



Create an Ad for School Breakfast Art Contest

Official Rules

About the Contest

You already know about all the benefits of a healthy school breakfast. Ask your students to share their take on why they love it by creating their own advertisement for breakfast at school!

In the 2016 art contest, students will draw an ad for school breakfast, using a combination of pictures and words.

Three national winners will receive special prize packs, and their ads will be published on the SNA website.

Please make sure you read all the contest rules below carefully.

Terms

The “Create an Ad for School Breakfast” Art Contest will be open from January 1, 2016 to March 31, 2016. **National entries are due to SNA’s headquarters by March 31, 2016.**

How to Enter

Section A: Rounds of Judging

There are two stages of competition: 1) local competition and winners, 2) national competition and winners. There is no entry fee or other consideration to participate in the contest. The starting point for all entries is entry into a “local” writing contest as outlined below. Winners of the local contests in schools or districts can be entered into the national contest as detailed below, and at the sole discretion of the organizing responsible person (as described below) of that local contest. Per the rules, SNA is not responsible for local winners selected that are not entered into the national competition for any reason, or for entries that are for any reason not received by SNA for consideration in the national competition.

ROUND 1: LOCAL COMPETITION

- SNA members and school officials are encouraged to hold local “Create an Ad for School Breakfast” Art Contests in their school or district as a fun way to create excitement among students about school breakfast and the “Wake Up to School Breakfast” campaign.
- SNA members and school officials should arrange for all aspects of the local competition, including judging.
- Judging is encouraged by school grade level to stimulate interest and excitement. SNA suggests selecting winners by grade level.

Specific instructions relating to Round 1 - “Local” contests



Students in grades 1 through 12 in participating schools must give contest submissions to the locally designated school foodservice, school nutrition or school official per the local contest rules in order to be judged at the local level. To have a valid entry, students must do all of the following:

1. Fill out the top portion of the entry form.
2. Complete the contest assignment outlined below in Section B.
3. Students must remember to include a caption for their work that describes what's happening in the picture.

Entries must be original, not plagiarized and not evocative of any existing commercial characters so as not to infringe any copyrights or trademarks.

ROUND 2: NATIONAL COMPETITION AND WINNERS

- SNA members and school officials can enter a maximum of 3 winning entries from each 'local' or 'school' competition, to be entered in the national competition and sent to SNA for judging.
- Entries will be accepted at SNA from January 1, 2016 – March 31, 2016. **Entries received after March 31, 2016 will not be eligible.** Entries can only be accepted from an SNA member or other participating school official. SNA cannot accept entries directly from students or parents.
- To be considered a valid entry, students must fill out the student contest entry form *and* complete the student contest assignment as outlined below in Section B. SNA members or school officials must fill out the "Create an Ad for School breakfast" Art Contest official entry form.
- A panel of judges will review the entries and select three finalists.
- The judging panel will pick three finalists based on pre-established criteria (Section C). Winners will be chosen and their school official will be notified by May 1st, 2016.
- The three national winners will receive prize packs from SNA.

Specific Instructions relating to Round 2 "National" Competition

As schools participate in and select winners of their local contests, they may enter those winners in the national competition, subject to meeting the following requirements.

SNA members or school officials must fill out the "Create an Ad for School Breakfast" official form. A maximum of three (3) winning entries from all entries received at each school can be sent to the School Nutrition Association (SNA) by an SNA member or other designated school official, for national judging. Entries can only be accepted from an SNA member or other participating school official. SNA cannot accept entries directly from students.

No responsibility is assumed by SNA, and entrants waive all claims for lost, late, illegible or misdirected entries or for any problems with postage, U.S. mail delivery or special delivery or technical malfunction of any telephone network or lines, computer equipment, software, failure of any internet service provider or any combination thereof including without limitation any damage to entrant's or any other person's design resulting from participation in this promotion.

All entries for the national contest must be received at the School Nutrition Association (SNA) by March 31, 2016. SNA members and school officials can send local winning entries to SNA at the following address:



School Nutrition Association
NSBW Art Contest
120 Waterfront Street, Suite 300
National Harbor, MD 20745

Please include the student contest entry forms and their submissions.

Section B: Student Contest Assignment

Students should complete in full the “Create an Ad for School Breakfast” Art Contest by using their imagination draw how school breakfast improves their energy, mood, and focus. Participants can draw the cafeteria, the food, the students eating, the classrooms...it’s up to them. Submissions must include one healthy food item.

Please note: The School Nutrition Association and our partners respect your students’ privacy! We will not share any personal contact information with anyone outside the staff of the School Nutrition Association. This information on the “Create an Ad for School Breakfast” entry forms is for our contact purposes only, to help school officials notify the winners.

Rules

- The submissions must be their own, unique invention. Entries must be original, not plagiarized and not evocative of any existing commercial material so as not to infringe any copyrights or trademarks.
- Submissions must include one healthy food item.
- Students must include a caption below the drawing.

All contest entries shall be considered the copyrighted property of the School Nutrition Association (SNA) and will not be returned. Successful entries are subject to modification by SNA including spelling, grammar, nutritional accuracy and overall content. Usage may include and is not limited to usage on the schoolnutrition.org website and social media sites, magazines, presentations, television, and merchandise.

Section C: Methods and Criteria for Judging

Judging Criteria

The method and criteria for judging at the National level will be based on the following criteria:

- Creativity of the artwork
- Use of the advertisement theme
- Inclusion of a healthy food item

Judging Panel

The judging panel may include:

- School Nutrition Directors
- A Marketing expert at SNA



Eligibility

This contest is open to students in grades 1 through 12 attending a school in the United States and who are residents of the United States. Entries can only be submitted to SNA via an SNA member or other participating school official. SNA members and school officials must be professionals or employees employed by a school district or school nutrition operation in the United States and must be over the age of 18. SNA cannot accept entries directly from students.

This contest is not available in any state or local jurisdiction where prohibited or restricted by law. This contest is not open to children of current SNA board members, employees of SNA or immediate family members. By entering, participants without limitation, release and hold harmless SNA and its affiliates, licensees, franchisees, subsidiaries, advertising and promotion agencies from any and all liability for any injuries, loss or damage of any kind in connection with this contest or acceptance and use of a prize won. This contest is VOID where prohibited. There is no purchase necessary to enter the contest. All winners will be notified within 10 business days of their selection.

Prizes

If SNA is unable to contact potential winner(s) through their school official(s) or if any potential winner fails to respond to the notification within 14 days of issuance of notification or if any winner fails to comply with any of the requirements, an alternate winner shall be selected. If, in SNA's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the contest, or if technical difficulties compromise the integrity of the promotion, SNA reserves the right to terminate the contest. Should the contest be terminated prior to the stated expiration date, notice will be posted on www.schoolnutrition.org/nsbw.

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