



FCCLA.

**Become a reward partner
and fuel young driver safety today**

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

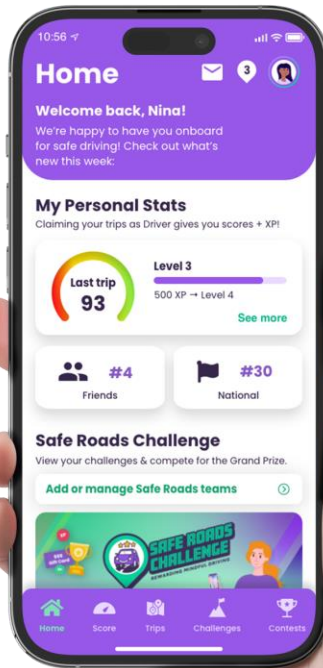
Safe Roads Challenge is the ultimate **safe driving app** for fun and exciting rewards!

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

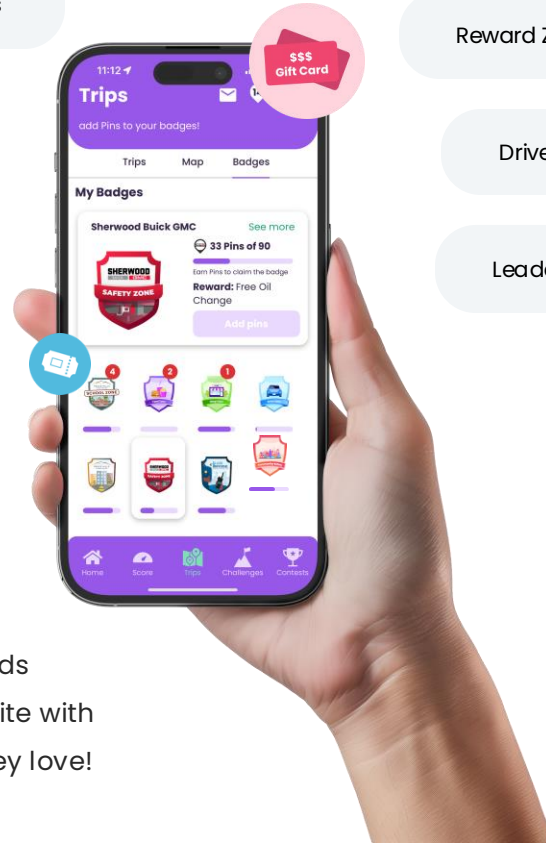
Encouraging Inbox Messages

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 CO² emissions**

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

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



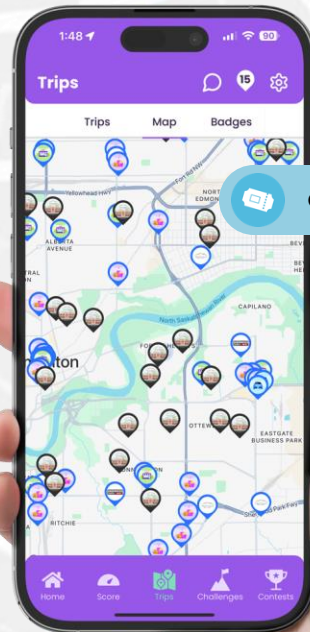
Sponsored
Reward Zone



Sponsored
Reward Zone



Sponsored
Reward Zone



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.

School Supporter

One Reward Zone Location
\$49/month

As a School Supporter, **a digital pin will be placed in a school zone on the app's Reward Zone Map featuring your logo.** When students and teachers drive to and from school, they active the reward zone and earn an entry into our app's monthly community skill contest.



Community Partner

10 Reward Zone Locations
\$299/month

As a Community Level Sponsor, your brand will receive **one featured digital pin in a school zone** on our Reward Zone Map—maximizing visibility where safe driving matters most. In addition, you'll get **nine more digital pins to place at locations of your choice**, giving your brand multiple touch points across the community.

This means more opportunities to engage drivers daily, build stronger brand recognition, and showcase your commitment to safer roads.



City Champion

25 Reward Zone Locations
\$499/month

Maximize your reach and impact with young drivers by becoming a City Champion Sponsor. This package includes **one featured school zone pin** reinforcing your brand's commitment to safety, plus **24 additional pins you can place anywhere in the city**.

Together, these Reward Zones create consistent brand touchpoints, daily visibility, and meaningful engagement with drivers, while highlighting your support for safer roads in the entire city.



Sponsorship Packages

Choose the reach and impact that fit your goals.

Rewards effectively promote safer driving among young drivers. As a sponsor, your logo appears as a digital Reward Zone on our interactive map. When users drive safely past these locations, they become eligible for rewards, keeping safety top of mind and boosting your brand's local visibility.

School Supporter

👤 Best for local individual partners & first-time sponsors

💰 **\$49/month**

An affordable way for small businesses and local supporters to make an impact and gain recognition. Includes one digital pin in a school zone on the Reward Zone Map.

- ✔ One (1) Reward Zone Location placed at a School Zone
- ✔ Promotional Kit
- ✔ Social Impact Report
- ✔ Website Feature (Text Name)

**Get one month free when you choose the annual sponsorship package.*

\$49.00 – Purchase Now

Billed once per month until cancelled



Recommended

Community Partner

Most Popular

👤 Ideal for brands building awareness

💰 **\$299/month**

Step up your visibility with our highly engaged young driver audience. Includes one digital pin in a school zone plus nine additional pins you can place anywhere of your choice.

- ✔ 10 Reward Zone locations—one in a school zone, with the remaining nine placed at your discretion.
- ✔ Promotional Kit
- ✔ Social Impact Report
- ✔ Website Feature (Logo)

**Get one month free when you choose the annual sponsorship package.*

\$299.00 – Purchase Now

Billed once per month until cancelled



Bigger Impact

City Champion

👤 Best for growing brands seeking awareness and engagement

💰 **\$499/month**

Maximize your reach with young drivers. Includes one school-zone pin plus 24 additional pins you can place anywhere, creating multiple Reward Zones and brand touchpoints across the district.

- ✔ 25 Reward Zone locations—one in a school zone, with the remaining 24 placed at your discretion.
- ✔ Promotional Kit
- ✔ Social Impact Report
- ✔ Website Feature (Logo + blurb + your website link)

**Get one month free when you choose the annual sponsorship package.*

\$499.00 – Purchase Now

Billed once per month until cancelled

Sponsorship Packages

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



Promotional Kit

This branded toolkit is designed to help promote your involvement in the initiative. This includes ready-to-use social media assets and other campaign visuals to showcase your commitment to community impact.

-  Digital Poster
-  Website Banners
-  Social Media Posts



Social Impact Report

At the end of the month, you'll receive a monthly report highlighting the impact of your support, including data on influenced safe driving behavior and overall road safety outcomes—ideal for sharing with stakeholders.



Website Feature

Your logo will be featured on our official website to highlight your support for the road safety campaign. Champion sponsors will also receive a short company description and a direct link to their website. Updates are published monthly, so your company will appear at the start of the following month.



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

Help reward safe driving today!

Add your QR Code here

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