

SAFE DECISIONS

A compelling program in your school that partners with a local Farmers Insurance Agent and focuses on critical teen safety issues.

A little about DistrictWON...

- We are a company with the sole mission of fostering partnerships between companies & schools to deliver assets and messages that are that are **mutually beneficial & purpose-driven**.
- Through our work with schools, we have become the "official and exclusive" partner to the NFHS ("National Federation of State High School Associations") and NIAAA ("National Interscholastic Athletic Administrators Association").

"DistrictWON is a true partner to OIAAA (sub-group of NIAAA), and we trust them to bring meaningful benefits and messages into our schools. Their team has incredible experience working with schools and have earned that trust over many years. Trust is a big factor in working with schools, and we trust them to bring in the right messages and programs to our members, and to do it in the right way."

Bruce Brown, Executive Director, OIAAA



Program concept:

- Farmers agents are taking a leading role in something important to help raise awareness of distracted driving & other safety issues through a program called “Safe Decisions” highlighted by a “**Safe Decisions Week®.**”
- This is a partnership that helps schools put a spotlight on the most critical issues such as distracted driving, drug and alcohol use, vaping, bullying and more.
- The program creates positive dialogue and is highlighted with a fun event, a **game dedicated to “safe decisions” featuring a “color-out” for the school and community.**
- **The school will receive a full set of custom uniforms valued between \$6,000-\$10,000 (depending on sport), a \$500 “safe decisions” donation and 150 t-shirts for the students (that can be used as a fundraiser, most schools generate \$1,000-\$2,000).**
- Ultimately, the best part of the program will be its outcome, as something great will be accomplished in the community!

“The color-out game was a culminating community event where you saw all of the collaboration of the different safety groups come together.” Pat Ciccantelli, Aurora Schools Superintendent

What are the school expectations?

The primary expectation for each school is to help promote & communicate **Safe Decisions** to the community. Here is how (with examples & detail on the following pages):

- Through school social media accounts.
- Through signs & PA announcements at events.
- For the selected “color out” game during **Safe Decisions Week**, school agrees to wear special “color-out” custom uniforms provided by the Farmers Agent. The school will be involved in the design process and have final approval. The uniform will include a sponsor branded 3 to 4-inch commemorative patch on each jersey celebrating the event (NFHS approved).
- During the week of the game, the agent may be able to provide other assets to the school such as a guest speaker, driving simulators, branded pledge banners and other elements that may be helpful to the overall message. We ask the school to accommodate to the best of its ability. In all cases, these assets will be secured well in advance, providing ample time to plan and accommodate.
- **NOTE: All creative elements & messages will come with a “safe decisions” or “safety” theme.**
- **DistrictWON will help make this a “turn-key” program as much as possible. We provide all creative, we write all posts, we deliver everything well in advance, etc. Of course, the school has approval rights on all aspects.**

Sample Social Media

- Social Media is a primary means to promote Safe Decisions. We will ask the school for 2 posts during each major season (Fall, Winter, Spring). Additionally, leading up to the actual Safe Decisions Week, we will request additional posts to promote the 'color out' game and other aspects of the week (generally 3-5 posts).
- The goal is to utilize the school's primary accounts. From there, we hope other groups associated with the school will share and retweet.
- **To make this process easier, we will ask each school to provide the contact information of person responsible for these accounts (so as not to bother the AD or coaches). Also, we ask that schools provide "delivery data" on the posts so we can report the # of people that received the message, # of "likes," "shares," etc.**

W West High School
@WestHighSchool Following

It's finally here - are you ready for the GREY-OUT tonight? Wear your grey gear to the football game as our Wildcats host South High at 7:00 pm. Be sure to use the hashtag #WHSSafety and share your photos! @JoeSmith @FarmersInsurance @WildcatFB @WildcatNation1 @WildcatNation

THE GREY-OUT IS HERE!

6:59 AM · Sep 14, 2018

88 Retweets 354 Likes

W West High School
@WestHighSchool Following

Passengers distract an inexperienced teen driver who should be focused only on the road, increasing the likelihood of a crash. Establish rules with your teen about who can ride with them and how many people they can have in their car at one time. @FarmersInsurance @WildcatFB @WildcatNation1 @WildcatNation

Safe Decisions Week Tip
#CHSSAFETY

Limit the number of friends in the car.

