

# Teen-to-Teen Safe Driving Campaign

## Fall 2018 Northern California Entry Form

**Purpose of the Contest:** To engage youth in leading and participation in a teen-to-teen campaign promoting distracted driving awareness that produces measurable results by using positive messages to help teens make safe driving decisions.

**Eligibility:** Open to all high schools in **Northern California** who submit this Campaign Entry form by **September 21, 2018**.

**Contest Start Date:** **October 1, 2018**.

**Prizes:** Safety Center will send checks to each of the winning schools with Safe Driving Campaigns by **December 1, 2018**. Two first place winning schools will receive \$1000, Two second place winners will receive \$750 and two third place winners will receive \$500. **The top "Roadmap Game" winner will win \$500 plus a banner for their school.**

**Contest Deadlines:** The Teen to Teen Safe Driving Campaign Entry Deadline is **September 21, 2018**, the Deadline for completing the Campaign is **October 26, 2018** and the Final Contest Submission Deadline is **November 16, 2018**.

**Final Submission Requirements:** In order to be eligible for the contest prizes, a high school must submit a Teen to Teen Safe Driving Campaign Entry Form, an Action Plan with campaign results including pre and post surveys, and a Report to **Christine@safetycenter.org** by 5:00 p.m. on **November 16, 2018**.

**Judging:** Prizes will be awarded at the sole discretion of the Safety Center Teen-To-Teen Safe Driving Campaign Awards Committee. Judging criteria includes, but not limited to:

- How many teens hear the safe driving message: participate and lead activities.
- Parent/guardian involvement, media, outreach, activities and community awareness.
- Survey results showing the campaign helped teens to make safe driving decisions.
- Print and social media exposure mentioning **Safety Center and The Allstate Foundation**.
- Posted activities on Teen Safe Driving Campaign on **www.facebook.com/teensafedriving**.
- Tweets regarding contest activities at **www.twitter.com/TeenSafeDriving**.
- Posted activities on Teen Safe Driving Campaign On **www.instagram.com/teensafedriving**.

*Submission of an entry to this contest gives sponsors the right to use ideas in whole or in part in teen safe driving promotional materials on social media and on websites.*



### School Information:

Student Leader(s): \_\_\_\_\_ Email: \_\_\_\_\_

Faculty Advisor(s): \_\_\_\_\_ Email: \_\_\_\_\_

School Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_ Town/City: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Number of Students at School: \_\_\_\_\_ Number of Students Leading Campaign: \_\_\_\_\_

**The Contest Entry Deadline is September 21, 2018.** Put Teen-to Teen Safe Driving Campaign Contest in the email subject line and send to **Christine@safetycenter.org**.