



2026-2027 YOUNG ADULT SAFETY PROGRAM JOIN US!

Help Us Keep Young Drivers Safe – Become a Sponsor Today!

Every day in New Jersey, young drivers make choices that can impact their futures in an instant. At the Brain Injury Alliance of New Jersey (BIANJ), we're leading a statewide effort to ensure those choices are safe and informed – and we invite you to be part of it.

Through our Champion Schools Program and College Roads and Safety Habits (CRASH) Project, we empower high school and college students to create peer-driven campaigns that promote safer driving, walking, and biking. These students become advocates, leaders, and changemakers in their communities.

We've already reached more than 1.2 million young people.

- Over a million high school students in the past 16 years
- Over 250,000 college students in just the last 4 years

Each of these students is equipped with the knowledge and tools to make safer choices and influence their peers – but there is more to do, and more students to reach.

Your sponsorship directly supports:

- Preventing crashes and life-changing brain injuries
- Instilling lifelong safe travel habits
- Expanding these proven programs to more schools and campuses

As a sponsor, your brand will be seen by students, families, educators, and communities across New Jersey. You'll demonstrate your commitment to public safety, youth leadership, and investing in the next generation.

Join us, the New Jersey Division of Highway Traffic Safety, and our Founding Sponsor NJM Insurance Group in this mission. Together, we can help young people travel smarter and safer.

Best regards,

Wendy Berk, MSW, LCSW
Chief Executive Officer

**To learn more about sponsorship
opportunities, contact**
championschool@bianj.org





2026-2027 YOUNG ADULT SAFETY PROGRAM SPONSORSHIP LEVELS

GOLD SPONSOR – \$15,000

- Exhibit at Champion Schools Showcase, BIANJ Regional Training, and BIANJ Walk (3 locations)
- Opportunity to speak at the Champion Schools Program & CRASH Project Showcases
- Opportunity to co-sponsor student awards
- Logo on screen, printed materials, and campaign toolkits
- Required logo inclusion on all student campaigns
- Custom social media spotlight post reaching 2.1K+ (Jersey Drives) and 15.6K+ (BIANJ) followers
- Recognition in press and statewide promotions
- Logo featured during 150+ student workshops and community events
- Opportunity to collaborate in safety workshops
- Opportunity to speak at BIANJ coalition meetings and webinars
- Premium logo on program website (3K views last season)

SILVER SPONSOR – \$10,000

- Exhibit at Champion Schools Program Showcase, BIANJ Regional Training, and BIANJ Walk (3 locations)
- Opportunity to speak at the CRASH Project Showcases
- Logo on screen, printed materials, and campaign toolkits
- Required logo inclusion on all student campaigns
- Logo featured during 150+ student workshops and community events
- Social media feature reaching 2.1K+ (Jersey Drives) and 15.6K+ (BIANJ) followers
- Recognition in press and statewide promotions
- Opportunity to speak at BIANJ coalition meetings and webinars
- Premium logo on program website (3K views last season)

BRONZE SPONSOR – \$5,000

- Exhibit at Champion Schools Showcase and BIANJ Regional Training
- Logo on program website (3K views last season)
- Logo on screen, printed materials, and campaign toolkits
- Social media mention reaching 2.1K+ (Jersey Drives) and 15.6K+ (BIANJ) followers

COPPER SPONSOR – \$2,500

- Exhibit at Champion Schools Showcase
- Logo on screen, printed materials, and campaign toolkits
- Logo on program website (3K views last season)
- Social media mention reaching 2.1K+ (Jersey Drives) and 15.6K+ (BIANJ) followers

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Alliance**
NEW JERSEY

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