



Pennsylvania DUI Association & Pennsylvania SADD  
**PROJECT STICKER SHOCK**

**REQUEST FOR MATERIAL**

Materials to be included in packet:

- Sticker Shock Guideline Booklet
- Instructions for Use
- Sticker Template
- Record of Activity Report Form

REQUESTING AGENCY	
CONTACT PERSON	
ADDRESS	
PHONE	
FAX	
EMAIL	

PLEASE BRIEFLY EXPLAIN YOUR PLAN OF ACTION FOR USING THE PROJECT STICKER SHOCK MATERIALS

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**TO RECEIVE CAMPAIGN MATERIALS, RETURN THIS FORM TO:**

Project Sticker Shock  
c/o PA DUI Association  
2413 North Front Street  
Harrisburg, PA 17110  
PH: 717-238-4354 • FAX: 717-238-6211  
EMAIL: [bzortman@padui.org](mailto:bzortman@padui.org)





Pennsylvania DUI Association & Pennsylvania SADD  
**PROJECT STICKER SHOCK**

**LETTER OF AGREEMENT**

The undersigned recipient makes the following representations and agrees to the following conditions in accepting materials from the Pennsylvania DUI Association and Pennsylvania SADD for the *Project Sticker Shock* campaign.

- To acknowledge Pennsylvania DUI Association and Pennsylvania SADD in all written materials generated with the *Project Sticker Shock* message, and in all media communications.
- No part of the campaign materials, slogan or logo may be altered, with the exception that a logo or tagline representative of the group conducting the campaign may be added to materials. Under no circumstance will it be acceptable to remove any part of the *Project Sticker Shock* logo or stickers as they appear on the template and other materials provided.
- You may add your agency, coalition or sponsor logos, however the Pennsylvania DUI Association and Pennsylvania SADD prohibits addition of logos or taglines identifying a partnership with the alcohol industry.
- As the undersigned recipient, it is your responsibility to oversee the utilization of the campaign slogan, logo and/or tagline. A new Letter of Agreement must be signed with any change in lead organization or contact person.
- Producing *Project Sticker Shock* campaign materials for resale is prohibited.
- The Instructions for Use must be read prior to conducting the *Project Sticker Shock* campaign and all aspects adhered to.
- In the event the Letter of Agreement and/or the Instructions for Use are not followed, the Pennsylvania DUI Association and Pennsylvania SADD reserve the right to rescind the authorization to utilize the campaign slogan, logo and/or tagline without prior notice.
- Following each activity for which any *Project Sticker Shock* materials are utilized, an Activity Report Form must be completed and returned to the Pennsylvania DUI Association/PA SADD.
- To assist others from your area who request information regarding *Project Sticker Shock*, the Pennsylvania DUI Association and Pennsylvania SADD may share your contact information.

Contact Person (*please print*): \_\_\_\_\_

Signature of Contact Person: \_\_\_\_\_

Date: \_\_\_\_\_

Organization: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

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## Pennsylvania DUI Association & Pennsylvania SADD **PROJECT STICKER SHOCK**

### INSTRUCTIONS FOR USE

#### **TEMPLATE DUPLICATION**

The sticker template is designed to be printed in two colors. If you do not have access to a color printer, it does not have to be printed in full color, but the red ink will help with sticker visibility. The template fits Avery Label #8163, which is sold in packs of 250 and costs about \$14.00 at local office supply stores. Most campaigns use 1,000, so essentially you can do this for under \$60!

#### **APPLICATION**

It is VERY important that you DO NOT cover pertinent information on the cases, such as:

- Bar code
- Expiration date
- Marketing material (i.e. words/logos)

Stickers must be applied to empty spaces on the beverage cases. If you have a question about a particular product case, consult the beverage distributor. Stickers should be placed where they are most visible; i.e. on the sides facing outward where shoppers will readily see the sticker.



**Bad Placement**  
(over product name)

**Good Placement**  
(not covering information)



#### **WHICH CASES TO APPLY STICKERS**

The owner/manager of the establishment is the best source in choosing which cases to apply the stickers. They are most knowledgeable of which brands are most popular with youth. Work with the establishment on this determination. Keep in mind that preferences change frequently – what was popular last year, may not be the big attraction this year.

Other than the usual malt beverages, keep in mind that flavored drinks (i.e. wine coolers) are always popular with the typical underage drinking population.

#### **REPORTING**

Following any campaign for which this template is used, you must complete and return an “Activity Report Form.” This will assist us greatly in measuring the use and the impact of the campaign statewide.