Driving with two or more peer passengers raises a teen driver's risk of a fatal crash to more than triple.

teendriverresource.org

THANKS TO FARMERS INSURANCE CO. OF ILLINOIS JOE SMITH AGENCY

6:59 AM · Sep 14, 2018

88 Retweets 354 Likes

Signs

To support the message, DistrictWON will create signs branded with the Agent and school to help communicate the message. We ask that these are displayed for all Fall, Winter and Spring events:

- **Fall** – 2 field level signs, ideally place in the endzones (double-sided)
- **Winter** – 1 banner place in the gym
- **Spring** – 1 banner placed at the primary facility (generally the track)

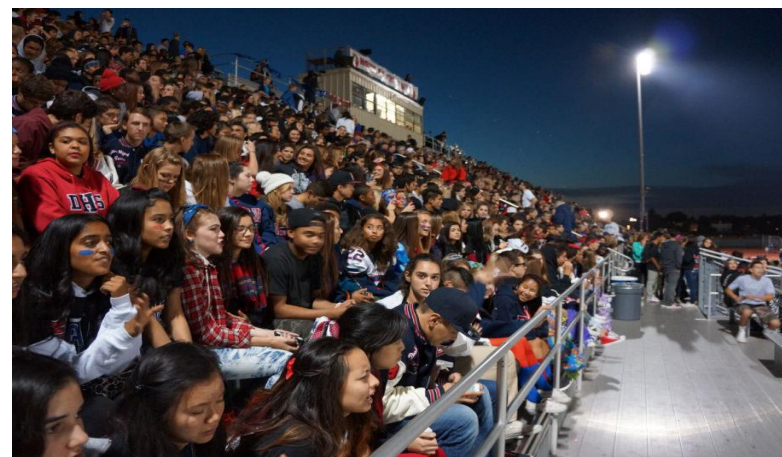


All signs 8 feet in length, will feature the school's logo and "Safe Decisions."

PA announcements

At all events where available during Fall, Winter and Spring events, we ask the school to provide 2 PA announcements, focused on “safe decisions”:

“West High School would like to thank Farmers agent Joe Smith for bringing “Safe Decisions Week” to West High and providing such an important message to our community! Joe and Farmers are proud to support West High School and the local community!”



For the 'color out' event, gear for students!

- For the "**Safe Decisions Week**" game, agents will provide the school 150 tees. All tees co-branded with the school's logo, "**Safe Decisions Week**" message and agent!
- **We encourage a student-led design** to create a wave of excitement!



Many schools use as a fundraiser and generate \$1,000-\$2,000 with these shirts

For the 'color out' event, custom uniforms!

- “*Safe Decisions Week*” culminates with a special "color out" event featuring **custom premium uniforms!**



Uniforms can be used multiple times and will last many years!

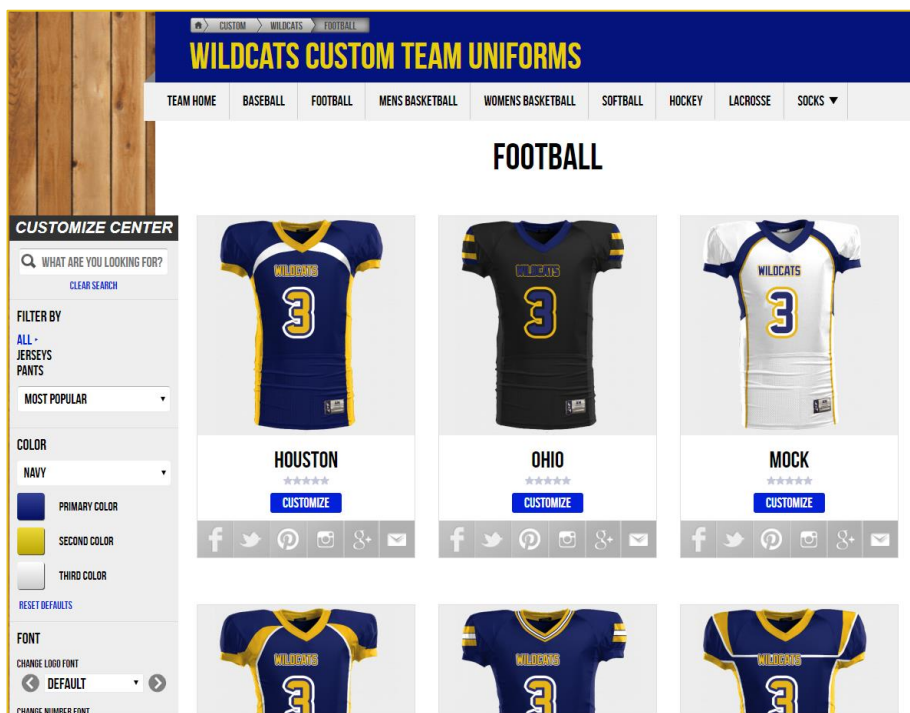
- If a football game is chosen, the agent provides 60 custom jerseys and 60 stock pants (*if more are needed we work with agent and school to secure*).
- If the agent chooses basketball, agent provides 30 custom jerseys and 30 custom shorts. If basketball is chosen, it will include a **boys & girls “color” event!** **Other sports may be chosen as well.**
- For all uniforms, DistrictWON provides a website with hundreds of designs. It becomes a fun project and many schools choose to “reveal” the week of the game as a surprise to the students.

