Event Planning Guide

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Welcome to Drive 4 UR School and Drive 4 UR Community

Driven by Ford Motor Company
Drive 4 UR School began in 2007 as a way for Ford to give back to communities across the country. The idea was simple: local Ford dealers and schools collaborate to host a one-day test-drive event. For each valid test-drive, $20 was raised for the benefiting school.* The success of the school program inspired the launch of Drive 4 UR Community, which allowed Ford dealers to collaborate with community organizations as well. More than 10 years, $40 million in donations, and thousands of events later, participants are still test-driving for a cause about which they—and Ford—are equally passionate.

*NO PURCHASE NECESSARY. MUST BE 18 YEARS OF AGE OR OLDER WITH A VALID DRIVER’S LICENSE AND VALID AUTOMOBILE INSURANCE. Donation of $20 per valid test-drive, up to 300 total test-drives, for a maximum total donation of $6,000 per event. Limit one (1) donation per person and one (1) donation per household.
How it Works

Everything you need to know
How it works:

Dealers work with schools or community organizations to host a one-day test-drive event. For every valid test-drive, Ford donates $20 to the school or organization, up to a maximum donation of $6,000.

How to register:

If you’ve registered for your event already, great! If not, registration for Drive 4 UR School Fall 2019 and Drive 4 UR Community 2019 will be available online at the Drive 4 UR School / Drive 4 UR Community website during open enrollment periods (forddrive4ur.com). Events are available on a first-come, first-served basis. When enrollment is full, registration will close. Only dealers are able to enroll for events.
Drive 4 UR School:

- Drive 4 UR School is open to all elementary, middle and high schools.
- Events hosted with an organization in which the funds will directly benefit or go back to a school in any capacity (e.g., booster clubs, PTOs, education funds) are considered Drive 4 UR School events and not Drive 4 UR Community events.

Drive 4 UR Community:

- Dealers must indicate their chosen community organization when they enroll their event.
- Ford approval of charity organizations is required prior to event confirmation. Organizations selected from the pre-approved list will be granted immediate approval. Charities not included in the list need to be submitted for approval during enrollment. For a list of pre-approved charities, charity selection guidelines and additional information, visit our website at www.forddrive4ur.com/our_programs/charity_guidelines
  - If applicable for approval, dealers will be notified within five to seven business days that their organization and event registration has been approved.
Pick a date:

- 2019 session dates
  - Drive 4 UR School (Spring): March 1, 2019 – July 31, 2019
  - Drive 4 UR School (Fall): August 1, 2019 – December 31, 2019
  - Drive 4 UR Community: March 1, 2019 – December 31, 2019

- A firm date is required to enroll your event.

- All test-drives must occur on the same day of the registered test-drive event and at one location.

- If circumstances arise that may require you to change some aspects of your event, you must complete an Event Change Request Form, found on the Program Materials page, [www.forddrive4ur.com/program_materials](http://www.forddrive4ur.com/program_materials), and email it to drive4urschool@gtb.com or drive4urcommunity@gtb.com. Requests must be submitted at least three weeks prior to your scheduled event date, and will be granted at the sole discretion of Program HQ.
  - Please note that as of 2019, dealerships will be limited to dealers will only be permitted to make changes one time per event. If you need to make multiple changes to an event, you must do so all at once and utilize one form.

Pick a location:

- The event location must be within the dealer’s Primary Market Area (PMA). Ford Motor Company will review each event to assure the participating school is within the dealership’s PMA. Events scheduled outside of PMA boundaries are subject to cancellation by Program HQ. Dealerships can verify which school are within their PMA by contacting their zone manager.

- Historically, events held away from the dealership have generate more test-drives.
  - Create a low-pressure environment for participants by holding your event at the school or organization headquarters you’re collaborating with. Doing so enhances the feeling of supporting the group, and there is often a bigger crowd available to take test-drives.
Best Practices

Making your event successful
For maximum success at your event, assign either a member of the dealership or a volunteer from the school or organization to the following roles:

- **Team Lead – Dealership**
  - Works as a liaison between the school/organization and your dealership to coordinate event logistics.
  - **For Electronic Waiver events** - this means ensuring the dealer staff and school/organization staff running the event have access to the Dealer Portal and understand the electronic waiver process.

