



**GROWING THE
FUTURE
COMMUNITY PARTNERSHIP**

GROWING THE FUTURE - A Community Partnership

Most schools are already participating in fundraising programs such as Box Tops, Kroger Cares, etc. As a local business, Shelor Motor Mile is providing a similar program for schools. Here are the 5 components to this program.

I. SCHOLARSHIP Program:

Shelor Motor Mile has provided \$1000 scholarships to graduating seniors in local high schools for over a decade. Shelor Motor Mile is committed to continuing this program. The scholarship program has provided over \$110,000 to graduating seniors since its inception.

II. DONATION Program

Shelor Motor Mile wants to help your school earn extra money when your family and friends purchase vehicles. Anyone can pickup a donation card in the Main Office of your school. When someone in your family, a friend or neighbor brings the donation card from your school and purchases a vehicle, your school will be mailed a \$100 donation. It's simple!

Shelor Motor Mile will supply your school with all the materials necessary for this donation program and your PTA/PTO/Boosters can make it happen. Communicate this information throughout the school year at every opportunity available and watch the donations appear.

These materials are provided to your school at no charge:

1.) Donation Cards (# based on your school's student enrollment), **2.) Posters** to place in the school or other high visibility areas, **3.) Banners** for display in the school or at events in your school. We can also create Print Advertisements that can be used in newsletters, athletic programs or on your website. Give us your space requirements and we will create a customized ad for you.

If you need any other items to help you promote the program, don't hesitate to call or email. We want your school to get lots of donations so we will assist you in any way we can.

III. TEACHER/ADMINISTRATOR INCENTIVE Program

Teacher/Administrator Program: When a teacher or administrator from your school purchases a vehicle, they will receive a \$500 discount on the price of the vehicle and we will donate \$500 back to your school. Bring



your **Teacher Donation Card** and your **Employee ID** at the time of purchase to receive your incentive! The Teacher Donation Cards can be found in your school's main office.

Other School Employees: Other school employees such as instructional aides, administrative staff, bus drivers, custodial staff, etc. will receive half the incentive of Teachers and Administrators. They will receive a \$250 discount on the price of the vehicle and we will donate \$250 back to your school. **Employee identification** and **Donation Card** will be necessary at the time of purchase.

IV. MARKETING Program

Shelor Motor Mile will make an initial donation in exchange for the opportunity to partner with your school by purchasing advertising at your school. Shelor Motor Mile will produce all advertising materials and provide artwork for all ads based on your space specifications. The initial donation amounts are:

- \$500 to each Elementary School
- \$750 to each Middle School
- \$1000 to each High School

In exchange for this upfront donation, we request the following advertising opportunities at your school. Advertising is not limited to these items if there are additional opportunities. The advertising presence will be determined on a school by school basis and may include gyms, ballfields, events and festivals.

Advertising Examples:

- + Signs and Posters in School
- + Vehicle Displays at PTA Events: Carnivals, Meetings, Back to School Nights, Graduations, etc.
- + Ad in PTA Newsletters and other Publications
- + Website link

Shelor Motor Mile will provide all materials to your school and you may request additional materials.

V. FUNDRAISING Program

Yet another way to raise money for your school!! Shelor Motor Mile will donate 1 vehicle for the school year. Each school will sell "Chances to Win the Car" throughout the school year and the school keeps all proceeds. All tickets will be sent to Shelor Motor Mile. Shelor Motor Mile will draw 50 finalists to be present for the "Win the Car" drawing date. The drawing will be held in early September.

Again, Shelor Motor Mile will supply all the materials you need such as tickets and marketing materials. Set up a table at each school event or other locations and watch your donations grow.

SHELOR MOTOR MILE is committed to our community by focusing on kids and schools. Building the educational future for the children in Montgomery County, Floyd County, Giles County, Pulaski County, and Radford City is an investment in our community. Shelor Motor Mile in partnership with your school PTA or PTO is offering a great opportunity for your school to earn money and in return, help grow the future.

ENROLLMENT FORMS are available. Sign up today!





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 COMMUNITY PARTNERSHIP

ENROLLMENT FORM

| SCHOOL CONTACT INFORMATION | |
|---|--------------------|
| SCHOOL: | PHONE: |
| ADDRESS: | # OF TEACHERS |
| FAX: | # OF STUDENTS |
| PRINCIPAL: | # OF SUPPORT STAFF |
| EMAIL: | |
| ORGANIZATION CONTACT INFORMATION | |
| NAME: | |
| PHONE: | CELL: |
| EMAIL: | |
| NAME: | |
| PHONE: | CELL: |
| EMAIL: | |
| NAME: | |
| PHONE: | CELL: |
| EMAIL: | |
| SHELOR MOTOR MILE CONTACT INFORMATION: | |
| Dede Stone • 540 382-2981 • dstone@shelor.com | |

 Signature Date

Program will begin upon completion of this enrollment form and continue through September 1, 2011-2012. Program may be renewed and/or improved at that time. Donation cards must be presented at the time of purchase. Limit of one donation card per vehicle purchased. "Chance to Win" tickets must be mailed or turned into Shelor Motor Mile within the same week they are purchased. Cheap Cars/ Auction Cars do not qualify for this program.

