



# Enter Now! BILLBOARD CONTEST

Contest Open To Clinton County Youth Ages 10-18 Years Old

## Billboard Contest

Create a billboard that showcases advocating for Youth Mental Health and Substance Use to help spread the message throughout Clinton County for a drug free community. The Clinton Substance Awareness & Prevention Coalition partners with youth service organizations to send a common message to parents of youth ages 10-18 about the dangers of alcohol, nicotine, cannabis and other substances. We believe that accurate information is critical to help parents and youth make healthy choices around substance use. Help us showcase the positive message of substance awareness and prevention and get your artwork on a real billboard featured in Clinton County!

## Winner Receives!



**Winner:** Receives their billboard featured for the Summer season in Clinton County + \$60 Amazon gift card!

**2 & 3 Runner Up:** Both the second place and third place runner ups will each receive a \$30 Amazon gift card and also have their artwork featured on a billboard in Clinton County.

## Entries Close

May 10, 2024 at 5PM!

## Contest Rules

### ELIGIBILITY

- Contest Open to Clinton County Youth Ages 10-18 Years Old.

### THEME

- Substance Use Awareness & Prevention with a focus on Mental Health Awareness and Advocacy.

### IMPORTANT DATES

- Artwork is due no later than May 10, 2024 at 5:00pm.
- Judging will be by local youth serving organizations.
- Winner Announced on Friday, May 17, 2024.
- Winning billboard will be placed in the community throughout the Summer months.



# Billboard Design Requirements

## BILLBOARD ARTWORK

The best design for a billboard is bright, bold, colorful, but yet simple. Keep in mind, drivers in Clinton County will be driving by this billboard at 35-55 mph, and can only read and understand about six words as they drive the billboard. Artwork will be judged for readability, creativity, positive messaging, originality, and neatness.

## SIZE AND LAYOUT

Design can be on your material of choice, although, we recommend a landscape layout to fit Adams Outdoor billboard requirements. A template to match our exact billboard dimensions (when scaled up) is available for download on our website under [drugfreeclinton.org/billboard](http://drugfreeclinton.org/billboard). To assist, **the billboard template dimensions are 24.33 inches wide by 7.33 inches high**. Please keep artwork flat, no 3-D pieces or collages due to your final artwork needing to be scanned/electronically submitted. In this same regards, artwork should not be folded, matted, mounted, laminated or framed since official submission is done electronically.

## RECOGNITION

The winner and also the two runner ups of the billboard contest will be notified both by phone and email. The winners will be announced on Friday, May 17, 2024. The winners will be chosen by our Clinton Substance Awareness & Prevention Youth Serving Organizations. All winners will be showcased on the CSAPC website, social media accounts, and featured on billboards around Clinton County during the summer months. Artwork will be displayed by Adams Outdoor and put up in Clinton County. All three winners should be available to have their pictures taken for press release and social media purposes.

# Questions?

[drugfreeclinton.org/billboard](http://drugfreeclinton.org/billboard)

## MATERIALS

This contest is open to all materials and all mediums. Youth are encouraged to use a variety of media, such as watercolor, pen and ink, crayon, markers, photography, the computer, etc. Please keep in mind that brighter colors reproduce better. Final artwork will be on public display on a county wide billboard, so the medium chosen should be easy to see and read.

## ORIGINALITY & SUBMISSIONS

Billboard designs must be the original design of the youth and fit into the contest theme. **Each artist is able to submit 2 entries only.**

Copyrighted images, syndicated characters, or copyrighted clipart cannot be used. The use of the TalkSooner.org logo is required and also our CSAPC logo and web address on the bottom of the billboard and our template online reflects this.

**Final submissions must be emailed to Sara Thelen at [sthelen@mmdhd.org](mailto:sthelen@mmdhd.org) by 5:00pm on May 10, 2024.**

**Due to Adams Outdoor requiring high resolution images for their billboard productions, your final artwork must be scanned at 300 dpi and submitted as a CMYK JPEG, PNG, or PDF.**

**\*If your final high resolution image exceeds 10 MB, you may provide a separate link for us to receive your artwork (ie> Dropbox).**

Your final emailed submission ALSO MUST include our Entry Form available on our website at [drugfreeclinton.org/billboard](http://drugfreeclinton.org/billboard). When your email is successfully received, you will receive an email back to confirm your entry was received. Please do not call to confirm your email was received. If you do not receive a confirmation email back within 24-48 hours of your submission, then you may call direct. (Please remember to check your SPAM email box).

\*\*The winning design will become the property of Clinton Substance Awareness & Prevention Coalition to be used in the promotion of substance use awareness either in its entirety or through utilizing individual aspects of the artwork, both in print and digital formats.