- **Event Coordinator – School/Organization**
  - Works with the group to promote the event to community members who are passionate about benefiting the school or organization.
  - Recruits and manages the volunteer staff.
  - **For Electronic Waiver events** - this person will work with the dealer to gain access to the Dealer Portal and ensure the rest of the volunteers understand the electronic waiver process.

- **Organization Volunteers – School/Organization**
  - Volunteers are critical to bringing in participants for the test-drive event. They should engage people who arrive at the event location.

- **Registration Liaison – School/Organization**
  - Greet and thank people for participating in the test-drive.
  - Provide information about the test-drive process (route, timing, vehicles available to drive, etc.).
  - Ensure participants who have completed a test-drive fill out the post-drive survey questions and submit completed forms / surveys after the event has ended.

- **Product Specialist – Dealership**
  - Rides along with participants in the test-drives to give product information and answer any questions they may have about the vehicle.
Communication

- Communicate with your team.
  - Inform all dealership staff about your upcoming event so that everyone is on the same page.
  - Discuss the program and roles and responsibilities with on-site dealership staff and volunteers prior to the event day to avoid confusion.
  - Hold regular meetings between the dealership and the school or organization leading up to the event date, ensuring everyone knows who does what.
  - **For Electronic Waiver events** – ensure anyone running the event (dealer and school/organization staff) understands the electronic waiver process, watches training videos and has access to the Dealer Portal prior to the event.

Planning

- Post on social media to promote and advertise your event! You can also encourage attendees to share their participation (i.e. check-in) on their channels to bring more attendees to your event.

- Consider holding your event in conjunction with another event or plan other activities to generate more traffic, buzz and additional support.
  - Examples of additional initiatives include bake sales, car washes, dances, pet adoptions, charity runs, etc.
  - Provide nonalcoholic beverages and snacks. This will encourage attendees to linger longer at the event, creating an opportunity for increased buzz.
  - Provide games and activities (cornhole, giant Jenga, etc.) to keep participants and guests entertained while on-site or waiting to take test-drives.

- Test-drive route
  - Plan a route in advance that gives participants the ability to test-drive on multiple road types and use the provided directional signs to ease confusion for participants while driving.
  - Designate a dealership representative to ride along during drives.

- Event timing and vehicle needs
  - Plan for a full day (at least seven hours) and bring a minimum of eight to 10 varying vehicles. Example: Expedition, Escape, Focus, Fusion, Fiesta, Transit, Mustang, F-150

- Encourage participation
  - Make it fun! Create a competition to see who can bring the most participants or reach out to local businesses to see if they can contribute giveaways or food and beverages.
  - Emphasize to your school or organization that the more people they get to attend the event, the greater donation they’ll receive.
Randomly selected events will be selected to utilize the electronic waiver process in 2019. The electronic waiver process provides a quicker delivery of private offers to consumers, timely donation checks to schools, and limits the number of incomplete or rejected participant waivers.

**Communication**

- All participants taking a test drive must complete both pre-drive survey and post-drive survey using the provided link and a test-drive is required for the waiver to be considered valid.
- Paper waivers will **not be processed** without permission from Latitude Digital **on the day of the event only**.

**Planning**

- Instructions for how this electronic waiver process will work, including your unique event access information and training materials, will be provided about **6 weeks prior** to your event.
- It is **MANDATORY** for you to watch the training video and become familiar with the electronic waiver process 3-4 weeks prior to your event.
  - Dealers who do not watch the training video and complete the training process 3-4 weeks prior to their event will be subject to **event cancellation**. Program HQ will be following up with dealers on this training.
Event Kit and Promotion

Event Kit

• Open your event kit as soon as it is delivered, and become familiar with all creative and promotional materials.

