

What's **YOUR** Anti-Drug?



WHAT makes a message
"stick" with students?

Make it personal!

What used to be generic
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posters of the
students themselves.

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something important enough to stand between them and drugs.

THIS is their "Anti-Drug"

What's YOUR Anti-Drug?

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With SO many important messages being relayed each day to our students, what makes some "stick", while others do not? We've seen many messages over our lifetime, whether in a handout, pictures in a book or posters on the wall. With this campaign, what used to be generic posters on the wall become inspirational posters of the students themselves.

This project is about delivering a positive message and inspiring others to make healthy choices and find their "anti-drug". Who delivers the message? The students! Students we see everyday in class, on the football field, the basketball court, in school plays, writing music, performing in the band, competing in science fairs, etc.

The project becomes an "original" to each district and it's students. The project concept, photo sessions and school collage are talked about, shared via social media and hung on the walls at school. The message is delivered and shared over and over again.

What's Included?

- On Location Photo Session with School Specified Number of Students / Faculty / Staff
- Professionally Edited 12"x12" Individual Photo Squares of Each Participant to be used in collage
- Custom Designed Photo Collage for School Wall (made up of 12x12 Individual Photo Squares)
- Custom Designed (24" x 30") 'What's YOUR Anti-Drug' Poster
- Installation of Collage on Designated Wall at School (no drilling / temporary collage)
- 10"x10" Individual Photo Square to Provide Participants at 'Unveiling' of School Collage (optional)
- Standard Photo Release Form for Minor Children (must be signed by parent/guardian)

Project Pricing

- \$75 Per Participant
- 20 Participants = \$1,500 | 25 Participants = \$1,875 | 50 Participants = \$3,750 | 100 Participants = \$7,500

Breakdown of Costs

- \$40 Per 12"x12" Photo Square (professionally edited, lustre coating and 2mm matteboard)
- \$25 Per Participant to Photograph (\$200 per hour / 10 participants per hour)
- \$10 Per 10"x10" Participant Photo Square (replica of 12x12, no matteboard)