

# Make A DIFFERENCE

## In the next 5 minutes, you can help save a young life.

Allen County is experiencing an alarming rate of deaths among teenage drivers. On average, alcohol or drugs play a role in 47%; in 2004, that rate soared to 75%.

We can't let this continue.

Local experts from the coroner to the sheriff have studied the problem and determined that the solution is to educate local parents on strategies they can use with their teen drivers to keep our young people safer on the road.

A campaign is underway to do just that. Funded entirely by local grassroots contributions from people like you, this campaign expects to turn this situation around.

**YOU CAN  
HELP  
MAKE A  
DIFFERENCE  
RIGHT NOW**

**CALL  
449-7389**

## Here's how you can help right now:

Circle one of the sponsorships below and write a check today to "Healthy Cities Committee of Fort Wayne/Drive Alive." Remember, there's no government grant to pay for this lifesaving campaign; it depends entirely on people like you who find the current rate of deaths unacceptable, and who want to be part of the solution. We'll make every effort to recognize your sponsorship on the Web, in our Parents Guide, and through other high-visibly promotions throughout the county.

<b>SPONSORSHIP</b>	<b>CONTRIBUTION NEEDED</b> (non-exclusive)	<b>EXCLUSIVE SPONSORSHIP</b> (For category exclusivity)
Sponsor 5-Alive PSAs on morning news: per quarter	\$2,500	N/A
Sponsor 5-Alive PSAs on evening news: per quarter	\$4,500	N/A
Underwrite annual costs of campaign for 1,000 new drivers	\$10,000	N/A
Newsletter publication and distribution for campaign partners, parents and teens. Can be shared by up to six sponsors.	\$13,397	N/A
Printing of "Moment of Truth" prompts: Stickers, decals, keychains, and other visuals to remind teens to drive safely.	\$10,000	Add 25%
Billboard Campaign	\$9,500	Same
Sponsor the development (research, writing, design) of a new page/topic on the Web site; includes sponsor banner ad.	\$1,500	Same
¼ page newspaper ad, can be shared by multiple sponsors	\$2,000	\$2,500

## YOU CAN HELP MAKE A DIFFERENCE RIGHT NOW – CALL 449-7389

Underwrite the cost of producing a radio campaign (branded music) to capture people's attention at the moment of truth, in the car.	\$4,000; airtime, \$5,000	N/A
Parent Guide distribution through Allen County Public Library system.	\$4,000	N/A
Printing of trifold campaign brochure	\$1,000	N/A
Video on DVD about the campaign. May be shared/divided by sponsors.	\$12,000 to \$15,000	Add 25%
One-time Grant for printing and publicity	\$25,000	\$30,000
Sponsor County-wide Workplace campaign: Per quarter	\$3,000	\$3,600
Sponsor grassroots campaign through 110 Churches	\$6,000	\$9,000
Sponsor grassroots campaign through your church	\$300	N/A
Underwrite annual costs of campaign for 1,000 new drivers	\$10,000	N/A
Concordia High School Campaign	\$2,200	N/A
Bishop Dwenger High School Campaign	\$2,200	N/A
Blackhawk Christian High School Campaign	\$2,200	N/A
Canterbury High School Campaign	\$2,200	N/A
Bishop Luers High School Campaign	\$2,200	N/A
Snider High School Campaign	\$2,200	N/A
North Side High School Campaign	\$2,200	N/A
South Side High School Campaign	\$2,200	N/A
Northrop High School Campaign	\$2,200	N/A
Wayne High School Campaign	\$2,200	N/A
Harding High School Campaign	\$2,200	N/A
Woodlan High School Campaign	\$2,200	N/A
Heritage High School Campaign	\$2,200	N/A
New Haven High School Campaign	\$2,200	N/A
Leo High School Campaign	\$2,200	N/A
Carroll High School Campaign	\$2,200	N/A
Homestead High School Campaign	\$2,200	N/A
Elmhurst High School Campaign	\$2,200	N/A

Exclusive Sponsorships entitle the sponsor to recognition within their business category, which will be mutually defined at the time the sponsorship is established.