• **Kit and Kit Light**: You will receive a complete event kit only for the first Drive 4 UR School and Drive 4 UR Community events hosted in 2019. A “Kit Light” will then be sent to any subsequent events of the same program type.
  – You will need to hold onto items from the first complete kit for use in future events.
  – Reusable items: directional signs, banner and rope, clipboards, feather banners and tent.
  – A list of complete kit and kit light items can be seen starting on page 20 and found here: [https://forddrive4ur.com/faq](https://forddrive4ur.com/faq)

• **Tent – NEW for 2019**: You'll notice that the 2019 tent is branded with the Ford logo. Your dealership will be expected to use this tent for all Drive 4 UR School and Drive 4 UR Community events you host in 2019 and potentially future sessions. Please make sure you hold onto your tent for further use.

Promotion

• For helpful tips in promoting your event, check out the following resources, located on our website:
  • PR Toolkit: includes social media, radio, television and print best practices (found at [https://forddrive4ur.com/program_material/pr_tool_kit](https://forddrive4ur.com/program_material/pr_tool_kit)).
  • PR Templates: Customizable promotional templates that allow you to craft anything you may need to promote your event (found at [www.forddrive4ur.com/program_materials](http://www.forddrive4ur.com/program_materials)).
  • Creative materials: Social media and website banners, direct mail postcards, copies of all necessary logos and more to help you create a personalized marketing approach (found at [www.forddrive4ur.com/program_materials](http://www.forddrive4ur.com/program_materials)).
# Event Planning Timeline

<table>
<thead>
<tr>
<th>Event Stage</th>
<th>Checklist</th>
</tr>
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| **Pre-Event** | - Select a school or organization, date, and event location (within your PMA)  
- Enroll your event  
- Open your kit and familiarize yourself with its contents  
- Log into the electronic waiver portal and get yourself and event staff familiar with how to use it (if applicable)  
- Communicate with your school or organization to coordinate promoting your event  
- Create a schedule for your event day to ensure proper staffing  
- Promote your event on social media and utilize PR materials: [www.forddrive4ur.com/program_materials](http://www.forddrive4ur.com/program_materials) |
| **Event Day** | - Arrive before the start time to set up vehicle display, registration table, and any other components of your event  
- Ensure all participants fill out both sides of their waivers and return them to the registration table (if paper waiver event) or complete both pre and post-drive electronic waivers (if electronic waiver event)  
- Promote your event throughout the course of the day by posting photos and updates on social media and encouraging your volunteers and attendees to do the same |
| **Post-Event** | - Send paper waivers in to be processed / ensure electronic waivers submitted by clicking "Test-Drives Complete?" on the Dealer Portal  
- Provide check payable and check delivery information via our Check Request Form: [https://forddrive4ur.com/program_materials](http://https://forddrive4ur.com/program_materials)  
- Store reusable event kit items to be used for future events  
- Complete the post-event survey  
- Share the success of your event by posting on social media or reaching out to local news outlets  
- Show us your event by uploading photos to our photo uploader: [https://forddrive4ur.com/node/add/ugc](http://https://forddrive4ur.com/node/add/ugc)  
- Wait six to eight weeks after waivers are sent in to receive your check and **do not** share donation total with the school until it is confirmed by PHQ |
Donation Process

*Follow these simple steps to ensure smooth processing of your donation*
In 2019, some dealerships will be using paper waivers for participant data capture, while other dealerships will be using electronic waivers. Program HQ will notify each dealership to indicate what their event will be receiving.

Reminder:

• A test-drive is required to be considered for a donation.
• Waivers must be completed fully and submitted in order to be counted.
• Dealerships must verify that participants are 18 years of age or older and check their driver’s license before test-driving.
• Only one donation per person per household.
Waiver Validation – Paper Waivers

For Paper Waiver Validation:

- **Only use** the pre-printed pad of 400 forms provided in your event kit. Your event must use the **2019 version** of the waiver survey form, or your donation will be subject to forfeit. No exceptions. If you cannot locate your waivers, contact Program HQ immediately.

