



Toyota Motor Sales, U.S.A., Inc.  
Portland Regional Office  
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Portland, OR 97220  
503-493-4900

August 1, 2024

**To: Portland Region Dealer Principals, General Managers, Service Managers and Parts Managers**

**Subj: 2024 August Big Summer Giveback – Kids In Need Foundation**

Thank you for your participation and contribution to the **August 2024 Big Summer Giveback!** This promotion will take place this year from August 1, 2024, through September 2, 2024, and we wanted to ensure you were aware of the marketing being done at the national level as well as assets available for you to amplify within your local community. During the promotion month, Toyota will donate \$3 to the Kids In Need Foundation for every paid oil change and tire rotation completed.

**TMNA Tier 1/National Marketing Support:**

- **Paid Media:**
  - Digital Display
  - Video
  - SEM
  - Social Media
- **Owner Communication Program:**
  - Targeted launch and reminder email communications
  - SOD templates
  - Coupon overrides
- **POS Dealer Kits:**
  - Note: All POP kits shipped on 7/12 and should be received by **7/19**. To order an additional POP kit, please contact the MDC and reference the respective kit number you'd wish to order:
    - 24AUGBKTOSCHOOLSTD---Standard Version-English
    - 24AUGBKTOSCHOLSTDBIL---Standard Version-Bilingual

All Tier 1/National Marketing assets are also available for download in AdPlanner and can be utilized in your social media or other marketing initiatives to support the promotion. Search AdPlanner for the respective assets using the corresponding asset ID:

**Digital Banners:**

- Standard static banners - 409902
- Additional static banners - 409909
- Unique static banners - 409961

**Videos:**

- Creeper 2: 409960, 409954, 409958
- Creeper 2 CC versions: 409959, 409939, 409942, 409943
- Need That Back: 409955, 409956, 409957

- Need That Back CC versions: 409946, 409945, 409944

**Scripts:**

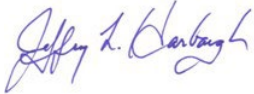
- Creeper 2 CC: 409949
- Need that back CC: 409951
- Need that back AP: 409950
- Creeper 2 full tag AP: 409947
- Creeper 2 half tag AP: 409948

**Platinum-Exclusive Marking Support:**

In addition to the above marketing initiatives, Platinum-Tier dealers will also receive exclusive marketing support summarized below. An email will be sent to each Platinum dealer by TMNA with further details on each of these initiatives.

- Platinum POP kit in place of the standard version
- Platinum-Recognition Digital Banners
- Custom Platinum Email and Direct Mail SOD Campaign Opportunity

If you have any questions, please can contact your DSPM or the national Toyota Marketing team who oversees this promotion at [BackToSchoolPromotion@toyota.com](mailto:BackToSchoolPromotion@toyota.com).



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