

**LANDERS McLarty**  
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**S U B A R U**



# WHAT IS SHARE THE LOVE?

**Subaru of America, Inc. donates \$250 for every new Subaru vehicle purchased or leased between mid-November 2021 through early January 2022 to any of the following charities:**



**PLUS OVER 1440 HOMETOWN CHARITIES,  
INCLUDING YOURS IF YOU HAVE ONE**

The "Hometown Charity" program, created in 2013, allows each retailer to select at least one local charity within their community to be added to the list of organizations that customers can select to receive a donation.

If you are chosen as a Hometown Charity you stand to receive **\$250 PLUS \$50** (our match) from each customer who selects you as their Charity of choice. Donation totals for our past Hometown Charities have been between \$15,000 - \$38,000.

## WHY DO WE CHOOSE A HOMETOWN CHARITY?

It is important to partner with a hometown charity to create a stronger impact towards the cause. We see the internal and external value of the partnership. It's a way for our employees to get together outside the office, individually and organizationally, and take part in something bigger. Our customers have a philanthropic spirit that makes the Subaru Share the Love Event a success. Having a hometown charitable partner links us to our community and we strive to give back to our neighbors and community.

## HOMETOWN CHARITY RESPONSIBILITIES

If you are chosen as our HC you will be responsible for all marketing relating to customers selecting you. We (Landers McLarty Subaru) are prohibited from promoting one charity over the other, therefore, our STL marketing will focus on the Event as a whole and promote all charities involved. This means that our HC will need to reach out to our local community and ask to be the charity of choice from any customer purchasing a vehicle during the time frame.

**REQUIREMENTS ON BACK >>**

# REQUIREMENTS

Over the years we have developed a path to success that we require all chartites to follow to ensure we are able to present our Hometown Charity with the largest donation possible. Please review the below requirements to determine if you are able to perform as needed:

- **Run TV/RADIO/Digital advertising**
- **Participate in a "Dealership Takeover"**
  - You will decorate the dealership with your donation theme and informational products to educate our customers on your charity
- **Write at least two love Promise stories**
  - Find examples here: [landersmclartysubaru.net/subaru-love-promise.htm](http://landersmclartysubaru.net/subaru-love-promise.htm)
- **Participate in our "tangible items" donation drive**
  - Each year we encourage our HC to select a handful of items that our non-new car customers can donate to your cause, which allows all of our customers to participate in the event to some degree.
  - Examples of past donation items:
    - Harris Home for Children collected Christmas Stockings for all children in foster care
    - CASA of Madison County collected Holiday Baskets filled with items that their homebound seniors need and wish for.
    - Heals Inc collected brand new tennis shoes for the children they serve at their clinics.
- **Promote Share the Love via your website, social media, patrons list, email, and any other outlets available to you during the campaign dates.**

## WHAT WE WILL PROVIDE

We understand that not all charities have marketing staff; therefore, we are here for you! We will provide you with support and guidance (along with proper contacts) in selecting your media buys, campaign strategy, PSA's, and TV Production.

**WE WILL NOT BE ABLE TO DEDICATE ANY DOLLARS TO YOUR CAMPAIGN AND EFFORTS!**

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**LANDERSMCLARTYSUBARU.NET**

SIGNATURE

/ /  
DATE

