



SPONSORSHIP PROGRAM

Assisting Communities & Training Responders

TRANSCAER® (Transportation Community Awareness Emergency Response)
is an outreach program covering North America.

Built on a strong public-private partnership that connects industry and emergency responders, TRANSCAER has maintained a consistent presence dedicated to safety, preparedness, and collaboration. This enduring mission focuses on strengthening community readiness for hazardous materials transportation incidents while advancing responder training and increasing community awareness nationwide.

BECOME A SPONSOR!

TRANSCAER trains thousands of emergency responders each year for FREE!

Why Become a Sponsor?

TRANSCAER operates as a voluntary, nationwide outreach program made possible through sponsor support. Sponsorship provides valuable visibility and engagement opportunities while demonstrating leadership in hazardous materials safety. By supporting TRANSCAER, you help expand access to critical training for emergency responders and extend our reach into communities nationwide through targeted outreach initiatives.



How Your Organization Benefits

MISSION SUPPORT

TRANSCAER's Sponsorship Program is designed to visibly enhance your support of TRANSCAER's mission of assisting communities and training emergency responders to prepare for and respond to hazardous material transportation incidents.

PARTNERSHIP OPPORTUNITIES

Companies that are responsible for promoting the safe handling and transporting of hazardous materials can access many benefits through direct connection with TRANSCAER. There are valuable partnership opportunities as a sponsor to connect with chemical manufacturers, transportation carriers, distributors, and emergency response companies and government agencies.

HIGH PROFILE BRANDING

Co-branding opportunities are available at national-level hazmat conferences, as well as at state level hazmat conferences, seminars, and training events throughout the year. All sponsoring companies benefit from logo placement in TRANSCAER's brochures, programs, magazine, and e-newsletter.

Who Can Become a Sponsor?

TRANSCAER Sponsors are limited to nonprofit industry and transportation trade associations only. All other individuals or companies may be eligible as TRANSCAER Partners or TRANSCAER Corporate Members.

WHO CAN BECOME A SPONSOR?

Terms & Conditions

Sponsorship opportunities offered as part of TRANSCAER's Sponsorship Program are available to organizations that have a formal and substantial mission which is supportive of TRANSCAER beliefs, principles and philosophies and it views TRANSCAER as a means to promote hazmat safety, rather than as a means to access contacts for commercial purposes.

HAVE QUESTIONS?

For additional questions regarding TRANSCAER's Sponsorship Program please contact:

Erica Fischer

Director, Training, Outreach and Partnerships
CHEMTREC/TRANSCAER
efischer@chemtrec.com
(703) 741-5524

Join TRANSCAER and these sponsor organizations who are assisting communities and preparing responders for hazmat incidents.



PROUDLY CELEBRATING 40 YEARS OF COMMUNITY OUTREACH

Since 1986, TRANSCAER (Transportation Community Awareness Emergency Response) has remained committed to a simple but powerful idea: when communities, industry, and emergency responders train together, everyone is better prepared.



Make an Impact at the Level That's Right for You.

SPONSORSHIP LEVELS

\$11,500

CHAMPION

Exclusive Champion sponsorship benefits include:

- ✓ **Exclusive Sponsorship of 1 episode annually of The Hazmat Files**
 - Includes a pre-episode "This episode is sponsored by..." 30 seconds
 - End of episode 30 second ad/sponsor pitch provided to TRANSCAER by sponsor.
 - Logo and company website included in episode description
 - Logo included in social promotion
- ✓ **Early Access to TRANSCAER Conference Sponsorship Opportunities**
- ✓ **Company logo on TRANSCAER Champion Sponsor banner**
(utilized at all national-level hazmat conferences where TRANSCAER attends with an exhibit booth)
- ✓ **Promotion of your company logo in the TRANSCAER Brochure or Annual Report**
(distributed at all National Level Conferences attended by TRANSCAER and in the TRANSCAER Outreach Package)
- ✓ **Sponsor of the Month Feature**
Receive recognition through a dedicated spotlight, which may include a TRANSCAER blog article or social media post highlighting your organization's support and contributions.
- ✓ **Full-page ad for your organization in the TRANSCAER today Magazine**
- ✓ **Three boosted training event posts annually on TRANSCAER's social media accounts**
- ✓ **10 TRANSCAER apparel items for your company and/or instructors**
- ✓ **2 advertisements per year in either the Quarterly TRANSCAER Newsletters or the TRANSCAER Event E-blasts**

