



**FCCLA**

**Empower Young Drivers, Elevate Your Brand**

## About FCCLA

Family, Career and Community Leaders of America (FCCLA) is a national Career and Technical Student Organization (CTSO) for students in Family and Consumer Sciences (FCS) education in public and private schools.

With over **250,000 student members** and more than **7,300 chapter advisers** across **5,300 chapters**, the FCCLA family continues to expand and thrive, fostering a vibrant community of passionate individuals committed to making a difference.



## About Safe Roads Challenge

An all-in-one solution that not only tackles major causes of vehicle collisions but also makes safe driving fun and rewarding.

The Safe Roads Challenge (SRC) app directly addresses several of the leading factors contributing to collisions, including:

- Speeding
- Distracted Driving
- Aggressive and Reckless Behavior
- Inexperience behind the wheel

By integrating gamified features such as competitions, rewards, detailed driver scoring, and leaderboards, the SRC app serves as the ultimate companion for safe driving—encouraging positive habits while making every journey fun and meaningful.





## Empowered by a Shared Mission

Driver safety  
impacts everyone.

The problem we're trying to solve

## Vehicle collisions involving young drivers resulting in injuries and fatalities are on the rise

According to NHTSA, Motor vehicle traffic crashes are still a leading cause of death for 15 to 20 year-olds. In 2022 alone, **over 1.27 million young drivers** were involved in police-reported traffic crashes in the U.S., resulting in more than **180,000 injuries and 2,034 deaths**—highlighting the urgent need for improved road safety among young drivers.





Our solution

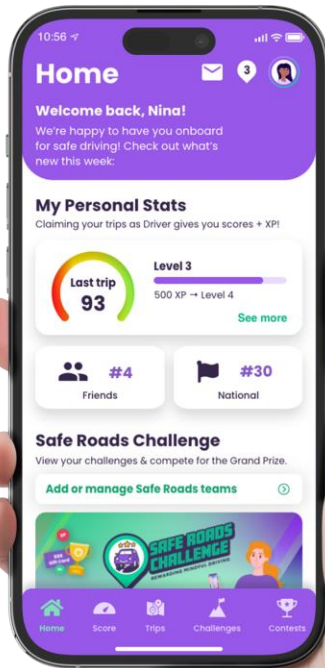
## Safe Roads Challenge is the ultimate **safe driving app** for fun and exciting rewards!

Loved by users in North America, Safe Roads Challenge app is the ultimate safe driving companion—bringing fun and confidence to every drive.

Free App

Over 3.4M Trips

40M miles



Ratings

4.6

out of 5



"The **ultimate driver safety app** available on Android and iOS. It not only encourages safe driving but also makes riding fun."

- Mobile App Daily

"Both of our businesses are **driven by the same thing**, the desire to help people, which **makes us a great team**."

- Katie, Marketing & Communications Advisor

"We commend Safe Roads Challenge not only for its **mission** but its **execution** as well."

- iGeeks Blog

# The Safe Roads Challenge app empowers young drivers and keeps them actively engaged throughout the year.

Young drivers represent the majority of our community—60% and growing.

Driving Skill Challenges

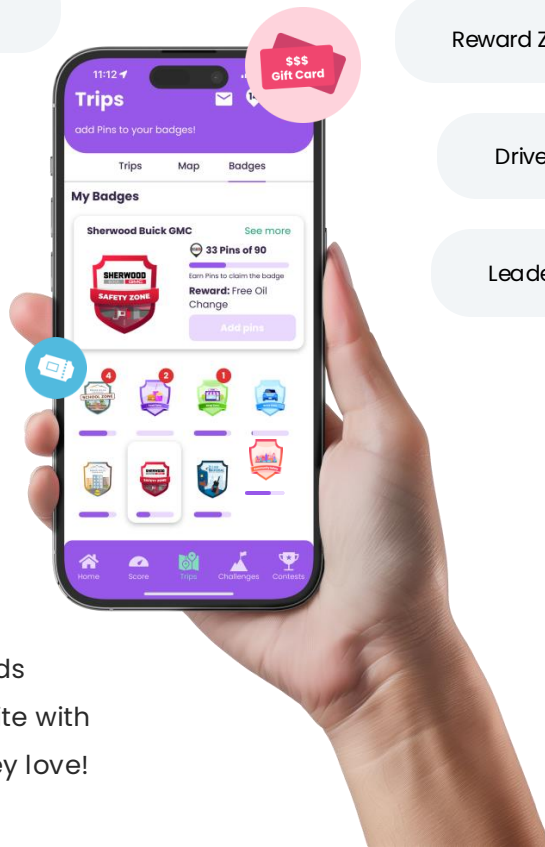
Encouraging Inbox Messages

Daily, Weekly, Monthly,  
Annual Contests

Reward Zones

Driver Score Feedback

Leaderboards



Drivers ultimately win gift cards redeemable at our rewards site with over 250+ popular brands they love!

Proven Impact

**27% decrease in  
risky driving events**

**7-14% reduction in overall  
fuel costs and CO<sup>2</sup> emissions**

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Help us reward safe driving

# The more we reward young drivers, the more motivated they are to drive safely and build life-saving habits.

Rewards are a powerful catalyst for inspiring positive behavior change in young drivers. Mission-aligned partners like you help us amplify that impact by enabling us to offer more rewards to our community. As a sponsor, your influence extends beyond your community, reaching thousands of young drivers nationwide.





How can you help reward safe driving

## Sponsor Reward Zones for as low at \$25/month or \$300/year

Your sponsorship makes a real impact. By sponsoring a Reward Zone, your logo will show as a digital pin on our rewards map. When users drive safely and pass your location, they become eligible to collect rewards—motivating them to keep safety top of mind while boosting your local visibility.





