

Sponsorships

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Supporting Safety in Our Communities

Our business is connected to the road and keeping people safe is our top priority. Here are a few ways we strive to make a positive impact for our customers, employees, and the communities around us. And have a little fun along the way.



Safe drivers

Creating safe roads means reducing dangers. These days, that especially means distracted driving, which is a threat to drivers and pedestrians alike. Elephant believes strongly in the power of communication and connecting with young drivers early about the dangers of distracted driving. We support Project Yellow Light, a passionately led nonprofit which creatively connects with teens to help spread the word about this urgent issue. Project Yellow Light is a scholarship competition that gets teens talking to other teens about the dangers of distracted driving. They create short films, radio spots and billboards to share points-of-view on the issue, and the winners receive college scholarships in memory of teen drivers who have lost their lives. Please find out more (and even participate!) by visiting [Project Yellow Light](#).

Safe and clean roads

Well-maintained, litter-free roads make for safer roads. Elephant supports programs intended to clean up highways and roads to ensure a safe driving experience. In fact, Elephant was the first company to support the Beautify Virginia program with a commitment to clean up 100 miles of the commonwealth's interstates in partnership with Adopt-A-Highway. Over 4,600 miles of roads have been maintained in Texas, Virginia, and Indiana since 2019 through the Adopt A Highway partnership.

Safe driving

Elephant supports the Insurance Institute for Highway Safety (IIHS), an independent, nonprofit scientific and educational organization dedicated to reducing losses from motor vehicle crashes.

Supporting local teams

A big part of community fun in Richmond takes place cheering on the city's two professional sports teams: the Richmond Flying Squirrels, an MiLB team, and the Richmond Kickers, a USL soccer team. For a company that is all about fun, we find great joy in supporting two organizations that make happy memories for friends and families throughout the Richmond area.
