

Spring 2017 Teen-to-Teen Safe Driving Campaign Contest

Sponsored by The Allstate Foundation and Safety Center Incorporated

Campaign Entry Form

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

Eligibility: Open to all high schools in Central California who submit this Campaign Entry Form by **February 16, 2017**.

Contest Start Date: **March 13, 2017**.

Prizes: Safety Center will send checks to each of the winning schools with Safe Driving Campaigns by **May 1, 2017**. Three-first place winning schools will receive \$500, 3-second place winners will receive \$250 and 3-third place winners will receive \$125. **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 **February 16, 2017**, the Deadline for completing the Campaign is **April 7, 2017** and the Final Contest Submission Deadline is **April 28, 2017**.

Final Submission Requirements: In order to be eligible for the Contest, a high school must submit a Teen-to-Teen Safe Driving Campaign Entry Form, an Action Plan with campaign results and a Report to christine@safetycenter.org by 5:00 p.m. on **April 28, 2017**.

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.

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 and on websites.

School Information:

Student Leader(s):

Faculty Advisor(s):

Phone Number:

Email:

School Name:

Address:

Town/City:

Zip Code:

Phone Number:

Number of students:

The Contest Entry Deadline is February 16, 2017. Put Teen-to-Teen Safe Driving Campaign Contest in the email subject line & send entry to Christine@safetycenter.org.

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