



SAFELINE Middle School Art/Mascot Contest ENTRY PACKET

CALL FOR ENTRIES:

If you're an art teacher at a middle school in the Erie, Pennsylvania, area, SAFELINE needs your help!

Safe Harbor Behavioral Health, UPMC Health Plan and Community Care Behavioral Health have partnered to bring SAFELINE's first-ever Art/Mascot Contest to middle school students in the spring of 2012. We are looking for original, creative artwork that portrays a fun character we can potentially use as a SAFELINE mascot.

All Entrant artwork will be posted on www.StudentSafeline.org to promote awareness of the cause. Winners will receive great prizes and be recognized at an Erie SeaWolves baseball game (date TBA). The Grand Prize winner's artwork could be used as SAFELINE's mascot, indefinitely. **Better hurry, though – entries must be postmarked on or before Monday, February 27, 2012!**

For more information about SAFELINE or to download a copy of the SAFELINE Middle School Art/Mascot Contest entry packet, please visit www.StudentSafeline.org.

Questions about the contest? Contact:
Michelle Eidenmuller, michelle.eidenmuller@shbh.org
Dana Scarpino, scarpinodm@upmc.edu.

ELIGIBILITY:

All students* in grades six through eight who attend any of the middle schools listed in this section are eligible to participate in this contest. All Entrants must be sponsored by a teacher.

- | | |
|---------------------------------|--------------------------------|
| Corry Area Middle School | Northwestern Middle School |
| Fairview Middle School | Perseus Charter School of Exc. |
| Flagship Transition School | Rice Avenue Middle School |
| Fort Leboeuf Middle School | Roosevelt Middle School |
| Harbor Creek Junior High School | Union City Middle School |
| Iroquois Junior High School | Walnut Creek Middle School |
| James S. Wilson Middle School | Wattsburg Area Middle School |
| James W. Parker Middle School | Westlake Middle School |
| North East Middle School | Wilson Middle School |

**Students whose parents/guardians are employed by Safe Harbor Behavioral Health, UPMC Health Plan and/or Community Care Behavioral Health are not eligible to participate in this contest.*

SCHOOL/TEACHER RESPONSIBILITY:

We encourage all students who attend the middle schools listed above to participate by creating imaginative artwork and showcasing it within their school. However, no more than three pieces of artwork from each school may officially be entered into the contest. Artwork may be from the same student or different students.

Participating Schools / Teacher Sponsors:

- May choose one, two or three pieces of artwork to represent their school in the competition. The method of choosing the best artwork will be completely up to each school and/or Teacher Sponsor (e.g., internal voting among peers, artwork is hand-picked by the principal, etc.).
- Must package and submit the Entrant's artwork, all completed entry forms and release forms with signatures to SAFELINE by the entry deadline.

ARTWORK CONTENT:

Artwork can be in black/white, grayscale or color, using any print medium: paints, airbrush, pencils, pens, charcoal, crayon, pastels, computer animation/digital (printed on paper), etc.

A character must be a central part of the artwork (e.g., animals, human beings, superheroes, robots, aliens, cartoon/anime, mythical characters, etc.), with a focus on helping kids who are in distress. The character should be unique and have features that could resonate with pre-teens and teens as a mascot for SAFELINE. It should personify strong leadership and show what taking a stand against bullying and/or taking charge of youth-related problems would look like.

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SAFELINE Partners:



UPMC HEALTH PLAN



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Find SAFELINE on these social media sites:



SAFELINE Middle School Art/Mascot Contest
www.StudentSafeline.org

Entrants should choose a name for their character. Creativity in naming the character is encouraged! It is not required that the name appear on the artwork.

Artwork must be created on 8.5" x 11", 8.5" x 14", or 11" x 14" white paper, cardstock or canvas, in either landscape or portrait orientation. Digital/computer-generated artwork must be printed on paper. Relief artwork and 3-D sculptures or mobiles will not be accepted.

JUDGING CRITERIA:

A panel of five judges, comprised of college interns at Safe Harbor Behavioral Health, will score all entries based on the following criteria:

- **Creativity and Originality (5 points):** How unique is the artwork and its presentation of the character?
- **Quality of Workmanship (5 points):** Does the artwork make the best use of colors, medium and method chosen?
- **Usefulness as a Mascot (5 points):** Does the character embody features that would make sense for SAFELINE to use as a mascot? Would pre-teens and/or teens be able to relate to the character?
- **Overall Appeal (5 points):** Is the artwork visually pleasing, overall? Does it look clean and not sloppy?
- **Adherence to Entry Rules (up to 2 penalty points)**

A perfect score is 20 points. Entries that receive a total of 14 points or more will be considered Finalists, and will be eligible to compete for the top prizes. In the event of a tie for one of the prizes, the judges will conduct a tie-breaker round of judging. Winners will be selected and notified by mail no later than March 31, 2012.

