

**Drive Your Future Educational Event**

**School Guide**

Dear [Principal Name],

Thank you for partnering with GreenCars to educate and inspire your student body about the future of driving. At GreenCars, we have always been about driving positive change- not just online and in our partner dealerships, but also our communities. A key part of our mission is education: for our teams, our customers, and, most importantly, the next generation of drivers and stewards of our environment.

The GreenCars Drive Your Future educational event, held across the country starting on Earth Day, is a national program that brings the latest electric cars right to your school. We will provide experts to educate your students, your staff, and parents on the future of sustainable transportation and have designed the program to be flexible and meet your school's individual needs. A GreenCars Expert from our local store will work with you to ensure the day runs smoothly.

You're in the driver's seat when it comes to planning a successful event.

1. **Choose a date.**

Drive Your Future school events will take place across April, May, and even early June. Please work with [Store rep] to choose the date that works best for your school.

1. **Identify a staff champion.**

Your staff champion will be the primary point of contact leading up to, and on, event day. Once you have identified a champion, we'll connect them with the leadership at the store.

1. **Choose a format. (two formats available)**

*Drop-off zone* *show-and-tell:* GreenCars and our local store will park a branded, decaled vehicle in a prominent position in your school's drop-off area. There will be signage and a dedicated representative for the day to answer questions and host a show-and-tell- for parents, students, and staff alike. This format works well for larger schools with high traffic, and is a more casual, laid-back approach.

*Scheduled sessions with classes:* If you want your students to gain deeper knowledge about the world of electric vehicles, or you have a smaller school, we can set you up with a GreenCars Genius. We encourage you to work with your teachers to develop a schedule for the day, where classes are invited down at a specific time for

an educational session.

1. **Communicate the Drive Your Future contest.**

In addition to delivering educational content about electric vehicles for the day, GreenCars is also launching a nation-wide contest, inviting students to submit a design for the ideal electric vehicle of the future.

Prizes include $200 Amazon gift cards for individual submissions, and $500 Amazon gift cards for class submissions. One individual winner and one class winner will be chosen per school. Contest rules and regulations will be distributed to your school before your event date.

We truly appreciate your support and partnership, and we hope you are as excited about Drive Your Future as we are! Together, we can educate and inspire the next generation of drivers and environmental stewards.

As a symbol of our mutual commitment, GreenCars will also plant 100 trees in your school's name. Together with the Arbor Day Foundation, we have committed to planting 100,000 longleaf pine trees this year.

Thank you once again. If you have any questions about the program, please contact [Dealership rep] at [email address and or phone number].