

# Street Signs and Community Products Catalog





For more than 35 years, NSA has consistently provided cost-effective and community-effective crime prevention materials for use by law enforcement and private citizens in their Neighborhood Watch efforts. NSA makes available a comprehensive array of materials -- perfect for groups in the formative stage, well-established groups, or groups that wish to revitalize their current program.

# Five Steps to Starting a Neighborhood Watch

1. **Recruit and organize as many neighbors as possible.**
2. **Contact your local law enforcement agency and schedule a meeting.**
3. **Discuss community concerns and develop an action plan.**
4. **Hold regular meetings and train.**
5. **Implement a phone tree and take action steps.**

## Neighborhood Watch Training

Through a grant provided to NSA, training is provided for officers, deputies, and community organizers. The training provides tools to manage, maintain, and establish watch groups. For a schedule of trainings visit [www.usaonwatch.org](http://www.usaonwatch.org). The training is free!



# Guidelines and Procedures for Use of Logos



NSA receives dozens of requests from law enforcement agencies, criminal justice organizations, and community groups who wish to use the Boris® or USAonWatch® logo on their own materials. Please review the following guidelines on the use of the Boris® and USAonWatch® logo. If you wish to

apply for permission to use the Boris® or USAonWatch® logo, you should print and complete the application form and submit it to our Quality Review Committee. Submissions should be made via the U.S. Mail, so that examples of your work can accompany your application.

## I. Use of Boris® or USAonWatch® Logo

In its role as the owner of the Boris the Burglar® (Boris®) and USAonWatch® logos, the National Sheriffs' Association (NSA) has the legal responsibility to protect its trademark, including all of its various forms and uses.

To maintain the credibility and integrity of the Boris® and USAonWatch® logos as a trademark/service mark, NSA must protect it from any intentional or misguided use. These guidelines do not give presumptive approval for the use of the character and/or name. Individual written, prior approval must be obtained by application to NSA.

NSA will rely on law enforcement officers, deputies, crime prevention practitioners, community organizations and the general public to follow these guidelines as to Boris®'s and USAonWatch®'s usage and to report any misuse or unauthorized use of the Boris® or USAonWatch® logo.

Boris the Burglar® is a national symbol. The Boris® and USAonWatch® logos are a legally protected service mark and trademark which is registered with the U.S. Patent and Trademark Office; and both logos are exclusively held by the National Sheriffs' Association.

## II. Conditions for Using Boris the Burglar® or USAonWatch®

The following standards explain and govern the use of the Boris® and USAonWatch® logos, name, marks, and/or slogans:

The Boris® and USAonWatch® logos are nationally recognized symbol for NSA's National Neighborhood Watch Program and must be used primarily for educational purposes in the area of crime prevention, neighborhood safety, and other crime-related issues.

Preventing burglaries and other neighborhood crimes through citizen involvement and partnerships with law enforcement is the goal of the Neighborhood Watch concept. Boris the Burglar® represents the threat of burglaries, vandalism, and other neighborhood crimes. This threat is one of the motivating factors for the formation of Neighborhood Watch groups.

The international prohibition symbol used in conjunction with Boris® denotes saying NO to the threat of burglaries, vandalism, and other neighborhood crimes embodied in the character of Boris.

Saying NO to Boris® projects a clear, positive, and constructive message, and represents a commitment to crime prevention.

The message of saying NO to Boris® encourages people to help themselves and others in their neighborhoods by engaging in target hardening and other crime prevention measures.

Saying NO to Boris® portrays a neighborhood's willingness to foster positive relationships with law enforcement, community leaders, and others through the formation of Neighborhood Watch groups.

### III. Endorsements

Boris® never endorses any other person, product, program or service, and cannot be used for advertising or commercial purposes, although for-profit companies can publicly support the concept of Neighborhood Watch.

No one may manufacture for sale a product containing or featuring Boris®'s image or name unless the individual or firm is a commercial contracted licensee of NSA or unless a specific written, advance waiver has been provided by NSA.

