



# Armour On Safety

Our open letter to potential advertisement partners.

**Candidate:** Armour On Safety

**Applying for the position of:** Advertisement Partner.

To whom it may concern,

We are excited at Armour On Safety to announce a new strategy to help local businesses wherever we have set up shop (As well as where our training partners are). After noticing one day how several local businesses gain a great deal of business during lunch time when we teach (I'm picking on the restaurant establishments near our facilities) I realized that with minimal effort on my part and the business owners we could develop a relationship that help us both grow. After a long discussion with the man upstairs he agreed. By using our training cards as universal "Discount" cards offering anywhere from 0.001% to 30% to whatever kind of deal we were able to boost sales of surrounding business. It also helped us grow by allowing us to offer a one-of-a-kind deal for anyone needing a proper safety education.

We've decided to extend this opportunity to businesses outside of our immediate grasp. The amazing thing about it all is that it is FREE, takes very little time to set up, has no contracts and benefits everyone as a whole. You've slept on it. You've made lists of pros and cons. You've talked to your life coach, your hairdresser, and every barista on your block. So why haven't you made your decision yet?

Let's get talking. Below I've attached our "resume".

Sincerely,

Zak Souter-Lucas

AOS Training Officer - Firefighter - EMT-A - NCSO

Armour On Safety

Work: 587-578-2766

[www.Amouronsafety.ca](http://www.Amouronsafety.ca)

Interested in becoming an advertisement partner?

Contact us today at [admin@armouronsafety.ca](mailto:admin@armouronsafety.ca)



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**This page is a little bit on us, if you want to jump straight to our training proposal hit up the next page.**

## Who the heck is Armour On Safety?

We are a collective group of instructors who've finally said NO on delivering mediocre safety courses. We have created our on cooperative group due to the cash cow schematic that many of our competitor companies are starting to develop. Typically, this cash cow mentality means businesses and public students suffer, lose money and receive a sub par education. All this happens without the client knowing as they rely on training companies to provide all the answers.

## Who teaches these courses?

Our team includes Firefighters, Paramedics, Nurses, National Construction Safety Officers, Experienced Workers, Site Supervisors and Engineers. Our instructors are not only certified but bring a variety of experiences and skill sets to the table. With most of our instructors dealing with incidents, and the others having worked in the field as a part of their daily lives, we have well established reasons to **make safety our first priority**. Through highly skilled and certified instructors Armour On Safety will ensure our students receive the highest quality and most up to date information available today.

## What courses do you teach?

We teach everything from H2S alive (Enform Certified), Standard First Aid + CPR (Red Cross Certified) with an additional 13 other core courses, several OSSA courses and some online training. We also offer the ability to create specialized courses. Hit up [www.armouronsafety.ca](http://www.armouronsafety.ca) and check out our training tab.

## Where can I get more info on you?

We are an open book. Simply email us at [admin@armouronsafety.ca](mailto:admin@armouronsafety.ca) and we can send you to the right resources on what ever you need. If we can't supply an answer, we know someone who can.



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## What we want to offer you:

- ✓ Free advertisement
  - Website logo placement
  - Brochure logo placement
  - Student handout logo placement
  - Digital and physical flyer logo placement
- ✓ Royalty free customers (We don't want a dime for referrals!)
- ✓ Discounts on safety training services

## What we would like to get in return:

- ✓ Website logo placement (If possible)
- ✓ Brochure placement (To put up in your location)

## How this is going to work?

All our students (Your potential customers) will have to do is present one of our AOS (Armour On Safety) training cards to the cashier, server or sales representative and receive a discount or offer of the businesses choice. It is up to the business in question to decide whether to honour the discount or not. Any expired certification is no longer deemed valid for the discount or offer.

## How do we know which card is acceptable?

We have created cool and dynamic training cards to replace the ones we are currently using. We will provide free examples and training on identifying the cards. It will be a very simple identification process that everyone will be comfortable with. Our new cards allow us to leaving the realm of paper certificates and joining the 21<sup>st</sup> century in plastic cards which are similar to credit cards and membership cards you use in your wallets! No more worrying about water damage or it getting damaged from simple wear in your wallet. As stated above, all our training cards are considered valid until they are expired.

## What is this going to cost me? Is there a mandatory "reward"?

This service will be completely free. As we cannot guarantee any customers we don't feel like it is right to charge anyone for this service. The idea is to establish business connections and aid others in the entrepreneurial dream. There is no mandatory or set discount, reward, or offer that needs to be given. It is solely up to the business interested in joining up with us.

## Is there a contract?

There is no contract that you cannot back out of. We will simply have a signing on the agreed discount, reward, or offer. The company can change this at anytime or cancel it as well. We want to make sure everyone is comfortable with deal. All we ask is that you give a week or two to get the word out to our students in order to make sure they don't get surprised when visiting your business.

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## I am interested but I need to know more!

We understand that decisions are not made immediately. We also want to ensure that we only have the right fits within our group so we can be a bit selective. That being said though you are specifically getting this letter so it means you've made the cut.

Here are a few ways of contacting us, **(Please note the easiest way to get a hold of us is email).**

### Main Office

Calgary Alberta

587-578-2766

[admin@armouronsafety.ca](mailto:admin@armouronsafety.ca) or [armouronsafety@gmail.com](mailto:armouronsafety@gmail.com)

### British Columbia Offices

**Kamloops:** 1-250-320-6973

**Cranbrook & Area:** 1-250-421-0462

Nowhere near you? We have many training partners providing our courses.  
Contact us to find one near you!

We can set up any needed meetings by phone or (preferably) email. First coffee or tea is our treat.

Looking forward to hearing from you!

Sincerely,

Zak Souter-Lucas

AOS Training Officer - Firefighter - EMT-A - NCSO

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