Overview
Advocate for child safety through Car Seat Safety Check Events in your community and enhance your agency’s local reputation as a Trusted Advisor. Safe Kids Worldwide says road injuries are the leading cause of preventable deaths and injuries to children in the United States. Correctly used child safety seats can reduce the risk of death by as much as 71%.

The Car Seat Safety Check Event Kit will provide an overview on how to plan, promote and execute your event, including how to secure a local certified Car Seat Technician to conduct safety checks.

Additionally, the goal for these events is to provide lead generation opportunities through agent conversations around car seat safety. The event toolkit will also feature 20 Home Safety Sets intended as giveaways at the events & discounts on Safety 1st products through Marketing Alliances offers.

What Can I Expect?
- **Car Seat Safety Check Event Kit** Resources to bring child vehicle safety education and awareness to your community. The event toolkit is good for use at one or more community events. Additional information is available on the Gateway page > Marketing Alliances.
  - **Event Activation Guide:** This is a step-by-step guide to help you plan and host your event. Includes tools and resources for invitations, communication and tips on driving traffic to the event.
  - **Home Safeguard Set:** The Home Safety Set by Safety 1st makes getting ready for baby’s arrival easier with 80 essential safety items to help make the home a safer place. The set includes 40 Plug Protectors, 8 Grip ’n Twist Door Knob covers, 20 Spring-loaded Cabinet & Drawer Latches, and 2 SecureTech Cabinet Locks to help you secure multiple rooms in your home.
  - **Good Hands Cards:** Help educate customers and consumers about additional benefits from Allstate. Brochures are personalized with agent information.
  - **Safe Driver Poster:** Introduces Allstate and its commitment to keeping drivers and families safe.
  - **Product Discount Cards:** Offer 20% off, plus free shipping, on select car and home safety products from Safety 1st. These offers are the same deals available to the general public through the Marketing Alliances via [www.allstate.com/MyOffers](http://www.allstate.com/MyOffers), but now you can hand out tangible cards during events to promote these discounts.
Car Seat Safety Check Event Kit

- **Lead Cars / Random Drawing**: Entry cards gather information on customers. Agents can separately purchase home fire safety products (at special agent rates) to use for random drawings.
- **Shipment Information**: The kit will be shipped March 1, 2017.

**Benefits to my Agency**
- Build trust and enhance your reputation in your community by being a source for educational, preventative information.
- Further position yourself and your staff as trusted advisors within your community in Child Passenger Safety Week (3rd week in September) and throughout the year.
- Deepen customer relationships by demonstrating care and concern for their safety.

**Additional Resources**
- **Visit the Community Involvement and Public Relations** home page on Gateway for links to all key resources and information on replenishing event toolkit items.
- **Earn an Allstate Agency Hands in the Community Grant**: Allstate agency owners who volunteer with a local nonprofit organization in their community may invite the organization to apply for an Allstate Agency Hands in the Community grant from The Allstate Foundation. For more information, visit [www.allstatefoundation.org/aahic](http://www.allstatefoundation.org/aahic).
- **Contact the Digital Optimization Team (DOT)** who can help enhance the digital presence of your agency and help bring offline events online FREE! The DOT team can assist in promoting your car seat safety event in the digital space to include leveraging your agency website and social media.

<table>
<thead>
<tr>
<th>Event Activation Guide</th>
<th>1 Guide</th>
</tr>
</thead>
<tbody>
<tr>
<td>80 pc Home Safeguard Set</td>
<td>20 Sets (retail value $400)</td>
</tr>
<tr>
<td>Good Hands Cards</td>
<td>400 Total Brochures</td>
</tr>
<tr>
<td>Safe Drivers Poster</td>
<td>1 Poster</td>
</tr>
<tr>
<td>Lead / Raffle Entry Cards</td>
<td>200 Cards</td>
</tr>
<tr>
<td>Child Safety Product Discount Card</td>
<td>200 Cards</td>
</tr>
</tbody>
</table>