

### 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 Southern California who submit this Campaign Entry Form by **September 23, 2016**.

**Contest Start Date:** **October 3, 2016**.

**Prizes:** Safety Center will send checks to each of the winning schools with Safe Driving Campaigns by **December 1, 2016**. 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 **September 23, 2016**, the Deadline for completing the Campaign is **October 28, 2016** and the Final Contest Submission Deadline is **November 18, 2016**.

**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](mailto:christine@safetycenter.org) by 5:00 p.m. on **November 18, 2016**.

**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](http://www.facebook.com/teensafedriving).
- Tweets regarding contest activities at [www.twitter.com/TeenSafeDriving](http://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 September 23, 2016.** Put Teen-to-Teen Safe Driving Campaign Contest in the email subject line & send entry to [Christine@safetycenter.org](mailto:Christine@safetycenter.org).

 [teensafedriving](https://www.facebook.com/teensafedriving)  [@teensafedriving](https://twitter.com/teensafedriving)  [safetycenterinc](https://www.instagram.com/safetycenterinc)  [#teensafedriving](https://www.instagram.com/teensafedriving)

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