

# DEPARTMENT OF HOMELAND SECURITY

## What Is a Partner?

The "If You See Something, Say Something™" campaign forms partnerships to help reach the public across the nation. Our partners increase awareness by aligning their public safety messaging with the campaign's messages and distributing outreach materials, including Public Service Announcements (PSAs). Partners include, but are not limited to:

- States, cities, and counties
- Airports and mass transit entities
- Sports leagues and teams
- Major sports events and entertainment venues
- Colleges and universities
- Fairs and festivals
- Private sector businesses
- Media outlets

## Get Involved—Join the Campaign

Become a partner and join the "If You See Something, Say Something™" campaign's efforts to protect our nation by raising awareness of the indicators of terrorist activity and the importance of reporting it to local law enforcement. By disseminating the campaign message, you'll play an integral role in keeping our communities safe.

For information on becoming a partner, [download the campaign overview](#), which includes:

- Campaign objectives, strategy, and message
- Partner requirements
- Guidelines for the development of custom materials
- FAQs about the campaign and materials
- Current partnerships
- Suspicious Activity Reporting training opportunities

To become a partner, send an email to [seesay@hq.dhs.gov](mailto:seesay@hq.dhs.gov) and include:

- 1 The entity you represent
- 2 Your name and contact information (phone, email)
- 3 The city and state in which your entity is located