Money donated for school-level sponsorships will be used for general campaign needs at the campaign's discretion, with acknowledgements and recognition provided to the sponsor within the designated school. Example: If you choose a Bishop Dwenger sponsorship, we will recognize and publicize your contribution within the Bishop Dwenger community, while funds will go to the campaign's general fund.



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# Your Logo

**EVERYWHERE, ALL THE TIME.**

Bad habits create bad accidents.



Nearly everybody rides or drives in a car, almost every day. By sponsoring the Drive Alive billboard campaign, your company's identity will be in front of everybody, all the time. As you can see in the prototype below, we plan to devote a big space on the ad to make sure your name gets recognized.

### Why this is so crucial:

Our campaign's goal is simple: to prevent deadly car crashes. Billboards reach people while they are driving their cars. You can see why billboards would be so vital to this life-saving campaign!

### SPONSORSHIP: Billboard Campaign

- This is an exclusive sponsorship. You will own this month-long campaign, which will feature billboards at high-traffic locations all over the county.
- The cost is \$10,750 to cover production and placement of billboards.

The audience is: Everyone who drives or ride in a car! No other form of media can offer you this same broad reach.

You'll also appear on our Web site and in the next edition of our printed Parents Guide.

Your donation is 100% tax deductible as a donation to our not-for-profit organization.

**TO SPONSOR THIS DRIVE ALIVE PROGRAM  
PLEASE CALL (260) 449-7389**

Better Choices Campaign

**DRIVE  
Alive.**

# Get your brand

## INSIDE THEIR HEADS



### What's in it for you?

1. The message will reach parents of the 20,000 Allen County teenage drivers. What a large audience of people in a desirable demographic and growing families!
2. The Drive Alive campaign does a great job of publicly recognizing our sponsors on our Web site and in our Parents Guide.
3. Some of the top businesses in Allen County are already sponsors, which will allow you to be recognized in good company.
4. Your gift to our charitable organization is fully tax deductible.
5. Every dollar that you donate stays right here in Allen County to help teenage drivers to stay alive on the road.

### Why this is so crucial:

Our campaign's goal is simple: to prevent deadly car crashes. Radio reaches people while they are driving their cars. You can see why radio would be such a vital part of this life-saving campaign!

## SPONSORSHIP: RADIO CAMPAIGN

### • 2 Month exclusive sponsorship: \$10,000

This sponsorship will allow the radio campaign to be played for 2 months on the radio with only your business name being heard for 2 months every day, every time!

### • 2 Month shared sponsorship: \$2,500

This sponsorship will allow the radio campaign to be played for 2 months rotating each sponsor with each commercial. Your identity will be the only one played during the spot, but at other times during the day, the radio ads will be played with other sponsor's identity.



Better Choices Campaign

**DRIVE**  
Alive.

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# DOUBLE YOUR IMAGE ADVERTISING



## WHAT'S IN IT FOR YOU?

You'll double your money in community image advertising, thanks to the fact that WANE and WPTA have donated a pool of matching funds to support Drive Alive.

You can choose your own level of investment, from \$2,500 to \$10,000. Your logo will be the only sponsor logo to appear in the spots that you pay for. For example, if you donate \$4,500, we'll place a schedule and your logo -- and only your logo -- will appear in the ads during that timeframe. When that schedule runs out, we'll then run spots from another sponsor. Thus, you'll have exclusivity during the portion of the campaign that you fund.

## WHY THIS IS CRUCIAL

**These public service announcements are aimed at parents of teen drivers, reminding them to talk with their teens about safe driving. Each ad give specific life-saving talking points. Extensive research indicates this is one of the best ways to reduce deadly crashes among teens. Your support will make all the difference!**

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Better Choices Campaign

**DRIVE  
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