- **Before the test-drive**
  - All participants **MUST** provide their personal information **AND** sign the waiver.
  - NOTE: Email address is not required. However, if consumers want to receive email communications from Ford, including offers, incentives, product information and surveys, they **must** check the box on the waiver form opting them in.

- **After test-drive is completed**
  - Dealership staff member accompanying the participant signs the back of the form to validate that the test-drive has been completed.
    - Dealership staff member **must** mark their initials and dealer code in order for the waivers to be valid.
    - Dealership staff directs the participant back to the registration table where (s)he will complete the back side of the form and answer a short survey.
      - The donation will be made only if all of the information on **both** sides of the form is complete.
    - Please ensure that completed forms are legible.
      - Waivers that are incomplete, supply incorrect information, and/or are illegible are subject to disqualification.
      - Dates on all waivers **must** be accurate in order for the waivers to be valid.

- **Program HQ will validate test-drive forms and process payment.**

- **Send waivers via UPS/FEDEX/DHL to:**
  - Latitude Digital
  - 660 Briggs St.
  - Erie, CO 80516

- **Send waivers via USPS to:**
  - Latitude Digital
  - 150 Wells St.
  - PO Box 698
  - Erie, CO 80516-0698
For Electronic Waiver Validation:

- **Before the test-drive**
  - All participants **MUST** provide their personal information AND sign the waiver on the electronic waiver.
  - NOTE: If a participant is using their own device, they'll need to provide an email address OR phone number in order to receive the post-drive survey.

- **After test-drive is completed**
  - Dealership staff member accompanying the participant selects which vehicles were driven to validate that the test-drive has been completed.
    - Dealership staff member **must** also mark their initials in order for the waivers to be valid.
  - Dealership staff checks out the participant so they can receive the post drive survey. (S)he must complete the post drive survey in order to count towards their donation.
    - The donation will be made only if all of the information on the **pre- and post-drive surveys** of the form is complete.

- **Only use** the pre-printed pad of 400 paper waiver forms provided in your event kit if you experience a technical issue during your event. In these instances, please contact Latitude Digital’s troubleshooting line. They will only give direction to use paper waivers in the event of a technical issue that can’t be solved. Your event must use the **2019 version** of the waiver survey form, or your donation will be subject to forfeit. No exceptions. If you cannot locate your waivers, contact Program HQ immediately.

- **Program HQ will validate test-drive forms and process payment.**
- Further instructions will be outlined in the Electronic Waiver Guide found on the program materials page on the website here: [www.forddrive4ur.com/program_materials](http://www.forddrive4ur.com/program_materials)
• On average, 10 to 15 percent of test-drive waivers are deemed invalid. For this reason, Program HQ strongly encourages dealers and schools/organizations to refrain from announcing the donation amount until confirmed by Program HQ.

• In an effort to resolve some of these issues that result in lost donations, Drive 4 UR School and Drive 4 UR Community has piloted an electronic waiver process in 2019.

• The most common reasons waivers may be deemed invalid include:
  – Duplicate households (e.g., if a husband and wife both test-drive, only one donation is valid)
  – Illegible waivers
  – Incomplete waivers
    • Participants must complete the front and back of the provided event waiver / fill out both the pre and post-event electronic waivers, including required information such as home address.
    • Dates, schools/organizations, and dealerships must match between the waivers.
    • The dealership must write their sales code and dealership initials on the back of the waiver.

• Due to privacy regulations of Ford Motor Company, Program HQ cannot specify which waivers are deemed invalid.