### IV. Obtaining permission on using Boris the Burglar® or USAonWatch

Use of the USAonWatch® logo requires a formal application. The following chart summarizes those uses of Boris the Burglar® that require formal application to be made to NSA. If you are considering using Boris® and your project falls under one of the categories marked "YES," complete and submit a copy of the application form, which can be downloaded at [www.sheriffs.org](http://www.sheriffs.org), to the following address:

Quality Review Committee (Boris the Burglar®)  
National Sheriffs' Association  
1450 Duke Street  
Alexandria, VA 22314-3490

If NSA approves your requested use of Boris, a registered trademark, you must honor all terms of the approval. Anyone who receives written permission to use the Boris logo incurs an obligation and fiduciary duty to maintain the integrity and consistency of the character. Use of Boris without approval or in an inappropriate manner may result in legal action.

(Consult the chart below to see if you need prior approval to use Boris the Burglar®)

*Note: NSA reserves the sole right to rescind any prior approval of a use if the User is not complying with these guidelines and the conditions for use, if any, set forth in the approval letter. By applying for permission to use Boris, you acknowledge that right, and agree to hold NSA harmless from any liability/damage in your exercise of that right in using Boris the Burglar® and/or USAonWatch®. Approval is limited to one year. Each project may be re-evaluated on an annual basis.*

### Formal Application Needed for Use of Boris the Burglar®

	Sheriff's Office Police Dept.	Criminal Justice Agency	Non-profit Community Agency	All commercial and Others
Printed educational materials obtained from NSA (to be localized)	No	No	No	No
Printed educational materials: work you create	Yes	Yes	Yes	Yes
Metal road signs manufactured locally	Yes	Yes	Yes	Yes
Internet	Yes	Yes	Yes	Yes
Business cards and letterhead	No	No	Yes	Yes
Operation ID	No	No	Yes	Yes
Public service ads	Yes	Yes	Yes	Yes

# Neighborhood Watch

The National Sheriffs' Association, through the National Neighborhood Watch-USAonWatch program, strives to assist local law enforcement and citizens to create, expand, enhance, and revitalize watch groups in communities across America.

As NSA develops additional resources, publications, and templates for you to use with your watch group, materials will be available for download/printing and general use from the USAonWatch.org website. (Click on Resource Center and then Publication Library)

## **Current publications that you can find on the web are:**

- Neighborhood Watch Introduction Manual
- Vacation Checklist
- Home Security Booklet
- Rural Crime Prevention Brochure
- Pandemic Flu Preparedness Templates
- Sample Meeting Documents
- Observation and Reporting Information
- Success Stories from others

*+any of the articles or publications on the USAonWatch website can be used by a group or agency.*

## **Don't forget to register your Watch group on USAonWatch.org!**

Why register? When your group registers your local law enforcement agency will be able to see your group under their contact information on the website. Also, your group is counted as being a part of the greater program. NSA does not provide the information to any other group but your local law enforcement agency. Also, as a way to get you started USAon-Watch will send you:

- **FREE** Action Pack with information on meeting tips, program history, and much more.
- **FREE** Bumper Stickers, Decals, and Lapel Pin.
- **FREE** Email Subscription to the Neighborhood Watch Newsletter.

