

DRIVEN TO CHANGE

Passion in the driver's seat.

2026 SPONSOR & EXHIBITOR PACKET

*Join us in driving change for road safety across
Tennessee.*

For sponsorship inquiries contact:

Ciera Foster · ciera.foster@clif2012.org · 901-620-8277
caresconference.org · #DrivenToChange

*Sponsored Through A Grant Through The
Tennessee Highway Safety Office*



Don't just ride along — drive the change.

WHO WE ARE

WHO:

Collegiate Life Investment Foundation (CLIF) is a 501(c)3 non-profit established in 2012 to bring awareness to the dangers of distracted driving and to educate Tennessee drivers on all things traffic safety. CLIF serves as the premier vehicle to inform drivers across the state of Tennessee about the dangers of distracted driving, and to educate college-age students and those matriculated into college about preventative ways to avoid its negligence. CLIF is committed to providing overall financial, psychological, and physical support for those who have been seriously affected by distracted driving throughout the State.

WHAT:

The CARES Conference 2026 "Driven to Change" is a multi-day road safety conference bringing together professionals, advocates, educators, law enforcement, state partners, and youth to share ideas, learn best practices, and forge solutions for Tennessee's roadways. The conference features keynote speakers, breakout sessions, an exhibitor hall, a Welcome Dinner, and a dedicated Teen Conference Day designed to empower the next generation of safe drivers.

PURPOSE:

This conference will bring together industry leaders, scientists, educators, and law enforcement to share ideas, gather information, learn about best practices, and forge solutions for Tennessee. The goal will be for all attendees to return to their workplaces and communities with fresh ideas and reasonable solutions for road safety issues in their area.

SESSIONS:

Breakout sessions will cover a variety of topics including distracted and impaired driving data, best corporate practices from across the nation, teen driver risk factors, law enforcement efforts, legislative advocacy, and community coalition building.

WHEN & WHERE

August 2026 · Memphis, Tennessee

August 6 — Welcome Gala

August 7 — Professionals Conference

August 8 — Teen Conference Day

EXPECTED ATTENDANCE

200+ Road Safety Professionals

State & local government partners

National safety organizations

300+ High school & college students

SPONSORSHIP TIERS

Each sponsorship tier is named to reflect the "Driven to Change" theme from the Ignition sponsor who lights the flame, to the Community Champion who carries the torch. All sponsors are subject to board approval.



IGNITION SPONSOR

\$10,000

Title / Presenting Sponsor

1 available

- Recognized as the sole presenting sponsor — conference branded as 'CARES Conference: Driven to Change, presented by [Your Organization]'
- Named sponsor of the Keynote Session with prominent signage at each table and opportunity to introduce the keynote speaker
- Prominent sponsor signage displayed throughout the Welcome Gala and main stage
- Opportunity to address conference attendees from the main stage
- Premier logo placement on all banners, stage backdrop, lanyards, and printed materials
- Back cover ad in the conference program booklet
- Logo on attendee swag bag
- 4 complimentary professional conference registrations
- 10 complimentary Teen Day passes
- 2 VIP Welcome Dinner Table (8 seats)
- 10x10 prime exhibitor booth space (all 3 days)
- Hero placement on conference website sponsor page
- 5 dedicated sponsor spotlight posts across all social media platforms
- Featured in all pre-conference countdown content and #DrivenToChange campaign co-branding



ACCELERATOR SPONSOR

\$5,000

Gold Sponsor

2 available

- Named sponsor of the Welcome Dinner with signage at each table and opportunity to introduce the evening's speaker
- Opportunity to address conference attendees at the Welcome Dinner
- Prominent logo placement on banners, printed materials, and conference signage
- Full-page ad in the conference program booklet
- Logo on attendee swag bag
- 3 complimentary professional conference registrations
- 5 complimentary Teen Day passes
- 1 VIP Welcome Gala Table (8 seats)
- 10x10 standard exhibitor booth space (all 3 days)
- Logo and website link on conference website sponsor page
- 3 dedicated sponsor spotlight posts on social media and email blast



DRIVEN SPONSOR

\$2,500

4 available

Silver Sponsor

- Named sponsor of the Teen Day Lunch with signage at each table
- Logo on printed materials and conference signage
- Full page ad in the conference program booklet
- 2 complimentary professional conference registrations
- 3 complimentary Teen Day passes
- 6ft table exhibitor space (all 3 days)
- Logo and website link on conference website sponsor page
- 2 dedicated sponsor spotlight post on social media
- Tagged in conference recap content



ROAD CREW SPONSOR

\$1,000

No limit

Bronze Sponsor

- Named sponsor of the Day 2 afternoon networking break
- Half -page ad in the conference program booklet
- 1 complimentary professional conference registration
- Logo and website link on conference website sponsor page
- 1 dedicated sponsor spotlight posts on social media and email blast
- Tagged in conference recap content



COMMUNITY CHAMPION

\$500+

value

No limit

In-Kind Sponsor · \$500+ value

- Name and logo listing in the conference program booklet
- Logo and website link on conference website sponsor page
- Tagged in conference recap content
- Recognition as a Community Champion partner in all conference announcements
- Accepted in-kind contributions include: catering/food, printed materials, AV services, décor, transportation funding, swag items, photography/videography, and giveaway prizes

All sponsors subject to board approval. Sponsorship spaces are limited — early commitment ensures the best placement and benefits.

