



#### *Did you know?*

- Automobile Accidents are the **#1 killer of teens**
- Without our training, **43%** of new drivers suffer a **crash in the first year**
- Advanced Driver Training has been shown to **reduce crashes** among teens **by 70%** and **reduce crash severity by 50%**
- In Control offers **courses for commercial & municipal** drivers to reduce losses and avoid workers' compensation claims.

## Course Sponsorship Details

### How does a sponsored class work?

Together with In Control you pick a date for training students from your community or organization. In Control will facilitate the registration process (online or by phone) and handle all student payments. On the day of the class, 20 students will receive a 4 1/2 hour Drivers Skills Development Program that qualifies them for certain license benefits as well as existing and upcoming insurance discounts.

### How much does it cost?

In Control's regular price is \$299, but we offer our sponsors a \$50 discount per student. We also encourage sponsors to require students to pay a portion of the cost. We've found this drives the right behavior at our classes and reduces the number of no-shows. Any student that qualifies for an additional subsidy will not be charged to you. For example, Safety Insurance policy holders will pay only \$75.00 for the class, but the balance will be billed to Safety .

#### **Our most popular sponsorship is as follows:**

- **Students pay \$99.00**
- **Sponsor pays \$150**
- **20 students x \$150 = \$3,000 course cost maximum** (less any subsidy dollars)

### What do I get from this?

Beyond the satisfaction of knowing you've significantly reduced the chances of these students being injured or killed in a crash, sponsors of our courses regularly benefit from the positive press they receive. In Control encourages you to provide us with banners & signs to hang up during training as well as give awards for students. Prior to the class, we will work with you and our PR firm to draft a news release about the program. Often the event is covered in local and regional newspapers. In fact, on a number of occasions we've had multiple news items prior to and after a sponsored class. In addition to local papers we've had classes covered by every TV news station, WBZ1030 radio and all the major newspapers.

### How do I sign up?

Call us at (978) 658-4144 or email [info@incontroladt.com](mailto:info@incontroladt.com) and we'll get right back to you.

#### **Locations:**

This level of closed-course / hands-on training absolutely cannot be practiced on public roads or even in a simulator. Instruction takes place at several dedicated training centers where drivers learn how to perform emergency maneuvers in a safe, controlled environment.



Regular classes are held at In Control's primary training facility in South Weymouth. We are now offering classes in N. Andover, Worcester and Cape Cod as well. In 2008 we plan at least a few classes in Westfield, MA and hope to find other suitable locations throughout the state. It's worth encouraging your clients to take our class at an existing location. The road trip could be 2 hrs, but it's an exceptional event that may also save a life.