



# NATIONAL LADDER SAFETY MONTH

## MARCH 2019



**#LadderSafetyMonth**

[www.LadderSafetyMonth.com](http://www.LadderSafetyMonth.com)



Presented by The American Ladder Institute



NATIONAL  
**LADDER SAFETY**  
MONTH

## EVERY STEP MATTERS

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

Every year, over 300 people die in ladder-related accidents and thousands suffer disabling injuries. Mark your calendar for March 2019 to join the American Ladder Institute (ALI) in celebrating National Ladder Safety Month, designed to raise awareness of ladder safety and to decrease the number of ladder-related injuries and fatalities.

### 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 2019, National Ladder Safety Month will bring heightened awareness to the importance of the safe use of ladders through resources like training, national dialogue and more.

### The goals of National Ladder Safety Month are to:

- Increase the number of ladder safety training certificates issued by ALI
- Increase the frequency that ladder safety training modules are viewed on [www.laddersafetytraining.org](http://www.laddersafetytraining.org)
- Lower the rankings of ladder-related safety citations on OSHA's yearly "Top 10 Citations List"
- Decrease number of ladder-related injuries and fatalities
- 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

### The "why": Every life saved is precious.

ALI believes ladder accidents are preventable, but without better safety planning, training and continuous innovation in product design, we will continue to see far too many fatalities. By choosing to become a sponsor of National Ladder Safety Month, you are helping ALI and its members share this message with the world.

The Numbers Speak  
for Themselves

+700

**ladder injuries**  
every day

Source: CPSC's National Electronic  
Injury Surveillance System (NEISS)  
2017 Data Highlights

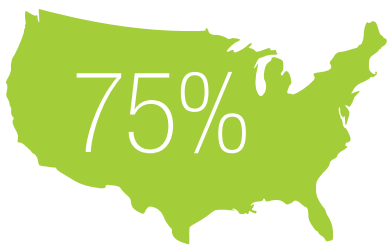




# OUR VOICE IS STRONGER TOGETHER.

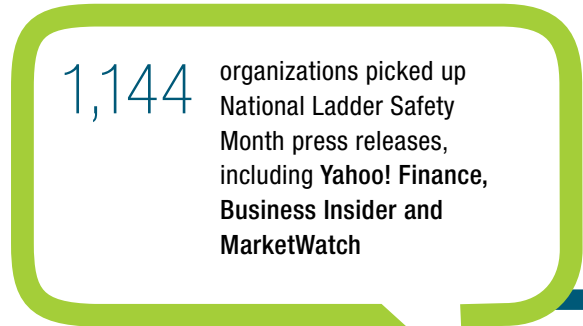
In March 2018, National Ladder Safety Month was recognized by thousands of individuals, and with your support, our message can be heard by many more.

## INDUSTRY-WIDE SUPPORT



75% of U.S. ladder manufacturers supported National Ladder Safety Month in 2018

## PRESS AND MEDIA



1,144 organizations picked up National Ladder Safety Month press releases, including Yahoo! Finance, Business Insider and MarketWatch