PRIZES:

All winners will be recognized at an Erie SeaWolves baseball game. Teacher Sponsors of a winning entry will receive a \$100 Visa Gift Card to support their classroom budget. All Entrants will receive a certificate of recognition for their entry and Finalists will compete for the following prizes:

Grand Prize (1)

- iPod Shuffle
- \$25 iTunes Gift Card
- Professional Artist Set
- Chance for SAFELINE to use the character as "official mascot"

Second Place (1)

- \$75 Gift Card*

Third Place (1)

- \$50 Gift Card*

**Second and Third Place winners may choose from the following gift cards: Barnes and Noble, Country Fair Gas Card, Game Stop, iTunes, Millcreek Mall, Target, Wal-Mart.*

Note: Prizes are subject to all applicable taxes.

TERMS AND CONDITIONS OF ENTRY:

Entrant and Teacher Sponsor represent and warrant that Entrant's artwork is original and will not constitute defamation or an invasion of privacy or otherwise infringe upon the rights of any third party. In addition, by entering, Entrant grants to SAFELINE, Safe Harbor Behavioral Health, UPMC Health Plan and Community Care Behavioral Health ("Partners") an exclusive, non-revocable worldwide, royalty-free, perpetual license to edit, publish, promote, produce, publicly display, sell, republish, alter, edit, and make derivative works at any time and otherwise use Entrant's submitted artwork, along with Entrant's name, likeness, biographical information, and any other information provided by Entrant, Entrant's School or Teacher Sponsor, in any and all media, now existing or developed in the future, for any purpose, including without limitation editorial, promotional or advertising purposes, without further permission, notice or compensation (except where prohibited by law).

Entrant, Entrant's School and Teacher Sponsor release SAFELINE and its Partners from any and all claims of any kind or nature whatsoever arising from the use of the Entrant's artwork or information about the Entrant or Entrant's participation in the SAFELINE Middle School Art/Mascot Contest, including, but not limited to, those based upon defamation (including, but not limited to, libel and slander) invasion of privacy, right of publicity, copyright or any other personal and/or property rights. Entrant, Entrant's School and Teacher Sponsor agree that they will not now, nor in the future, assert or maintain any claims against SAFELINE or its Partners.

SAFELINE and its Partners can publish or decline to publish, or use or decline to use, any submitted artwork at their sole discretion. In turn, the Entrant still retains the rights to use their artwork.

ENTRY REQUIREMENTS:

Entrants/Teacher Sponsors are responsible for supplying all art materials and covering any costs incurred with the creation and entry of artwork into the contest.

The full name of the Entrant, full name of the Teacher Sponsor and name of the Entrant's school must be clearly written in pencil on the back of the Entrant's artwork.

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Every entry must be accompanied by a Contest Entry Form, identifying the student as an Entrant in the contest. The Contest Entry Form must also contain a signature from the Entrant's parent/guardian and the Teacher Sponsor. Please do not glue, staple, tape or attach the Entry Form to the piece of artwork in any way.

Artwork must be the student's own original concept and should not copy anyone else's copyrighted material. SAFELINE will reserve the right to disqualify any artwork that infringes upon a copyright, is deemed offensive or does not meet the criteria for this contest.

All entries must be postmarked on or before Monday, February 27, 2012.

Send completed entries to:

**SAFELINE Middle School Art/Mascot Contest
Safe Harbor Behavioral Health
2560 West 12th Street
Erie, PA 16505**

Take care when packaging and shipping your artwork. It is recommended that the entry be mailed in a firm, padded mailing pouch. Visibly write "DO NOT BEND" on the outside of the pouch.

