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American Ladder Institute offers new Top Cap sponsorship for 2024 campaign

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Cleveland, OH The American Ladder Institute (ALI) is seeking sponsors for next year's National Ladder Safety Month. New for 2024, the enhanced Top Cap sponsor becomes a leading voice on ladder safety at work and at home. The sponsorship is a valuable brand extension for any company invested in the manufacturing of ladders or their safe use. Companies with employees working at heights fully understand the value of emphasizing safety and its impact on accident prevention and saving lives.

Observed every March, National Ladder Safety Month is the only program dedicated exclusively to promoting ladder safety at home and work. Each year, tens of thousands are injured and hundreds die in accidents caused by improper ladder usage. The reach of National Ladder Safety Month only thrives with the support of its sponsors. They are the driving force behind helping to raise awareness on safe use and decreasing these tragic numbers.

ALI, the only approved developer of safety standards for the U.S. ladder industry, is the presenting sponsor for National Ladder Safety Month. Other major sponsorship opportunities are also available and can be found here.

The Top Cap sponsor will be designated as the exclusive title sponsor of National Ladder Safety Month and will receive an array of promotional consideration, media impressions, and other perks.

Founded in 1947, the American Ladder Institute (ALI) is a not-for-profit trade association dedicated to promoting safe ladder use through ladder safety resources, safety training, and the development of ANSI ladder safety standards. ALI also represents the common business interests of its members, who are comprised of the leading ladder and ladder component manufacturers in the United States, Mexico, and Canada. National Ladder Safety Month, observed each March and spearheaded by ALI, is the only program dedicated exclusively to promoting ladder safety at home and at work.

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