# Neighborhood Watch Products



**Crime Prevention Patch \$2.00**

**#2A Fingerprint Cards \$12.00 per 100**



**#4B Neighborhood Watch Window Clings (2" x 2.5") \$20.00 per 100**



**#5 Neighborhood Watch Decals (5" x 6") \$20.00 per 100**

**#5A Neighborhood Watch Decals (10" x 12") \$8.00 per 10**

**#5B Neighborhood Watch Window Clings (5" x 6") \$18.00 per 50**

**#5C NW Crime Watch Decals (5" x 6") \$27.00 per 50**



**#5D Blue Eye Window Decals (5" x 6") \$25.00 per 100**

**#6 Operation ID Decals (5" x 6") \$20.00 per 100**



**#9A Neighborhood Watch Member Pins \$4.00 each**



**#9B Travel Mug \$7.00 each**



**#9C Neighborhood Watch Member Patches (3" circular) \$4.00 each**



**#10A Metal Road Sign Grade 1 (18" x 24") \$30.00 each**

**#10B Metal Road Sign Grade 2 (18" x 24") \$25.00 each**

**#10C Metal Road Sign Grade 1 (12" x 18") \$18.00 each**

**#10D Metal Road Sign Grade 2 (12" x 18") \$16.00 each**

**#10E Sign Face Reflective Sheeting (18" x 24") \$10.00 each**

**#10F Sign Face Reflective Sheeting (12" x 18") \$8.00 each**

# Neighborhood Watch Products

**#10G Metal Fence or Barn Sign**  
Grade 2 (8" x 10") \$8.00 each

**#10H Metal Yard Sign w/ Bracket**  
(6" x 12")  
\$18.00 each



**#10J Metal Yard Sign w/out Bracket**  
(6" x 12") \$14.00 each

**#13 Sample Kit**  
\$2.00 each

**#15 Bumper Stickers**  
\$20.00 per 100



**#16A Business Watch Window Decals**  
(5" x 6") \$12.00 per 25



**#17A Magnetic Car Sign-Patrol**  
\$20.00 each



**#20 USAonwatch Polo Shirt**  
Sizes: Men (M-XXL)  
Women (S-XXL)  
\$28.00 each



**#21 Triad Polo Shirt**  
Sizes: Men (M-XXL)  
Women (M-XXL)  
\$25.00 each

# Neighborhood Watch Order Form

**ALL ORDERS MUST BE PREPAID OR ACCOMPANIED BY FEDERAL, STATE OR LOCAL GOVERNMENT PURCHASE ORDER AND SIGNED.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Ship to:

**(signs can only be shipped to federal, state, or local law enforcement agencies or departments)**

Agency: \_\_\_\_\_

Title/Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Street Address (for UPS): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

## Send Invoice/Order Contact Info:

Phone (REQUIRED): \_\_\_\_\_

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

## Payment Methods:

Check (payable to NSA, in U.S. dollars)

\$ \_\_\_\_\_ Check # \_\_\_\_\_

Charge to:

American Express  Mastercard  Visa  Discover

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_



## Questions/Order Processing (2 page order form)

National Neighborhood Watch Program

National Sheriffs' Association

1450 Duke Street

Alexandria, Virginia 22314-3490

NW@sheriffs.org

800-424-STAR (7827)/703-838-5349 (Fax)

**Purchase orders are excepted. If mailed include check or money order!**

# Neighborhood Watch Products

No.	Quantity	Item	Price
	_____	Crime Prevention Patch	2.00
2A	_____	100 Fingerprint Cards	12.00
4B	_____	100 small NW Window Clings (2" x 2.5")	20.00
5	_____	100 NW Decals (5" x 6")	20.00
5A	_____	10 NW Decals (10" x 12")	8.00
5B	_____	50 NW Window Clings (5" x 6")	18.00
5C	_____	100 Community Watch Decals (5" x 6")	25.00
5D	_____	50 Blue Eye Window Decals (5" x 6")	27.00
6	_____	100 Operation ID decals (5" x 6")	20.00
9A	_____	NW Member Pins	4.00
9B	_____	Travel Mug	7.00
9C	_____	NW Member Patches (3" circular)	4.00
10A	_____	Metal Road Sign (18" x 24") Grade 1 Design (circle one): I II III Wording (circle one): Neighborhood Block Crime Community Business Agency Name: _____	30.00
10B	_____	Metal Road Sign (18" x 24") Grade 2 Design (circle one): I II III Wording (circle one): Neighborhood Block Crime Community Business Agency Name: _____	25.00
10C	_____	Metal Road Sign (12" x 18") Grade 1 Design (circle one): I II III Wording (circle one): Neighborhood Block Crime Community Business Agency Name: _____	18.00
10D	_____	Metal Road Sign (12" x 18") Grade 2 Design (circle one): I II III Wording (circle one): Neighborhood Block Crime Community Business Agency Name: _____	16.00
10E	_____	Sign Face Reflective Sheeting (18" x 24")	10.00
10F	_____	Sign Face Reflective Sheeting (12" x 18")	8.00
10G	_____	Metal Fence or Barn Sign (8" x 10") Grade 2 Design (circle one): Neighborhood w/Boris or Community w/Blue Eye	8.00
10H	_____	Metal Yard Sign w/bracket (6" x12") Design (circle one): Neighborhood w/Boris or Community w/Blue Eye Agency Name: _____	18.00
10J	_____	Metal Yard Sign w/out bracket (6" x12") Design (circle one): Neighborhood w/Boris or Community w/Blue Eye Agency Name: _____	14.00
13	_____	Sample Kit	2.00
15	_____	100 Bumper Stickers	20.00
16A	_____	25 Business Watch Window Decals (5" x 6")	12.00
17A	_____	Magnetic Car Sign—Patrol	20.00
20	_____	USAonwatch Polo shirt <input type="checkbox"/> Male: M L XL XXL <input type="checkbox"/> Female: S M L XL XXL	28.00
21	_____	Triad Polo shirt <input type="checkbox"/> Male: M L XL XXL <input type="checkbox"/> Female: M L XL XXL	25.00