EXHIBITOR OPPORTUNITIES

Exhibitor spaces are available for organizations who wish to showcase their work, products, or services at the CARES Conference without a full sponsorship commitment. Exhibitor booths are open during Night 1, Day 2, and Teen Day. All exhibitors are subject to board approval.



DELUXE EXHIBITOR

\$750

Limited availability

- 2 exhibitor spaces side by side
- 2 complimentary conference registrations
- Logo and website link on conference website
- Exhibitor recognition in conference program booklet
- Priority booth placement selection



BASIC EXHIBITOR

\$500

Limited availability

- 1 exhibitor space
- 2 complimentary conference registrations
- Exhibitor recognition in conference program booklet
- Logo and website link on conference website



NON-PROFIT / GOVERNMENT EXHIBITOR

\$350

For qualifying orgs

- 1 exhibitor space
- 2 complimentary conference registrations
- Exhibitor recognition in conference program booklet
- Logo and website link on conference website

For government agencies and 501(c)3 non-profit entities only. Proof of status required at time of commitment.

Exhibitor spaces are first-come, first-served. All exhibitors subject to board approval.

ADDITIONAL OPPORTUNITIES

Organizations that are not able to commit to a full sponsorship or exhibitor package may still support the CARES Conference and gain visibility through the following standalone advertising and support opportunities.

PROGRAM BOOKLET ADVERTISING

- Full-Page Advertisement — \$500
- Half-Page Advertisement — \$250
- Quarter-Page Advertisement — \$100

SESSION & EVENT SPONSORSHIPS

- Teen Day Snack / Break Sponsor — \$300
- Day 2 Breakfast Sponsor — \$500
- Day 2 Networking Break Sponsor — \$250

SWAG BAG INSERT

- Include your branded materials, flyers, or promotional items in every attendee swag bag — \$200

COMMITMENT FORM

To reserve your sponsorship or exhibitor space, please complete this form and return it to Ciera Foster at Ciera.Foster@clif2012.org. Commitments are confirmed upon receipt of this form and payment or approved payment arrangement. All commitments subject to board approval.

ORGANIZATION INFORMATION

Organization / Company Name:

Primary Contact Name & Title:






Mailing Address:

Phone Number:




Email Address:

Website / Social Media Handle:

SPONSORSHIP LEVEL — check one:

 IGNITION \$10,000 <input type="checkbox"/> SELECT	 ACCELERATOR \$5,000 <input type="checkbox"/> SELECT	 DRIVEN \$2,500 <input type="checkbox"/> SELECT	 ROAD CREW \$1,000 <input type="checkbox"/> SELECT	 COMMUNITY CHAMPION \$500+ value <input type="checkbox"/> SELECT
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EXHIBITOR LEVEL — check one:

 DELUXE EXHIBITOR \$750 <input type="checkbox"/> SELECT	 BASIC EXHIBITOR \$500 <input type="checkbox"/> SELECT	 NON-PROFIT / GOVT EXHIBITOR \$350 <input type="checkbox"/> SELECT
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ADDITIONAL OPPORTUNITIES — check all that apply:

Program Booklet Advertising <input type="checkbox"/> Full Page — \$500 <input type="checkbox"/> Half Page — \$250	Event & Other Sponsorships <input type="checkbox"/> Day 2 Breakfast Sponsor — \$500 <input type="checkbox"/> Day 2 Networking Break — \$250
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<input type="checkbox"/> Quarter Page — \$100	<input type="checkbox"/> Teen Day Snack Sponsor — \$300 <input type="checkbox"/> Swag Bag Insert — \$200
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PAYMENT METHOD: <input type="checkbox"/> Check (payable to: [Organization Name]) <input type="checkbox"/> Credit card / online payment <input type="checkbox"/> Invoice requested <input type="checkbox"/> Payment plan — contact us to arrange <i>Tax ID: [Organization EIN]</i>	IN-KIND CONTRIBUTION (if applicable): Description of goods/services: Estimated value: \$_____
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AUTHORIZATION

By signing below, I confirm that my organization agrees to the selected level and will fulfill the committed contribution by June 1, 2026. I understand that all sponsorships are subject to board approval.

Authorized Signature _____ Date _____

Printed Name & Title _____

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