



National Night Out



National Night Out (NNO) is the annual crime prevention, safety and community-building event sponsored by the National Association of Town Watch (NATW), which takes place

the first Tuesday evening in August each year. This year marks the 27th year of "National Night Out."

Since its inception in 1984, the campaign now involves **35 million people in over 15,000 registered areas from all 50 states, U.S. territories and military bases worldwide. Over 3,000 police departments actively participate in National Night Out. The Shipon Group is looking for national and local partners.**

National Night Out is a celebration and a visible demonstration of police-community partnerships, crime prevention solidarity and neighborhood camaraderie. Along with the symbolic display of porch lights and front of house vigils, NNO is marked by a series of special events and activities that include block parties, cookouts, parades, visits from local police, youth events, marches, concerts, seminars and safety demonstrations. The NNO initiative is supported by the Bureau of Justice Assistance, a division of the U.S. Department of Justice. Target Stores are the main national partner for the program.

National Night Out Goals

- Heighten crime prevention awareness
- Generate support for, and participation in, local anticrime efforts
- Strengthen neighborhood spirit and police-community partnerships
- Send a message to criminals, and would-be criminals, letting them know that neighborhoods care, are organized and fighting back, all in the interest of family and safety
- Build a foundation of national partners to join Target Stores, and create safety, promotional and marketing programs and alliances to perpetuate this 26-year tradition.**

The Shipon Group

The Shipon Group specializes in sponsorship creation, strategic alliances, endorsements, sales, marketing, and management for major entertainment, cultural and sporting events, venues, team and touring properties. From plan, to sale, to implementation and recap, The Shipon Group will both create and manage sponsorship sales and development for its clients.

President Eric Shipon, often recognized as one of the most innovative, respected and creative forces in this niche industry of "Sponsorship," has been developing his relationship-driven rolodex, which includes local, national and international clients since 1991.

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