**Reminder:** Please add shipping cost to total.

**Total \$** \_\_\_\_\_

# Signs Specifications

Please read the following before ordering your signs

## Road sign designs:

## Yard sign designs\*:



**I. Boris The Burglar™**  
logo with full wording



**II. Boris The Burglar™**  
logo with abbreviated wording



**III. Blue and white**  
eye design



\*Double sided. Comes with or without bracket.

- Please indicate your choice of design on the order form.
- Also, indicate your choice of wording on the order form.  
Signs may read Neighborhood Watch, Block Watch, Crime Watch, Community Watch, or Business Watch.
- All signs are custom-made and ready to post at entrances to town, neighborhood, etc.  
Signs are made with top quality, engineer grade, 3M “Scotchlite”™ reflective sheeting, permanently laminated onto a durable .080 (grade 1) or .063 (grade 2) anodized aluminum backing.
- To mount onto standard U channel posts, 3/8” holes are drilled at center, top and bottom.
- Signs meet DOT specifications for reflectivity and longevity.
- The 3M “Scotchlite”™ pre-cut reflective sheeting (10E and 10F) is available for lamination onto your own metal backing as well.
- Signs take approximately 8 weeks.

## Shipping & Handling

Merchandise Total	Shipping Rate	Number of Signs	Shipping Rate
\$0 - \$100	\$10.00	1-4	\$10.00
\$101 - \$500	\$15.00	5-10	\$14.00
\$501 +	\$20.00	11-14	\$18.00
		15-20	\$22.00
HI and AK – 50-100 signs	\$100, beyond that	21-25	\$28.00
\$1 per sign		26-35	\$34.00

Virginia residents add 5% sales tax

Over 35 - add \$7.00 per 5 signs  
(Example: 45 signs - shipping \$34+\$14=\$48)

# Crime Prevention Patch



The National Sheriffs' Association is offering Crime Prevention Patches to all Sheriff's Offices across the nation. These patches are given to area Boy Scout troops and Explorer Scout programs for their involvement in the crime prevention process.

In recognition of the Boy Scout Crime Prevention Merit Badge and the Crime Prevention Award, the National Sheriffs' Association Crime Prevention Patch can be given to young adults for their participation in law enforcement related issues. The Boy Scouts of America provide a way that law enforcement officers can take part in the Crime Prevention Program and allow youth to learn more about Sheriff's Office functions in the community.

Sheriff Stanley Glanz of Tulsa County, Oklahoma, while chairman of the NSA Crime Prevention Committee, introduced the patch and has been very involved in the Crime Prevention Program. Sheriff Glanz and his deputies have participated in various Crime Prevention activities to involve the youth of Tulsa County. They have a constant relationship with the Boy Scouts, Cub Scouts, and Explorer Scouts. This gives them the opportunity to help young adults learn about different ways to prevent crime, and about law enforcement functions.

The National Sheriffs' Association Patch may be worn by Boy Scouts to indicate that they have worked with the Sheriff's Office toward the goal of obtaining the Crime Prevention Merit Badge or the Crime Prevention Award.

