

Teen-to-Teen Safe Driving Campaign

Fall 2019 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 20, 2019**.

Contest Start Date: **September 30, 2019**.

Prizes: Safety Center will send checks to each of the winning schools with Safe Driving Campaigns by **December 1, 2019**. 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 20, 2019**, the Deadline for completing the Campaign is **October 25, 2019** and the Final Contest Submission Deadline is **November 15, 2019**.

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 teensafedriver@safetycenter.org by 5:00 p.m. on **November 15, 2019**.

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 20, 2019. Put Teen-to Teen Safe Driving Campaign Contest in the email subject line and send to teensafedriver@safetycenter.org or fax to 916-822-3990.