



# 2025 Big Summer Giveback Platinum Dealer Guide

Thank you for enrolling as a Platinum donor in this year's Big Summer Giveback with Kids In Need Foundation (KINF)! Please use this guide to understand all next steps in planning your distribution event and how you personalize it to make the most impact with your school.

## PLATINUM DEALER OVERVIEW

- Your donation will provide **400 backpacks** to children at a local school within your dealership's PMA.
- You will have a dedicated KINF representative who will work with your primary and secondary dealer contacts indicated in your enrollment form to plan and execute your distribution event from start to finish.
- During the day of your event, your selected dealership team members will get to distribute your donated backpacks filled with school supplies directly into the hands of the students that will be supported.
- KINF will provide you with a pre-approved media advisory that you can share with your local media partners to increase community awareness.
- KINF can also capture photos and videos of your team at the event so you can fully engage with the students at your supported school.
- TMNA will support you with a range of Platinum-exclusive marketing materials and recognition opportunities to help you amplify the exposure of your event.

## PLATINUM-EXCLUSIVE MARKETING SUPPORT

TMNA is excited to offer several Platinum-exclusive marketing materials to help you get the word out to your customers on your support with this initiative including:

- Exclusive in-dealer POP kit with Platinum badge indicator
- Platinum-recognition digital banners
- Custom email and direct mail templates via the OCP Program
- Customizable social media templates

## TIMELINE



For any other questions, please reach out to [BackToSchoolPromotion@Toyota.com](mailto:BackToSchoolPromotion@Toyota.com).

## SCHOOL SELECTION PROCESS

During the enrollment period, your dealership's unique Eligible School List will be available within the enrollment form and auto-populate based on your dealer code. This ensures your nomination meets the program eligibility requirements and eliminates potential delays in the school confirmation process. If you've previously participated in this program at the Platinum tier, the form will also provide an option to select the same school you previously partnered with. We strongly encourage this to continuing building on this established relationship in your community.

You can only nominate and support 1 qualifying elementary school when you complete your online enrollment form. Once submitted, the KINF team will begin outreach to your nominated school to confirm if they would like to participate in this program. Once this is confirmed, the KINF team will reach out to your dealership's primary contacts listed in your enrollment submission to confirm your nominated school's decision.

If for any reason your nominated school declines, KINF will provide a list of alternative options until a qualifying school accepts. After this is completed, your KINF representative can begin reviewing all next steps in the planning process.

When you're ready to nominate your preferred school, you can access the online enrollment form at [www.toyotabigsummergiveback.com](http://www.toyotabigsummergiveback.com). All enrollments are due by **April 4<sup>th</sup>, 2025**.

## SCHOOL ELIGIBILITY CRITERIA

KINF serves schools in which 70% or more of enrolled students qualify for free or reduced-cost lunch through the National School Lunch Program. This maximizes the impact of your donation by ensuring it goes to the schools with the most students in need of supplies. Additionally, it is required to be an elementary school to align with the supplies included in the program backpacks that are specific to these grade levels.

Your nominated school must also reside in a zip code exclusive to your dealership's PMA.

Please note, a school can be nominated, but they must accept the donation. The school must also approve all visibility opportunities if this is something you'd like to leverage for your event.

## SELECTING YOUR DISTRIBUTION EVENT TYPE

There are several different distribution types you can choose from that will depend on the preference of your dealership team and your partnering school that KINF can help coordinate and execute the day of your event.

The most common event types include:

### 1. Back-to-School Event

- a. Commonly held at the school prior to the first day of classes for children and their families to meet their teachers and visit their classroom ahead of the first day. You

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will have a booth setup where your team can hand out the backpacks to each child as they arrive/depart. For this type of event, it is encouraged to bring dealership signage that can be displayed at your booth to bring awareness of your partnership with the school to the children's families.

## 2. In-Classroom Distribution

- a. For this event type, dealership teams will visit pre-selected classrooms at different grade levels and hand out backpacks to the students in their classrooms. This event type typically takes place around the first day of school or within the first week depending on the school's timeline. Each classroom visit includes a student empowerment or engagement activity to kick off the visit followed by the backpack distribution. Each visit will then conclude with open Q&A for the students to ask your team questions about Toyota and your dealership. For any classrooms you don't visit, the school will distribute them backpacks after your event concludes to ensure all students receive one.

## 3. Pop-up Shop

- a. This event type gives students the opportunity to "shop" for their supplies and select their preferred colors or style of each item vs. receiving a pre-filled backpack to have a back-to-school shopping experience. This is typically done assembly-style in a dedicated room at the school in multiple sessions throughout the day.

If you'd like to plan anything unique that's different from the above events, please coordinate directly with your KINF representative who will facilitate discussions between your team and the school administration.

## KINF EVENT PLANNING SUPPORT

In addition to helping you choose your event type, your KINF representative will:

- Confirm the event date that works best with you and your partnering school.
- Provide a pre-approved media advisory that you can share with your local media partners to increase community awareness.
- Confirm district pre-approvals for onsite media and photos/video content.
- Create the agenda for the day and provide your team with recommended talking points.
- Be with you at the school on the day of your event to be your liaison with the school administration and support with setup/tear down efforts as needed.
- Capture photos and videos at your event that will be provided to you after it concludes.

## BEST PRACTICES TO PERSONALIZE YOUR EVENT

We strongly encourage you to personalize your event to showcase your dealership's support with your partnering school. Below are some best practices we've seen at previous Platinum events.

