

## **BEFORE THE EVENT**

This document consists of:

- Marquis Suggestions
- Social Media Contest
- Daily Announcement Suggestions

### **Marquis**

- Buckle up for this sweet driving event!
- Buckle up for the Sweet Life Road Show!

### **Social Media Contest**

- Contest Idea:
  - Encourage students to LIKE **The Sweet Life Road Show** page on Facebook and post a comment or video about what students learned. The best answer will receive a gift card.
  - The students will be given three to four days to participate with the contest. Prior to leaving the school the day of the event, Teens Learn to Drive will leave the prize in the office and inform the school of the winner.

**\*\*We encourage school to also post our event and contest on their social media platforms.\*\***

### **Daily Announcement Suggestions**

- We encourage the schools to make an announcement on our behalf a week before and the day before the event.
  - The following message should be said:
    - Sweet Life Road Show coming to our school [INSER DATE, TIME]! It's a very interactive day that will be informative and fun. You will have a chance to learn interesting facts, life saving techniques and also, a chance to win cool prizes.