



CHEMISTRY INDUSTRY
ASSOCIATION OF CANADA



TRANSCAER[®]
transcaer.ca



TRANSCAER[®] SAFETY TRAIN DONOR RECOGNITION PLAN

In September 2019, Transport Canada granted CIAC funding to develop enhanced training tools and to expand outreach events under the TRANSCAER program. CIAC has delivered on the first components of the project, and the remaining portion of this funding has been allocated to support the development of TRANSCAER's new Safety Train.

Under the funding agreement with Transport Canada, approximately half of the costs associated with the fit-up of the new Safety Train are eligible for reimbursement. CIAC has committed funds to support the project and is seeking additional donations from members and industry partners to cover the remaining project costs, which will ensure the successful completion of a quality training tool.

To date CIAC has raised \$113,500 and is looking to secure another \$60,000 to cover the anticipated costs of the project.

GOAL
\$173,500



**\$113,500
RAISED**

Donor Benefits – Recognition and Duration

Donor companies will benefit from the opportunity to promote their company's brand, gain exposure to key stakeholders, and visibly support the safe transportation of dangerous goods. The donor recognition plan will:

- Provide each donor with exposure to a diverse audience of industry stakeholders.
- Deliver multiple tools to reach the donor's desired audience via branding opportunities, knowledge sharing, recognition on training material and at events, and more.

Recognition is commensurate with donation amount. Donor recognition may vary based on factors, including amount of monetary donation, quantity/value of material donated, and in-kind contributions.

Suggested Donation Levels

- Material and In-kind
- \$2,500
- \$5,000
- \$10,000+

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DONOR RECOGNITION LEVELS:

DONOR BENEFIT	Material and in-kind	\$2,500	\$5,000	\$10,000+	DURATION OF RECOGNITION
Structured social media coverage and promotion.	✓	✓	✓	✓	Up to a year following the launch of the Safety Train.
Recognition in CIAC's bi-weekly publication ChemNews.	✓	✓	✓	✓	Ongoing, leading up to and following the launch of the Safety Train.
Acknowledgement of donation in dedicated slide in TRANSCAER presentations.	✓	✓	✓	✓	3 years following the launch of the Safety Train.
List donors in CIAC publications (Sustainability Report and Year-in-Review).	✓	✓	✓	✓	In 2022 and 2023 report.
Listing on TRANSCAER website.	✓	✓	✓	✓	3 years
Banner at TRANSCAER events.	✓	✓	✓	✓	3 years
Listing on permanent plaque inside the tank car which also acknowledges donation tier.	✓	✓	✓	✓	Permanent
Listing on promotional material relating to the tank car launch and outreach events.			✓	✓	3 years
Donor name in official press release.				✓	One time acknowledgment of top donors in Safety Train launch press release.
Small logo display on one side of the tank car.		*	✓		3 years (*if space permitting logo on tank car for \$2,500 donors as well).
Prominent company logo displayed on the tank car.				✓	5 years

*Please note that the size of donor logos on the tank car will be commensurate with donation amount/value.

CURRENT DONORS:

\$30,000+

- MEGlobal

\$10,000

- Lanxess
- NOVA Chemicals
- Nutrien
- Canadian Fuels Association

UP TO \$5,000

- Dow
- Imperial
- Methanex
- Arlanxco
- Chemtrade
- ERCO Worldwide
- INEOS
- National Silicates
- Shell
- CCC Sulphur
- Northwest Tank Lines
- Emergency Response Assistance Canada (ERAC)
- Canadian Emergency Response Contractors Alliance (CERCA)
- Railway Association of Canada (RAC)

MATERIAL AND IN-KIND DONORS:

GATX

BASF • CN • Procor • Transquip

For more information or to donate, contact:

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