



## 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:

- Custom basketball uniforms for both girls and boys varsity teams (30 total)
- DistrictWON will provide **\$500** to your High School. (\$500 payable on compliance verification and client payment to DistrictWON).
- School will receive 100 T-Shirts co-branded with school logo, safe decisions, and agent name

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

#### Winter & Spring 2020/21:

**Safe Decisions Week:** School will create a week-long Safe Decisions Week event to raise awareness of distracted driving and other safety initiatives. The week culminates with a special “color out” event featuring custom, agent-branded uniforms!

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

- Winter – 1 banner place in the gym
- Spring – 2 banners placed at primary baseball/softball/track and field facilities.

#### *Sample Sign (8 ft.):*



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

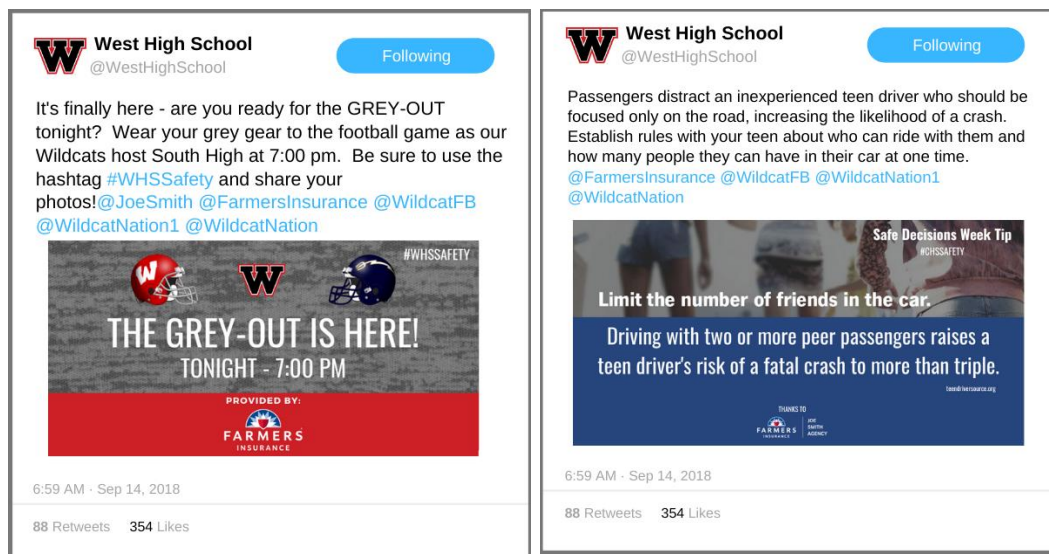
Sample Announcement:

*“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!”*

**Agent Onsite** – School will provide agent onsite at one event

**Social Media Posts** – We ask the school for 2 posts during each major season (Winter & Spring). Additional social media posts should be sent during Safe Decisions Week.

Sample Posts:



**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!).

You may submit your digital photos via email to [schools@districtwon.com](mailto:schools@districtwon.com) or text message at (216) 260-3636.