Value:

**Comparable football jerseys cost \$125 each (\$7,500), stock pants \$30 each (\$1,800)
Comparable Basketball custom jerseys and shorts \$200 per set (\$6,000)**

A little more about the uniforms

- The uniforms are of the highest quality on the market. They are supplied by the **Founders Sports Group**, owners of two great brands:
 - **Garb Athletics** (premium, custom, handmade, replaceable 1 at a time!)
 - Multi-panel, stretch, highest market quality; we use these for all ‘color out’ uniforms
 - **Alleson** (long time staple of youth athletics, manufacturer of all Under Armour custom uniforms!)
 - We use these strictly for the “stock” football pants



The Design

To make the process simple and fun for schools, we provide a website that already has hundreds of designs pre-loaded for any school in the U.S.!

This takes a lot of headaches out of the process, and offers schools designs that they never could have imagined!

The week of the event

The week of the event is very special! Agents will work directly with the school to make the most of “**Safe Decisions Week.**” We have found that local law enforcement, hospitals and other community groups are eager to also get involved and help. Some possibilities include:

- Simulated Impaired Driving Experience*
- School Assemblies, Guest Speakers*
- Accommodate a booth or onsite area at a game.

***Note, if the agent secures these assets, we hope that schools are willing and able to accommodate as they only enhance the message of safe decisions to the community.**



The big event – Color Out!

The “color out” game is a great celebration for the community.



In addition to the uniforms and tees, the agent will provide a \$500 “Safe Decisions” donation to the school!



Local PR – embrace it!

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County offices to start letting people charge it
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Sports
Football holds off scrappy CVCA
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Focus on 'safe decisions'
By KATELYN MCGARVEY
A project to expand Route 43 in Streetsboro and to cross safety along a roughly one-mile stretch is scheduled for 2022.
The project, which is in its planning stages, would widen Route 43 to create a two-way toll lane from Ferguson Lane to Third Road. Improving safety, reducing congestion and reducing your car collisions.
See Page A2 | Route 43

Streetsboro eyes Route 43 widening
By KATELYN MCGARVEY
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See Page A2 | Route 43

Public invited for cars and coffee Macedonia
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Community
Boating safety class offered at Brentwood
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Aurora Advocate
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Focus on 'safe decisions'
Lynette Blasiman, project director for Safe Communities, watches Kinze McWhorten spin a trivia wheel at the Safe Decisions Fair at Aurora High School on Monday, Sept. 9. Safe Decisions week culminates Friday with a pep rally and other events at Aurora High School Aurora vs. Twinsburg Safe Decisions/Grey Out football game at the Aurora High School stadium.
Brent Norman, a senior at Aurora High School, attempts to walk a white line while wearing impairment goggles.
Aurora Police officers Toni Tritto and Dave Riley evaluate his performance.
Kevin Graff, Record-Courier MyTo

MyTownNEO
Honor area veterans at Northfield Elementary
Cleveland Clinic Medino Hospital on lockdown for possible active shooter
Cleveland Clinic Medino Hospital on lockdown for possible active shooter
Akron-area native loses home in California wildfire

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Fun, lessons on safety combine with Safe Decisions Week in the Nordonia

NORDONIA KNIGHTS
FALL WINTER SPRING PHOTOS CALENDAR SHOP MORE

KNIGHTS NEWS OCT 18
Channel 5 Stops by NHS #NORDONIASAFE

WEWS 5 in Cleveland stopped by Nordonia High School earlier this week to check out the Safe Decisions Week activities. Check out the video below to watch the report:

BY PHOTO
Freshman Michael Smith, 14, right, supervises the banner signing. Freshman Megan Abate, 14, left, and Carly Hanson, junior, 16, sign the banner, which is a pledge to make safe decisions. - April K. Helms, MyTownNEO.com

By April Helms Reporter
Photos Oct 17, 2018 at 10:20 AM
Updated Oct 17, 2018 at 6:29 PM

As a result of **Safe Decisions Week**, tremendous local coverage typically arises. Local TV, radio, websites and newspaper outlets take great interest in the special events taking place at the school. School administrators may be requested for interviews or articles.

DistrictWON Turnkey Partnership Management:

We do our best to take any “heavy lifting” away from the school. We encourage the school to take advantage and make the most of it!

- We will provide a Letter of Agreement that will be signed by the school and DistrictWON.
- We establish the 'color out' game with the school.
- We coordinate the marketing schedule for each school and deliver all the signs. For the social media posts, we provide all the posts in a “ready to send” format.
- We provide uniform selection; when chosen, we will order & deliver well in advance.
- We provide dedicated personnel to work directly with each school to manage the program in case there are questions along the way.
- We provide dedicated personnel to work with Farmers agents to keep them updated on all aspects of the program.

Thank You! This is intended to be an impactful (and fun!) event for the school and community. In that spirit, we hope to work cooperatively to make it a great success!