



Farmers “Safe Decisions” Letter of Agreement

Through DistrictWON, a Farmer’s agent desires to bring the message of “safe decisions” to your school.

What your high school will receive for this partnership:

- DistrictWON will provide **\$3,000** to your High School. (\$3,000 payable on compliance verification and client payment to DistrictWON).

What my high school needs to do to fulfill the partnership:

Fall 2020 & Winter 2020/21:

Signs: DistrictWON will create “safe decisions” themed signs branded with the agent and school. We ask that these are displayed for all Fall & Winter events:

- Fall – 1 field level sign, ideally place in the endzones (double-sided)
- Winter – 1 banner place in the gym (5’ x 5’)

Sample Sign (8 ft.):





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

Sample Announcement:

“West High School would like to thank Farmers agent Joe Smith for bringing the message of safe decisions 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!”

Social Media Posts – We ask the school for 2 posts during each major season (Fall & Winter). Additionally, prior to the event where “distracted driving” is a focus, we simply request additional posts to promote the game and theme (generally 1-2 posts).

Sample Posts:

<p>W West High School @WestHighSchool Following</p> <p>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</p>  <p>6:59 AM · Sep 14, 2018</p> <p>88 Retweets 354 Likes</p>	<p>W West High School @WestHighSchool Following</p> <p>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</p>  <p>6:59 AM · Sep 14, 2018</p> <p>88 Retweets 354 Likes</p>
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Compliance:

DistrictWON will send check payment to your school once we receive a photo of the signs displayed, as well as compliance of the social media posts. Regarding the social media, 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.

You may submit your digital photos via email to schools@districtwon.com or text message at (216) 245-3311.