

Billboard Design Contest

Use your creativity to communicate teen driver safety to your peers and the community!



YOUR DESIGN
HERE & \$500!

- All Licking County High School students 9-12 grades are eligible.
- Design should focus on **teen driver safety** and provide a **positive** impact.
- Winning student will receive \$500 cash prize and design will be displayed on billboards in Licking County.
- Top designs will be featured on the Licking County Health Department's Social Media.
- **DEADLINE TO SUBMIT: September 27th, 2017**

Ask your school for entry forms and official rules!

PRESENTED BY:



Licking County Health Department

State Farm





Teen Driver Safety Billboard Design Contest 2017

Official Rules & Guidelines



The purpose of the Teen Driver Safety Billboard Design Contest is to design a public service announcement billboard that will convey the importance of teen's practicing safe driving.

The winner will receive a prize of \$500. If the award is given to a pair of students, only one cash prize will be awarded to be split between the two students. The winning design will be displayed on billboards in the county for a one month time frame around National Teen Driver Safety Week, October 15-21. A press release will be sent out to announce the winner, the associated high school, and the winning design to the community. The referring teacher will receive \$100 for promoting the contest to students. If there is not a referring teacher the \$100 will be given to the school.

Official Rules

The following are the official rules:

1. To be eligible, you must be a high school student (grades 9-12) in Licking County.
2. Participants may work individually or in pairs (2 members). A separate participant form must be submitted for each member.
3. All submitted designs should be original work. Designs should not be copied or derived from any pre-existing or third-party designs, trademarks or copy-righted images.
4. All entries will become the property of the Licking County Safe Communities Coalition and State Farm. By submitting an entry, each participant agrees any and all intellectual property rights in the public service announcement billboard design are deemed assigned to the Licking County Safe Communities Coalition and State Farm.
5. Except where prohibited by law, an entry submission into this contest constitutes permission to use the participant's name, likeness, prize information, and information provided on the entry form for publicity purposes, without further permission or compensation.
6. The Selection Committee and State Farm have the right to modify the winning design to better meet the needs of the initiative.
7. The decisions of the Selection Committee will be final.
8. All design submissions should be scan capable (if not

digital) and JPEG or PNG formats (digital).

How to Enter

To enter the contest, eligible participants must:

1. Complete the Participant/Permission Form.
2. Create a public service announcement design promoting safe teen driving using *positive* messaging. State Farm believes in "sharing not scaring". (Design topic areas: distracted driving, seat belts, peer pressure, speed)
3. Submit the completed Participant/Permission Form for each participant and your design by:

Wednesday, September 27th

submit via email to hrequejo@lickingcohealth.org with the subject line **Teen Driver PSA** or mail to:

Licking County Health Department
ATTN: Hilary Requejo — Teen Driver PSA
675 Price Rd.
Newark, OH, 43055

Selection Criteria

The selection committee will evaluate each submission by the following criteria:

Relevance— Does the entry align with the theme and goals of the contest? Does it convey the importance of teens making safe driving decisions?

Originality— Does the design exhibit original design, creativity, and imagination?

Aesthetic Quality— Does the design draw attention that is visually pleasing? Do the design elements work well together? Will someone be able to get the message quickly enough as they drive by?

Message— Is the message more positive than negative or scary? Will it resonate with teen drivers?