1. Bring dealer signage to display at your event to clearly showcase your dealership's support within your local community.
2. Connect with your local media in advance by sending them the pre-approved media release. Local media coverage can increase the impact of your event and lead to greater connections with both the school and the community.

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3. If your event will include parents, think of ways you can engage with them to expand the relationship-building opportunities. This could include dealer merchandise giveaways or sales/service special offers.
4. Bring a dealer-sourced photographer or videographer so you can highlight your event on your owned platforms after it occurs. If you'd like to do so, inform your KINF representative who can assist in getting this approved with your partnering school.
5. Consistently support the same school year after year to strengthen the relationship and build on previous years of support. We've seen many positive outcomes come from this including expanded support opportunities outside of this program to make an even further impact.

## BEFORE YOUR EVENT

### **One Month Before:**

- Plan out which dealership team members you'd like to be present at your event and share this list with your KINF representative to confirm with your school.
- Ensure all participating team members complete a standard media release form that KINF will provide.
- With pre-approval from the school/district, KINF will be capturing photos and videos on your behalf from their personal devices, but your team is welcome to coordinate your own photographer/videographer for the day if you'd like additional coverage.

### **One Week Before:**

- Your KINF representative will send you a pre-approved media advisory outlining your event that can be shared with your local media partners if approved by school.
- Your KINF representative will also provide you with the final Run of Show event agenda that will include your team's arrival time, parking instructions, and any school requirements to be on campus that could include providing a driver's license or completing a brief volunteer registration.

### **Two Days Before:**

- If media coverage was previously approved by the school, we encourage you to resend the media advisory as a reminder to the local media and complete follow up calls to all applicable TV stations to help in getting local media exposure for your event.

## DAY OF YOUR EVENT

- Your KINF representative will arrive at the school before your team and remain with you for the duration of your event.
- Plan to meet your KINF representative at the designated location at your school. They will then guide you through the entire event, providing support and answers to any questions you may have.
- For all pre-approved photography and/or videography, your KINF representative will confirm if any students need to be excluded due to media release status.
- Your KINF representative will also help coordinate all on-site media interviews when applicable.

For any other questions, please reach out to [BackToSchoolPromotion@Toyota.com](mailto:BackToSchoolPromotion@Toyota.com).

## POST-EVENT DELIVERABLES

After the event, your KINF representative will provide you with all photos and videos captured once they have been reviewed and approved by the school/district representative.

They will also share any local media coverage that featured a story about the event. For any other post-event support, please continue to engage directly with your KINF representative.

## PLATINUM-TIER FAQs

**Q: I'd like to take advantage of the Platinum-level local distribution event. How do I nominate a school I'd like to partner with for my event?**

A: This is available within the enrollment form that will auto-populate specific to your dealership after you enter in your dealer code and select the Platinum tier. The schools that appear on this list both qualify based on our program requirements with KINF and reside within your dealership's PMA zip codes to ensure you'll be making an impact directly in your community.

**Q: How do I submit the nominated school I'd like to partner with?**

A: You will submit this on your online enrollment form when you enroll at [www.toyotabigsummergeiveback.com](http://www.toyotabigsummergeiveback.com). We strongly encourage you to enroll as soon as possible to allow the KINF team to start planning your event before the 2025 school year concludes.

**Q: When will Platinum dealers be billed for their donation?**

A: All Platinum dealers will be billed via their Parts Statement. The invoice for your donation will be delivered by the end of May after all enrollments have been verified.

**Q: When will Platinum dealers be notified of the recipient school?**

A: All Platinum dealers should hear back from the Kids In Need Foundation by the end of May to confirm if your nominated school accepted your donation or if they declined to review alternative options.

**Q: Who will be coordinating the local distribution event set-up details for Platinum-enrolled dealers?**

A: A KINF representative will support you in these efforts and will connect directly with your indicated dealer contacts you entered in your enrollment form entry. For any specific questions ahead of this, please email the KINF event team at [bigsummergeiveback@kinf.org](mailto:bigsummergeiveback@kinf.org).

**Q: Will the dealer be able to provide date options for the backpack distribution?**

A: Yes, KINF will work with both your dealership team and the recipient school to determine the date options that work best for both parties.

**Q: Who is coordinating media outreach?**

A: Your KINF representative will provide a pre-approved media advisory that your team can send to local media partners at your discretion.

**Q: Will there be a media advisory and/or press release?**

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A: KINF and Toyota will publish a national press release and a media advisory for each market. TMNA's version of the press release can be found on Toyota Newsroom and should be live by 8/1/25.

**Q: Will the on-site dealer participants be provided talking points?**

A: Yes, KINF will provide these in the event outline that will be provided ahead of your event.

**Q: How will the backpacks be delivered and transported to my event?**

A: KINF will both pre-pack and coordinate delivery of your backpacks directly to your event ahead of the event date. The school will then be instructed to not open and distribute them until the day of your event where your dealership staff will get to pass these out.

**Q: Will all on-site dealer participants need to complete media release waivers?**

A: Yes, your KINF representative will provide this to your team for completion prior to the event.

**Q: Do the backpacks provided by our dealership feature the Toyota (or dealer) logo? Can we customize them as a participating dealer?**

A: Relying on teacher feedback and guidance, the backpacks are unbranded intentionally. This is to ensure that no child feels singled out or different due to any branding. The campaign website outlines all recommended marketing opportunities available for Toyota's Big Summer Giveback that your team can implement in place of this.