## Sponsor Reward Zones



Your logo placed  
In your preferred  
location

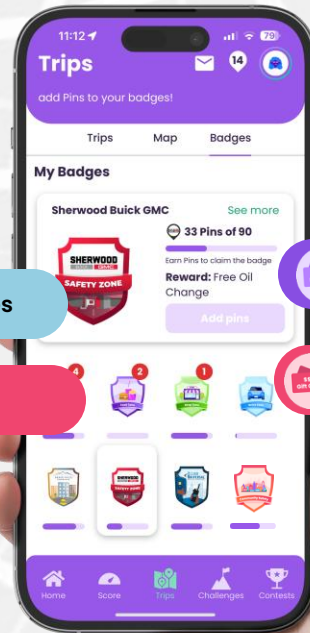


Shop Zone



Food Zone

Congratulations! You've earned these  
amazing rewards by driving safely!



Contest Entries

Gift Card

Free Oil Change

Discount

As users **drive safely past reward zone locations**, they **collect pins** towards **discounts, contest entries, and ultimately gift cards**.

Note: Driving scores below 67  
are ineligible for rewards.

# Sponsorship Packages

## Basic

### Supporter

**Best for Local Partners & First-Time Sponsors**

\$49/month or \$588/year

A cost-effective entry point for small businesses and local supporters who want to make a difference and get recognized in the app.

- One (1) Reward Zone Location
- Promotional Kit
- Social Impact Report

## Standard

### Advocate

**Best for Brands Building Awareness**

\$199/month or \$2,388/year

For businesses who want to take their sponsorship a step further with increased visibility and direct communication with our highly engaged young driver audience.

- Five (5) Reward Zone Locations
- Promotional Kit
- Social Impact Report
- Website Feature

## Deluxe

### Champion

**Best for Growing Brands Seeking Awareness and Engagement**

\$499/month or \$5,988/year

Ideal for brands seeking maximum engagement with young drivers through featured state-level quests and inbox messaging. With multiple reward zones and outreach touchpoints, this tier offers deeper user interaction.

- 25 Reward Zone Locations
- Promotional Kit
- Social Impact Report
- Website Feature
- State-Level Quest Feature
- Inbox Message to Young Drivers

## Premium

### Changemaker

Best for High-Impact, Mission-Aligned Sponsors

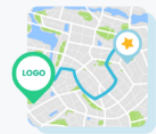
#### Enterprise Package

Become a true leader in road safety advocacy. This plan gives your organization top-tier exposure across all platforms—within the app, in key campaigns, and externally through social and professional channels.

- Custom Reward Zone Locations
- Promotional Kit
- Social Impact Report
- Website Feature
- State-Level Quest Feature
- Inbox Message to Young Drivers
- Monthly Email Feature
- Exclusive Ad Banner (High-impact placement)
- New engaging video format placement
- Social Media Recognition
- LinkedIn Organic Visibility
- Added Exposure via Major Campaign Webpages
- Access to Deep Insights Tool
- Discounted Access to Data Dashboard



# Sponsorship Values



## Reward Zones

The Reward Zone is the most valuable feature in our package. It's a digital pin placed in high-traffic areas within our app. Sponsored pins feature the brands logo, giving the business visibility and a meaningful touchpoint with safe drivers.



## Promotional Kit

Sponsors will receive a one-time branded toolkit designed to help promote their involvement in the initiative. This includes ready-to-use social media assets and other campaign visuals to showcase their commitment to community impact.



## Social Impact Report

Sponsors receive a report highlighting the impact of their support, including data on influenced safe driving behaviors and overall road safety outcomes—ideal for sharing with stakeholders.



## Website Feature

The sponsors will be featured on our official website, showcasing their support to road safety campaign. This placement increases visibility among our engaged community.



## State-Level Quest Feature

Brands will be featured in a state-specific gamified challenge in the app that drives users to repeatedly engage with their sponsored Reward Zone.



## Inbox Message to Young Drivers

Sponsors can directly reach young drivers which comprises over 60% of our users through a custom in-app message. This is a space to promote their initiatives, offers, or causes in a high-impact, targeted format.





A brand is not defined by only it's products or services, **social currency is earned by making a difference in the communities that support you.**

## Sponsorship with Purpose

Although we are not an advertising platform, we understand the need to drive value to businesses supporting our initiative. That's why we strategically integrate brands into our platforms. This means your sponsorship will not only boost your business but create real change in your community, valuable beyond any plain old ad space.

### **Enhanced Local Engagement:**

Connect with mindful drivers in your community.

### **Stronger CSR/ESG Positioning:**

Align your brand with measurable social impact.

### **Real-Time Customer Insights:**

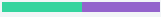
Access user behavior and impact data.

### **Repeat Brand Exposure:**

Gain ongoing visibility via in-app interactions and reward redemptions.

### **Targeted Marketing Tools:**

Leverage exclusive in-app features to reach safety-conscious and local audiences to drive more revenue.



We have proven our solution works,  
now we need businesses like you to  
get involved and fuel road safety today!





## **Driving Change by Changing Driving.**

We have a proven solution that empowers safer roads and is building a community of mindful drivers.

Now, we are asking for your help in making this community stronger by rewarding safe driving, all while receiving valuable business benefits.

**Get rewarded for rewarding young drivers—a true win-win!**



## We're serious about making a meaningful impact.

Use this exclusive discount code to receive 50% off your sponsorship package.

**FCCLASRC50**

**Your Name**

FCCLA Chapter  
name@emailaddress.com  
1-XXX-XXXX

Help reward safe driving today!

Add your QR Code here

Or go to: [add your unique referral link here]