## WEBSITE

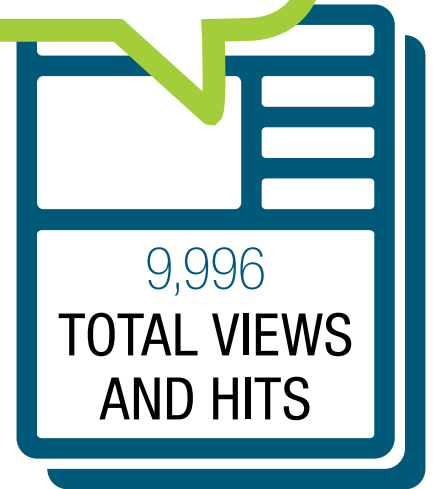


79,797  
**VISITS**  
17,944  
**PAGEVIEWS**

## SOCIAL MEDIA



#LadderSafetyMonth had  
1,830,239  
impressions



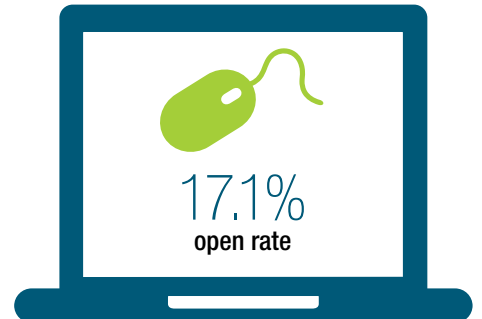
9,996  
**TOTAL VIEWS  
AND HITS**

## VIDEO



6,274,175  
**TOTAL  
VIDEO  
IMPRESSIONS**

## EMAIL



17.1%  
**open rate**



## OPPORTUNITIES FOR RECOGNITION



### TOP CAP SPONSOR

*Limited to four sponsors*

**\$25,000**

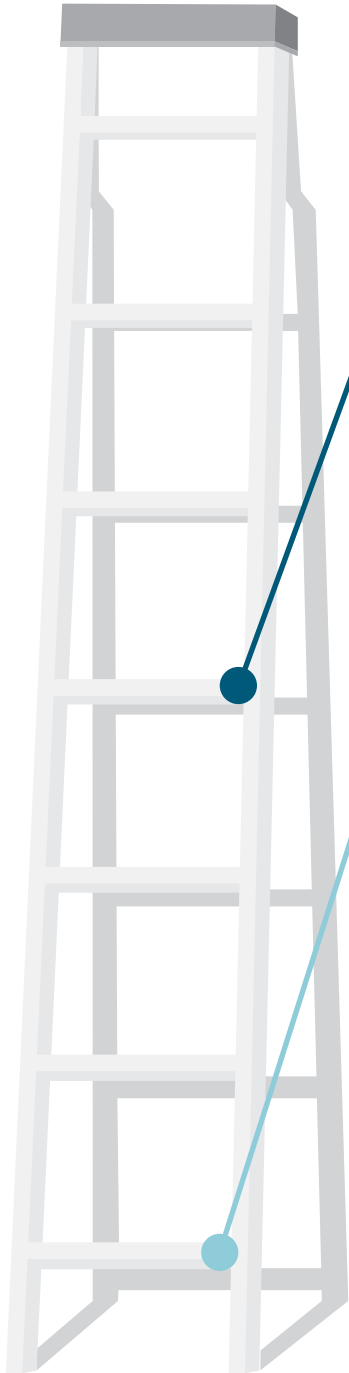
- Dedicated Email Blast to ALI's Database\* of 12,500+ people
- Brand Recognition in Direct Mail Piece to 2,500 Ladder Safety Trainers and Trainees
- Dedicated Press Release in March 2019  
*(Includes insertion of quote from company representative)*
- Recognition on National Ladder Safety Month Social Media Channels  
*(Includes social media takeover for one week in March and three social media posts with tagged recognition January through February)*
- Brand Recognition with Company Link on ALI Website  
*(Includes top tier logo placement)*
- Brand Recognition with Company Link on National Ladder Safety Month Website  
*(Includes top tier logo placement)*
- Company Video\* Hosted on ALI and National Ladder Safety Month Websites
- Brand Recognition in Video
- Brand Recognition on Infographic
- Brand Recognition on Poster
- Recognition in January, February and March Issues of ALI's Monthly E-newsletter That Has a Distribution of 12,500+ People  
*(Includes insertion of sponsored 300-word article\*)*

*\*Pending ALI approval of copy*

Please note that the packages above are flexible and offer the potential to be customized. If you are interested in becoming a sponsor of National Ladder Safety Month, contact Pam O'Brien at (312) 673-5752 or [pobrien@americanladderinstitute.org](mailto:pobrien@americanladderinstitute.org).



## OPPORTUNITIES FOR RECOGNITION (CONT.)



### MIDDLE RUNG SPONSOR

\$10,000

- Dedicated Press Release in March 2019 *(Includes general recognition)*
- Recognition on National Ladder Safety Month Social Media Channels *(Includes tagged recognition in three social media posts)*
- Brand Recognition with Company Link on ALI Website *(Includes second-tier logo placement)*
- Brand Recognition with Company Link on National Ladder Safety Month Website *(Includes second-tier logo placement)*
- Recognition in January, February and March Issues of ALI's Monthly E-newsletter That Has a Distribution of 12,500+ People *(Includes insertion of banner ad)*

### FIRST RUNG SPONSOR

\$5,000

- Recognition on National Ladder Safety Month Social Media Channels *(Includes tagged recognition in two social media posts)*
- Brand Recognition with Company Link on ALI Website *(Includes company listing)*
- Brand Recognition with Company Link on National Ladder Safety Month Website *(Includes company listing)*
- Banner Advertisement on National Ladder Safety Month Website for One Week

### SUPPORTING PARTNER

\$2,500

- Brand Recognition with Company Link on ALI and National Ladder Safety Month Websites

### À LA CARTE

\$1,000, Limited Availability

- Banner Advertisement in ALI's Monthly E-newsletter That Has a Distribution of +12,500 People

*\*Pending ALI approval of copy*

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## ABOUT ALI

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.

### FIND US ONLINE

[www.americanladderinstitute.org](http://www.americanladderinstitute.org)

ALI's free Ladder Safety Training:  
[www.laddersafetytraining.org](http://www.laddersafetytraining.org)

National Ladder Safety Month:  
[www.laddersafetymonth.com](http://www.laddersafetymonth.com)

### IMPACT OF LADDER SAFETY TRAINING IN U.S. ORGANIZATIONS

**95%** USE SOME FORM  
OF LADDER SAFETY TRAINING



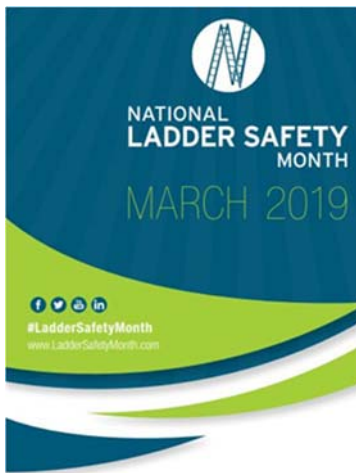
**76%** 

FEEL THAT **LADDER ACCIDENTS** THAT OCCURRED  
IN THEIR WORKPLACE COULD HAVE BEEN **AVOIDED**  
WITH **LADDER SAFETY TRAINING**



**9 OUT OF 10**

ORGANIZATIONS CONSIDER LADDER  
SAFETY TRAINING TO BE SOMEWHAT  
TO **EXTREMELY IMPORTANT**



## AMERICAN LADDER INSTITUTE

# 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 - \$25,000

\_\_\_\_\_ Middle Rung Sponsor - \$10,000

\_\_\_\_\_ First Rung Sponsor - \$5,000

\_\_\_\_\_ Supporting Partner - \$2,500

\_\_\_\_\_ À 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](mailto:info@americanladderinstitute.org)

Question? Contact Pam O'Brien at 312-673-5752 or [pobrien@americanladderinstitute.org](mailto:pobrien@americanladderinstitute.org)



# NATIONAL LADDER SAFETY MONTH

National Ladder Safety Month  
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Email: [marketing@laddersafetymonth.com](mailto:marketing@laddersafetymonth.com)