



## About Us

The Road Accident Action Group (RAAG) is a not-for-profit based in Mackay working to fix the problem on our roads. Founded in 2002 by local emergency services workers and community members, most of whom have been personally impacted by road crashes, we seek to actively reduce the impact of this in our region. As a volunteer run community group, RAAG is reliant on the support of our partners.

## Work Out Visibly



*Be Seen, Be Safe* is the safety message for those exercising on or near our roads, particularly during the darker winter months. Early mornings and evenings are the hardest times for motorists to safely navigate around pedestrians and cyclists. RAAG encourages anyone exercising on or near the road to increase their visibility by wearing flashing lights and/or fluorescent/reflective clothing. Find out more [here](#).

## Our Community Involvement

RAAG attends 10+ community events throughout the year, reaching up to 20,000 people, and including some of the region's most popular sporting events. These include Zach Mach, River 2 Reef, CQ Emergency Services Day, Park Run and more. Events like these are an excellent opportunity to share the *Be Seen, Be Safe* message and provide essential safety gear to the community.

In 2023/24 we attended:

- Mackay Expo
- RIN Safety Conference
- Volunteer Expo
- CQ Emergency Services Day
- Zach Mach
- Park Run
- Konvoy 4 Kids
- BMA River to Reef

Queensland Road Safety Week – Caravan weighing at Bowen & Airlie



We also hand out merchandise promoting other vital road safety messages, such as fatigue, wide loads, stock on roads, distractions and drink and drug driving.

**Let's Make a Difference *Together***

We invite you to partner with us and make road safety a priority in your workplace and community. It's only when we work together that we will see a shift in attitudes and in the statistics.

Together, we can prevent unnecessary loss of life and reduce the effects of road crash trauma within our communities. And together we can achieve a fatality free journey for ALL road users, including pedestrians, through Central Queensland.

Please find a list of the items we are seeking funding for on the next page. On behalf of the many lives positively impacted, we thank you for your time and look forward to working with you.

Yours truly,

Dawn Deakin

**Vice Chair**

**The Road Accident Action Group**



#### **CONTACT INFORMATION**

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## Merchandise Price List

The price lists are indicative of what items we need and their approximate cost. If you have a particular amount you would like to donate, or alternatively, if there is an item not on the list you would like to sponsor, please get in touch.

### Work Out Visibly Campaign Items

Item	Qty	Cost (excl. GST)
Reflective Snap Bands	250	\$550
Neon silicone wrist bands	500	\$800
Fluro Caps	100	\$800
Reflective Running Vests	100	\$800

### Road Safety Merchandise Items

Item	Qty	Cost (ex. GST)
Stubby Coolers w/ road safety message	100	\$380
Cardboard Coasters w/road safety message	250	\$800
Rubber Sponge Coasters w/ road safety message	250	\$650
Notepad w/ Logos – A7 (105mm x 75mm)	100	\$260
Notepad w/ Logos – A7	200	\$420
Notepad w/ Logos – A7	500	\$870
Notepad w/ Logos – A5 (210mm x 148mm)	100	\$365
Notepad w/ Logos – A5	200	\$630
Notepad w/ Logos – A5	500	\$1300
Magnets w/ road safety message – 90mm x 55mm	500	\$190
Magnets w/ road safety message – 90mm x 55mm	1000	\$280

*All sponsorship amounts are excluding GST*

*Quantities may vary as costs are subject to change.*

*All funds will be used towards purchasing the max. number of selected items.*

*Artwork & Freight not included.*

## Benefits

- Be a positive contributor to our local community, helping bring long term social change through building a road safe culture in our region.
- Build a road safe culture within your own organisation through handing out safety items and flyers (you will be provided with your own items to hand out)
- Logo included on selected RAAG merchandise (where possible).
- Social media posts thanking for sponsorship.
- Choice of road safety message on item (this is for road safety merchandise items, where possible).