use of safety reflectors, as well as they will receive an informative brochure to refer back to. If you already sponsor a school/orphanage/shelter or the like and would like for the reflectors you have sponsored to be handed out at that location See and Be Seen will do what we can to distribute the safety reflectors there. We will endeavour to either use our/your existing channels of distribution or seek cheapest alternate method.

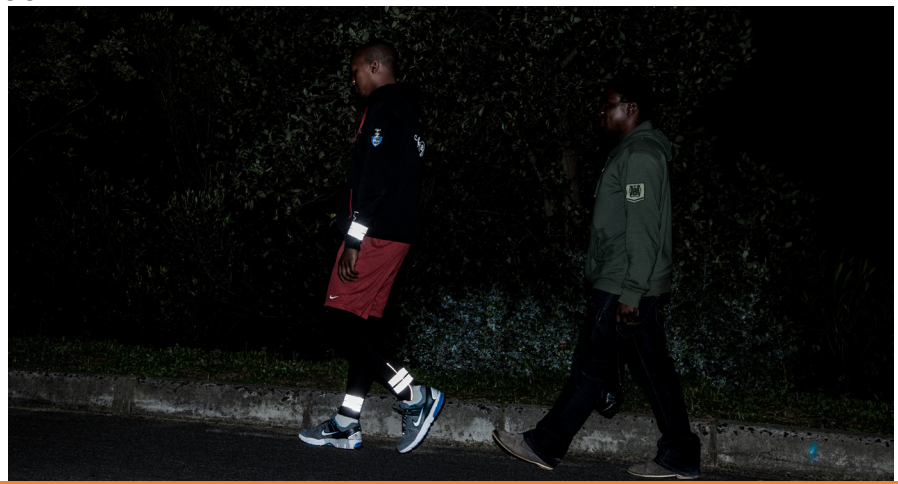
So, if you buy 1000 Safety reflectors for you company from See and Be Seen, you could be paying for 2000 reflectors and 1000 informative brochures. Thus, you can sponsor the education about traffic safety for 1000 underprivileged people as well as provide them with a safety reflector and an informative brochure each.



WITHOUT SAFETY REFLECTORS



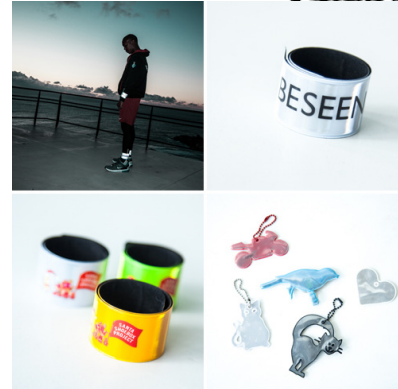
WITH SAFETY REFLECTORS



REFLECT THE LIGHT, BE SEEN AT NIGHT

WHAT IS IN IT FOR YOU?

- Website:** your logo will be exposed on our website along with a company introduction, and hyperlinks.
- Social Media:** Exposure on the See and Be Seen facebook page.
- News Letters:** Story placement, logo, and hyperlinks inside the News letter.
- Published Media:** See and Be See often gets the opportunity to mention sponsors in interviews.
- Signage:** Exposure at any event hosted by the See and Be Seen.
- Radio:** See and Be See often gets the opportunity to mention sponsors in interviews.
- Emails:** Branding at the bottom of all emails sent out by See and Be Seen.
- Your donation/purchase is tax-deductible:** See and Be Seen is a registered NPO. (A taxpayer making a bona fide donation in cash or of property in kind to a Non Profit Organisation is entitled to a deduction from taxable income).
- BEE points:** See and Be Seen is compliant with the new Broad Based Economic Employment (BBBEE) guidelines, thus when donating money to the organisation one can earn BBBEE points.
- Safety reflectors** branded with your company logo that can be used as different and meaningful promotional gifts.
- A thank you letter/Diploma:** in which we thank you for your donation and certify that you have helped us make South Africa's roads safer.
- Attitude towards your brand:** by sponsoring See and Be Seen you Create an image that makes you seen as a good corporate citizen by showing that You care about Your clients safety and the improved condition on our South African Roads.
- Interaction** with the people / schools you are giving to through pictures and video clips to bring the message home.
- The possibility to have an **active role** in the handing out of the reflectors.



BE SEEN WITH SEE AND BE SEEN:

Order Quantity	Unit Price (Rand)	Total Price (Rand)
1000 reflectors	R15	R15 000
10 000 reflectors	R10	R100 000
20 000 reflectors	R8	R160 000
1000 watches	R30	R30 000
Additional cost: Sea Freight: R1000 - 3000 (4-8 weeks)		
Additional cost: Air Freight: R3000 - 20 000 (10 days)		



IF YOU DO NOT HAVE BUDGET TO SUPPORT US THIS YEAR, PLEASE THINK OF US NEXT YEAR