ABOUT SAFELINE:

SAFELINE opened on March 1, 2011. SAFELINE was developed by a partnership of Safe Harbor Behavioral Health, UPMC Health Plan and Community Care Behavioral Health as a way to help pre-teens and teens in the Erie, Pennsylvania, area address serious problems in their lives. A free, 24/7/365 hotline with additional on-ground counseling and support programs, SAFELINE is a trusted resource for youth to seek relief when they feel there is nowhere else to turn. SAFELINE focuses on issues such as bullying, teen pregnancy, abuse, dating concerns/abuse, peer pressure and mental health issues. Pre-teens and teens are encouraged to call 814-456-SAFE if they are feeling misunderstood, overwhelmed, or just need to talk to someone. For more information about SAFELINE, please visit www.StudentSafeline.org.

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CONTEST ENTRY FORM

PART ONE

PLEASE TYPE OR PRINT CLEARLY. ALL INFORMATION IS REQUIRED. "CONTEST ENTRY FORM PART ONE" MUST ACCOMPANY EACH ENTRY.

STUDENT ENTRANT INFORMATION:

First Name

Last Name

Phone

Home Address

Grade, Age

City, State, Zip

Class Name (e.g., Art 101, etc.)

Name of SAFELINE Character

Please briefly share any characteristics of your artwork that make it unique. For instance: the physical features of the mascot, the setting you placed the mascot in, the colors you used, what the mascot is doing in the picture and why, what the mascot stands for, etc.

TEACHER SPONSOR INFORMATION:

First Name

Last Name

School Name

School Address

Phone

City, State, Zip

E-Mail

SAFELINE Partners:



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CONTEST ENTRY FORM

PART TWO

PLEASE PRINT CLEARLY. ALL INFORMATION IS REQUIRED. "CONTEST ENTRY FORM PART TWO" MUST ACCOMPANY EACH ENTRY.

ENTRANT AGREEMENT:

Entrant and Teacher Sponsor represent and warrant that Entrant's artwork is original and will not constitute defamation or an invasion of privacy or otherwise infringe upon the rights of any third party. In addition, by entering, Entrant grants to SAFELINE, Safe Harbor Behavioral Health, UPMC Health Plan and Community Care Behavioral Health ("Partners") an exclusive, non-revocable worldwide, royalty-free, perpetual license to edit, publish, promote, produce, publicly display, sell, republish, alter, edit, and make derivative works at any time and otherwise use Entrant's submitted artwork, along with Entrant's name, likeness, biographical information, and any other information provided by Entrant, Entrant's School or Teacher Sponsor, in any and all media, now existing or developed in the future, for any purpose, including without limitation editorial, promotional or advertising purposes, without further permission, notice or compensation (except where prohibited by law). Entrant, Entrant's School and Teacher Sponsor release SAFELINE and its Partners from any and all claims of any kind or nature whatsoever arising from the use of the Entrant's artwork or information about the Entrant or Entrant's participation in the SAFELINE Middle School Art/Mascot Contest, including, but not limited to, those based upon defamation (including, but not limited to, libel and slander) invasion of privacy, right of publicity, copyright or any other personal and/or property rights. Entrant, Entrant's School and Teacher Sponsor agree that they will not now, nor in the future, assert or maintain any claims against SAFELINE or its Partners. SAFELINE and its Partners can publish or decline to publish, or use or decline to use, any Entrant's artwork at their sole discretion. In turn, the Entrant still retains the rights to use their artwork.

TEACHER SPONSOR SIGNATURE:

By signing this form, you agree to all of the above and acknowledge that your student's entry adheres to all SAFELINE Middle School Art/Mascot Contest rules.

Teacher Sponsor Signature

Printed Name

Date

Please mail this completed Entry Packet, along with your student's artwork to SAFELINE Middle School Art/Mascot Contest, Safe Harbor Behavioral Health, 2560 West 12th Street, Erie, PA 16505.

STUDENT ENTRANT SIGNATURE:

By signing this form, you agree to all of the above and acknowledge that your entry adheres to all SAFELINE Middle School Art/Mascot Contest rules, and that your artwork may be posted on www.StudentSafeline.org.

Student Entrant Signature

Printed Name

Date

PARENT / GUARDIAN SIGNATURE:

By signing this form, you agree to all of the above for yourself and on behalf of your child and acknowledge that your child's submission adheres to all SAFELINE Middle School Art/Mascot Contest rules. By signing this form, you also (1) consent to your child's participation in the Contest; (2) agree that SAFELINE and its Partners are exempt from all liability, including, but not limited to those described in the Entrant Agreement above, arising from your child's participation in the Contest.

Parent / Guardian Signature

Printed Name

Date

Parent / Guardian Phone Number

Parent / Guardian E-Mail

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