

“SHELTR™ AMERICA”

SPONSORSHIP

CAMPAIGN



What is the SHELTR Training ProgramSM

School Hazard-Emergency-Lethal Threat Response (SHELTR™) Training provides Teachers, School Administrators, Cafeteria Workers, Maintenance Staff, and Grounds Keepers with training tools and techniques to keep their school safe. SHELTR Training shows how to create daily security routines, “LOOK” for things that are out of the norm, “REPORT” incidents in a timely and accurate manner, and “RESPOND” when your school becomes engaged by a threat, crisis situation, or emergency. SHELTR Training is delivered by U.S. Military Veterans.

Why is SHELTR TrainingSM Necessary

Schools around the world have become targets to foreign and domestic terrorism. There are not enough law enforcement officers available to secure every location where a terrorist or terrorist organization may attack. It falls on the teachers, school administrators, staff, students and even parents to ensure THEIR school is made to be a safe environment. The “SHELTR” Training courses and Tactical Protective Gear gives American schools a chance to defend from an Active Threat.

How the “SHELTR™ America” Sponsorship Works

The “SHELTR America” Program allows your business or corporation to sponsor SHELTR™ Training and provide increased security to any school in the USA. The “SHELTR America” program is a collaborative initiative with your company that brings SHELTR Training and protective products to schools across America. As a partner of the “SHELTR America” Program, the SHELTR Turtle Logo will be added to your company's website. A caption will accompany the logo stating, *Your Company is a proud supporter of creating safer schools through SHELTRUSA. Click here to join the team.*



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SHELTR works with your organization to determine how many American people would need to “Officially” visit your website in order for you to sponsor 1 SHELTR Training course or purchase 1 PAK Jacket for a school. We call this number the “Satisfactory Public Relations” (SPR) Level. In order to track the number of SPR visits, the SHELTR logo would be added to the front page of your company's website. When the logo is “clicked” a short 5 to 10 second commercial about your organization is played followed by a short 30 second SHELTR Program commercial. Once the commercials are completed, the person would be redirected to a page for input of their name, email address, phone number, etc. Once this personal information has been captured (and confirmed with a validation email if necessary) an “Official” SPR visit would be added to a counter located under the SHELTR Logo on your website “Home Page”. Your organization pre-determines the SPR Level for each SHELTR Training course sponsored or PAK Jacket purchased. Each time the SPR Level is met, your organization will sponsor another SHELTR Training Course or purchase a PAK Jacket for a school.

School security is the single largest issue of modern America. Your organization would execute a “SHELTR America” national advertising campaign. This would convey that your company is sponsoring a national effort where U.S. Military Veterans are protecting our Nation's Schools. Such a campaign will certainly “Bring America” to your website and **grow your brand and business.**

The Incredible BENEFITS for the Founding Sponsors include:

- By participating in this program, your organization shows America (as well as your large employee base) that you care about children, teachers, and communities across America. You are committed to being part of the World's Most Complete School Safety Solution that solves one of the most pressing issues of modern times.
- As official SPR visits are recorded, your organization is gaining "PRIVATE" potential customer information. Unlike Facebook and other social media sites, the information gained by your company through this program would be privately owned by SHELTR and you. This is a great way to create a large and very valuable "closed" social media group .
- As each SPR is completed, the individual (potential customer) can be given some type of discount coupon that can be used at your store, show, park, race, etc. This will drive customer traffic and sales to you. It can also be combined with a "SHELTR Rewards Program" to establish future participation or patronage by customers in order to earn "SHELTR Points" for the purchase of additional SHELTR Training Courses or PAK Jackets by your organization (much like collecting box tops or soda cans for school fund raising). When a customer earns enough points they can request SHELTR Training or a PAK Jacket for their child's school (or a school of their choice).
- A "Forwarding" link button will be featured so that as an SPR is completed, the individual has the option to forward the link to friends and family. If they forward the link to a certain number of people, that person would earn a SHELTR T-shirt, Turtle, Car Decal etc. The SHELTR Reward would have your organizations Logo on the front of each item that may be awarded.
- Your organization is only obligated to Purchase SHELTR Training and PAK Jackets when agreed upon SPR Levels are met. If the SPR Levels are not reached, your organization is under no obligation to provide any sponsorship.
- To bring additional business to your organization, we can help set up contests to determine where the SHELTR Training Courses are conducted or which schools get PAK Jackets. These contests can be available for customers or as a way to have employees, stores, locations compete to bring SHELTR to their specific community. This works on many levels.

The SHELTR™ Program Includes SHELTR TrainingSM & Defensive Products

SHELTR TrainingSM is an on-site activity consisting of:

- Developing an Active Threat Response Plan of Action for **YOUR** specific school
- Developing and following a daily secure protocol on **YOUR** specific school campus
- Teaching everyone how to "LOOK" for things that are "Out of the Norm"
- Teaching how to "REPORT" an incident or security infraction in a timely and accurate manner
- How to "RESPOND" should an active threat occur
- How to use Protective Tactical Gear and Equipment
- How to respond to law enforcement as they arrive

The PAK Jacket™ System

The PAK Jacket™ (Protect A Kid Jacket) System is designed for individual mobile protection. Manufactured to NIJ-III A ballistic standards, the PAK Jacket™ System provides protection from .22, .38, .44, and 9mm ballistic rounds. In addition, the jackets are fire retardant, cut resistant, razor/slash resistant, bite resistant, and shrapnel resistant. As part of a total system, each PAK Jacket™ includes Kevlar gloves, shatter resistant goggles, a vacuum sealed first aid kit, and a high decibel whistle. The PAK Jacket System is a versatile option for protecting every school student & staff from various emergencies and threats.



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Proud Sponsor of:

