

RADD SQUAD



RADD Presentation
TEAM Stakeholders Meeting



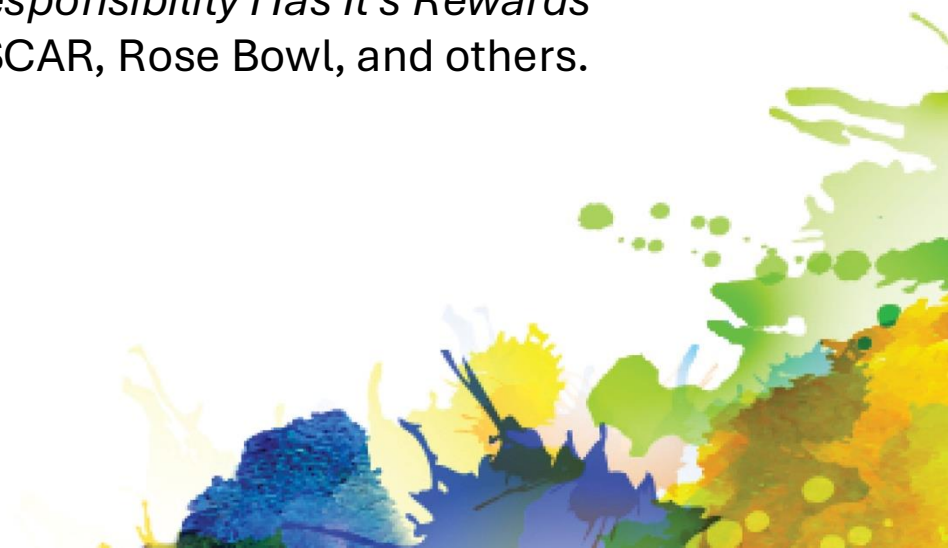
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WHAT IS RADD?

RADD (RADD.org), originally Rockers Artists Against Drunk Driving – is best known for the iconic Friends Don't Let Friends Drive Drunk Campaign with NHTSA and the National Association of Broadcasters (NAB), featuring 150 recording artists, actors and athletes none of whom received a dime for their generous gift of recording time and travel.

In a pre-internet world, it generated \$80 million dollars worth of donated radio and TV airtime and was honored by USDOT as having made a positive impact on the public's driving behavior.

RADD is proud to be a 20+ year TEAM partner mutually working on *Responsibility Has It's Rewards* activation projects with Anheuser-Busch, Miller Brewing, Coors, NASCAR, Rose Bowl, and others. We're looking forward to reconnecting and reengaging!



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WHAT IS RADD OHIO?

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RADD Ohio is an initiative from the national non-profit Recording Artists Against Drunk Driving (RADD.org) encouraging college students and young adults (ages 18-24) to plan ahead for a safe ride home if using alcohol and/or cannabis. Our message is positive and educational to raise awareness, not preachy or intimidating.

This music-focused RADD Ohio college project is funded by a NHTSA grant to the Ohio Traffic Safety Office which provides state funding to the national Higher Education Center for Alcohol Misuse Prevention and Recovery (hecaod.org, "the HEC"), based at The Ohio State University in Columbus. The HEC funds, manages RADD's grant, and serves as the programmatic outreach partner.

FILLING A VOID

There are few evidence-based impaired driving prevention approaches for college campuses, even less that focus on both alcohol and cannabis use.





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WHAT IS RADD OHIO?

We are pleased to count the Ohio Department of Higher Education and OTSO as partners along with supporters from the liquor control agencies, hospitality zones like the Short North Arts District in Columbus, AEG Presents, and a new and exciting relationship developing with OHCANN, the Ohio Cannabis Coalition with their many retail dispensaries.

HOW DO WE DO THIS?

Through music, the universal language spoken on campuses everywhere. RADD's novel community/campus project engages multicultural music artists to reach students with strength-based prevention "cues" within high-risk venues where they socialize, and on social media.

We are currently experimenting by soliciting PSAs from young artists participating in shows we're supporting with grant ad dollars. We're asking them to tape their own PSA for RADD which we and they can push out through social media, turning their donation into a valuable "promo" for their upcoming shows.





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OHIO VENUE PARTNERSHIPS

Columbus

- Kemba Live! – 2,200 indoor and 5,200 outdoor
- A & R Bar – 400
- Newport Music Hall – 1,700

Cincinnati

- The Andrew J. Brady Music Center – 4,500 indoor and 8,000 outdoor
- Riverbend Music Center – 20,500
- PNC Pavilion – 19,500

Cleveland

- The Agora – 2,000
- Jacob's Pavillion – 5,000
- Globe Iron (Coming this May) – 1,200





OHIO VENUE PARTNERSHIPS

Our venue partnerships include the following onsite activations, venue signage and digital marketing components:

- Entry and exit signage
- Hydration Station for outdoor concerts
- Digital boards inside venues
- Bike rack banners
- A-Frame signs
- Email banner ads included in venue email newsletters
- Ticket giveaways
- Social media collaborations
- Concert activations

2024 Total attendance at events with signage: 300,000+

2024 Total number of venue email impressions: 420,000+







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