• Checks can only be issued to one school or organization. Please provide information on where checks should be mailed and to whom it should be made payable.
  • Checks cannot be issued to dealerships or individuals; however, the check can be mailed to the dealership allowing the dealership to present the check to the group.
  • Make sure to fill out the check request form, located at www.forddrive4ur.com/program_materials, and send it in with your waivers or email it to Program HQ at drive4urschool@gtb.com / drive4urcommunity@gtb.com
  • Checks will be delivered six to eight weeks from the event date.
Kit Materials

Promotional items included in your event kit
Drive 4 UR School 2019: Full Kit Materials*

*Items in kit may vary

*Waiver (if paper waiver event)

- Tablecloth
- Photo/Video Notice
- Poster
- Notebook
- Car Cling
- T-Shirt
- Directional Sign
- Banner
- Clipboard
- Pen
- Feather Banner
- Tent
Drive 4 UR School 2019: Kit Light Materials*

* Items in kit may vary

- *Waiver (if paper waiver event)
- Notebook
- Tablecloth
- Photo/Video Notice
- Poster
- Car Cling
- T-Shirt
- Pen

*Car Cling

Notice of Waiver:

The Ford Motor Company and its subsidiaries and affiliates (collectively, “Ford”) are not responsible for the safety of any event involving Ford vehicles. Ford reserves the right to discontinue or suspend any event at any time, in its sole discretion. Ford will not be liable for any personal injury, property damage, or loss of any kind incurred by any person as a result of participation in any event involving Ford vehicles. Ford will not be liable for any claims or actions brought against Ford as a result of any event involving Ford vehicles. Ford will not be liable for any claims or actions brought against Ford as a result of any event involving Ford vehicles.
Drive 4 UR Community 2019: Full Kit Materials*

*Items in kit may vary

- Car Cling
- Pen
- Tablecloth
- Photo/Video Notice
- Poster
- T-Shirt
- Directional Sign
- Tote Bag
- Tent
- Clipboard
- Banner

*Waiver (if paper waiver event)
Drive 4 UR Community 2019: Kit Light Materials*

*Items in kit may vary

- Pen
- Tablecloth
- Photo/Video Notice
- Poster
- Tote Bag
- T-Shirt
- Car Cling

*Waiver (if paper waiver event)
Event Setup

Examples of how to set up your event
The following pages provide sample event schematics to help you host a successful event using all the event kit items to their fullest potential. Some of the items can be used in multiple ways and, because every event uses a different type of space, feel free to use this as a guide while tailoring these suggestions to what will work best for your event.

**Event Set-Up**

The following pages provide sample event schematics to help you host a successful event using all the event kit items to their fullest potential. Some of the items can be used in multiple ways and, because every event uses a different type of space, feel free to use this as a guide while tailoring these suggestions to what will work best for your event.

**Entrance**
- Place one of the directional signs at the main entrance to the event to help people find the event and attract unplanned traffic.
- Use the other directional signs to denote the test-drive route.

**Registration Area**
- Choose a high traffic, open area to set up the tent and 3'x 5' banner to draw attention when attendees arrive; banner can be hung inside tent or on any other visible surrounding structure.
- Place a feather banner near the registration area to attract attention.
- Make sure to have all necessary materials readily available at the registration table, including the photo/video notice, waivers (if applicable), pens, clipboards, why buys, giveaway items and any information you'd like to provide about the benefiting school or organization.
- **Electronic Waivers:** Have the pre-drive link posted so participants can access and complete it on their own devices.

**Test-Drive Staging Area**
- Dealers should bring a full lineup of available vehicles so attendees have a wide variety to test-drive.
- Line up vehicles and use car clings to denote which vehicles are available to test-drive.

**Dealership Staff**
- Dealership staff should be available near the test-drive staging area to answer any questions attendees have about the vehicles and accompany them on the test-drives.

**Volunteers**
- Volunteers can wear the T-shirts provided in the event kit to make them easily visible at the event.
- Volunteers should be stationed at the registration table as well as throughout the event to welcome guests, guide them to the registration area and assist them to properly fill out their waiver forms.
D4URS Event
Location: School
D4URS Event Layout
Location: School
D4URS Event
Location: Dealership
D4URC Event
Location: Organization
D4URC Event
Location: Dealership
D4URC Event
Location: Dealership
For any additional questions, check out our FAQs at [www.forddrive4ur.com/faq](http://www.forddrive4ur.com/faq) or contact Program HQ

**Drive 4 UR Community**
(888) 893-3673
drive4urcommunity@gtb.com

**Drive 4 UR School**
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