Requirements to obtain a National Sheriffs' Association Crime Prevention Patch:

1. Discuss with your counselor
  - The role of the Sheriff's Office or Police Department in crime prevention.
  - The role of citizens, including youth, in crime prevention.
  - The nature of criminal gangs and their impact.
  - When and how to report criminal activity.
  - The role and value of laws in society.
  - Visit a jail or detention facility. Discuss your experience with your counselor.
2. Complete the requirements for Boy Scouts of America Crime Prevention Award, and then visit the Sheriff's Office to earn your National Sheriffs' Association Crime Prevention Patch.

How to order the National Sheriffs' Association Crime Prevention Patch

Patches are \$2.00 each and are listed on the Neighborhood Watch order form.

If you are interested in becoming more involved with the youth in your community and young adults involved in scouting, please send your order in today.

Addressing crime prevention through families is one of the most effective ways to combat crime. The Crime Prevention Program assists in providing a positive model through personal efforts to work with community and neighborhood groups in their efforts to prevent crime. Visible participation from concerned citizens has a very powerful influence on others.

# PRODUCT ORDER FORM FOR TRIAD MEMBERS



# OF CASES	PRODUCT CODE	PRODUCT DESCRIPTION	CASE PACK	CASE PRICE	EXTENDED PRICE
	9-00417	Home Locator/Roadside Emergency Signal	12	\$156.00	
	9-08082	6" Yellow SnapLight	500	\$575.00	
	9-08004	6" Yellow SnapLight (10 boxes of 10)	100	\$125.00	
	9-27049	10" Green Flare Alternative 2 hour (4 boxes/10)	40	\$149.00	
	9-27030	10" Yellow Flare Alternative 2 hour (4 boxes/10)	40	\$149.00	
	9-00450	10" Yellow Light Bar - 4 hour (individually boxed)	40	\$169.00	
		<b>Sales Tax (VA only 5%)</b>			
		<b>*Shipping (see below)</b>			
		<b>Total</b>			

**\*SHIPPING COSTS (Any combination of cases):** 1-5 Cases.....\$5.99 per case  
6+ Cases.....\$2.99 per case

*Thank You for your order!*

**NOTES ON ORDER:** \_\_\_\_\_



FAX order form to: 703-519-8567

**Make checks payable to NSA-Triad**

1450 Duke Street, Alexandria, VA 22314

For additional product selections, please go to [www.cyalume.com](http://www.cyalume.com)

NAME \_\_\_\_\_

AGENCY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

## METHOD OF PAYMENT

CREDIT CARD PAYMENT  CHECK ENCLOSED  CHECK # \_\_\_\_\_ P.O./BILL ME

TYPE OF CARD:  American Express  Visa  MasterCard  Discover

CREDIT CARD NUMBER \_\_\_\_\_

EXP DATE \_\_\_\_\_

NAME AS IT APPEARS ON CARD \_\_\_\_\_

SIGNATURE \_\_\_\_\_



Your Donation will help support the National Association of Triads. For information on how to get involved call 866-290-7864 or visit [www.911CellPhoneBank.org](http://www.911CellPhoneBank.org).

**Donate Your Cell Phone to Benefit Seniors**  
Simply put your cell phone in a box, cut out the label below, tape it to the box and hand it to the postman.

FROM:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

POSTAGE DUE COMPUTED BY  
ACCEPTANCE POST OFFICE

POSTAGE \_\_\_\_\_  
TOTAL POSTAGE & FEES DUE \_\_\_\_\_

NO POSTAGE  
NECESSARY IF  
MAILED IN THE  
UNITED STATES

FIRST-CLASS

**MERCHANDISE RETURN LABEL**  
PERMIT NO. 76  
RMS COMMUNICATIONS INC  
OCALA FL 34428  
4551 NW 44th AVE

NON-USPS BARCODE



NSA SHOW

POSTAGE DUE UNIT  
US POSTAL SERVICE  
400 SW 1st AVE  
Ocala, FL 34478-9998

***Together we can make a difference!***

*Take time to participate in your local crime prevention programs.*

***National Neighborhood Watch Program***

*National Sheriffs' Association*

*1450 Duke Street*

*Alexandria, VA 22314*

*[nw@sheriffs.org](mailto:nw@sheriffs.org)*