\$9,000

SUPPORTER

Exclusive Support sponsorship benefits include:

- ✓ **Shared Acknowledgement in one episode of The Hazmat Files**
- ✓ **Half-page ad for your organization in the TRANSCAER today Magazine**
- ✓ **One boosted training event post annually on TRANSCAER's social media accounts**
- ✓ **5 TRANSCAER apparel items for your company and/or instructors**
- ✓ **1 advertisement per year in either the Quarterly TRANSCAER Newsletters or the TRANSCAER Event E-blasts**

Other benefits for both levels include:

- ✓ One representative to vote on issues and activities brought before the NTTG
- ✓ Participate in conference calls and quarterly meetings
- ✓ Access to the TRANSCAER Coordinator Portal to post and manage training events
- ✓ Company logo on the TRANSCAER homepage
- ✓ Company description and website link on TRANSCAER Sponsorship webpage
- ✓ Ability to promote your support of TRANSCAER and use the “Proud sponsor of TRANSCAER” logo
- ✓ Acknowledgement of sponsorship and training programs/resources in a dedicated slide in the TRANSCAER Overview Presentation delivered at local, state, and national training events, conferences and meetings



SPONSOR BENEFITS CHART

Benefits by Level	CHAMPION \$11,500	SUPPORTER \$9,000
THE HAZMAT FILES PODCAST		
Exclusive Annual Sponsorship of One Episode	✓	—
– 30-Second Sponsor Introduction	✓	—
– 30-Second Closing Sponsor Message	✓	—
– Logo & Website in Episode Description	✓	—
– Logo Included in Episode Social Promotion	✓	—
Shared Annual Sponsor Recognition in One Episode	—	✓
MARKETING & PROMOTION		
Sponsor of the Month Feature	✓	—
Boosted Training Event Social Posts	3 Posts	1 Post
TRANSCAER Today Magazine Ad	Full Page	Half Page
Quarterly Newsletter / Event E-Blast Ads	2 Ads	1 Ad
Logo in TRANSCAER Brochure & Annual Report	✓	—
Company Logo on National Champion Sponsor Banner	✓	—
Early Access to Conference Sponsorship Opportunities	✓	—
ONLINE VISIBILITY		
Company Logo on TRANSCAER Homepage	✓	✓
Company Description & Website Link	✓	✓
"Proud Sponsor of TRANSCAER" Logo Usage	✓	✓
Recognition in TRANSCAER Overview Presentation	✓	✓
ENGAGEMENT & PARTICIPATION		
Voting Representative at NTTG Meetings	✓	✓
Access to TRANSCAER Coordinator Portal	✓	✓
TRANSCAER Apparel Items	10 Items	5 Items

JOIN AS A TRANSCAER SPONSOR TODAY!



Apply Online

transcaer.com/sponsorship-opportunities/sponsor-application

Engaging Communities with Safety SAM



In 2025, TRANSCAER proudly introduced a new way to connect with kids and families across North America—Safety SAM, whose motto, **“Safety Always Matters,”** helps our program and sponsors reach the broader community.

TRANSCAER Sponsors are proudly featured in Safety SAM's Coloring & Activity Book which is distributed nationwide through community safety events, fire departments, schools, and emergency management agencies.*

*New sponsors will have the opportunity to review a developed activity or coloring page prior to reprinting in 2027.





3130 Fairview Park Drive, 4th Floor
Falls Church, VA 22042
transcaer.com