



## 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 **\$1,500** to your High School. (\$1,500 payable on compliance verification and client payment to DistrictWON).
- 150 free t-shirts featuring a “safe decisions” theme along with your school colors & logo (can select a design we provide or a student design). Many schools use these shirts to raise additional funds (generally create another \$750-\$1,500).
  - We ask that these shirts are used to highlight “safety issues” or “distracted driving” at any home football game.

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

#### **Fall 2020, Winter 2020/21, Spring 2021:**

**Signs:** DistrictWON will create “safe decisions” themed signs branded with the agent and school. 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)

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



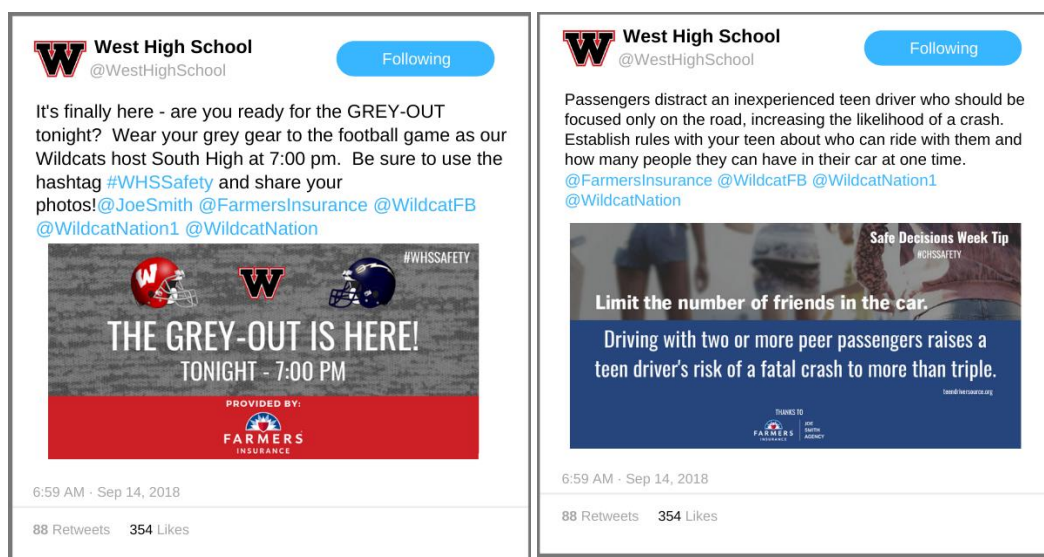
**PA Announcements** – At all events where available during Fall, Winter and Spring events, we ask the school to provide 2 PA announcements, focused on “safe decisions”:

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, Spring). 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:



**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](mailto:schools@districtwon.com) or text message at (216) 245-3311.