



Creative Entry Competition Overview

High schools, middle schools, and youth groups are encouraged to participate in the Arrive Alive Creative Entry Competition. The creative entry can be any project of a school or youth group's choosing that is simple and easy to do and reaches students either virtually, in-person, or both depending on the school or youth group's guidelines. **All creative entry messaging must be related to the *Arrive Alive* campaign theme by addressing speed prevention at the high school level and seat belt use at the middle school level.**

Some Creative Entry Examples, may include:

- Creating a video montage of your students sharing reasons why they buckle up (middle school)
- Hosting a speed prevention PSA contest for your students (high school)
- Organizing a buckle up poster design contest for your students (middle school)
- Creating a photo collage or school bulletin board with speed prevention messaging (high school)

The Creative Entry will be judged on:

- **Content** (effectiveness of the message for the target audience)
- **Student Involvement** (percentage of student body who saw, heard, or participated in the Creative Entry either virtually or in person)
- **Creativity** (level of creativity shown in developing, implementing, and promoting the entry)

Creative Project Guidelines:

- If submitting a Creative Entry in video format, entry may be no more than 30 seconds in length.
- The Creative Entry message must be related to the *Arrive Alive* campaign theme by addressing speed prevention at the high school level and seat belt use at the middle school level.
- Participants are encouraged to “think outside the box” to deliver an impactful message that grabs the attention of the teen audience and influences this age group to take driver and passenger safety more seriously. “Teens influencing each other to change the driving culture (attitude).”
- All campaign rules and deadlines must be strictly followed by competing schools and youth groups. YOVASO reserves the right to disqualify a participating group for failure to follow the rules, guidelines and/or deadlines. YOVASO also reserves the right to request original copies of any creative ideas as needed. Please keep copies of all forms documenting your results.

- The adult advisor overseeing the Creative Project must approve the project and sign the final report.
- The [Arrive Alive Creative Project Entry Form](#) and any documentation are due by 5:00 p.m. on **Wednesday, May 12**. If you have trouble uploading your entry or documentation, you may email it to Casey Taylor at casey.taylor@vsp.virginia.gov or mail to YOVASO, 3775 W. Main St. Salem, VA 24153. Be sure to include photos, videos, samples of materials created for the project, and/or other documentation that helps the judging panel understand the project.

Winner Selection:

- An independent judging panel will select the campaign winners based on the content, creativity, and percentage of student involvement for the Creative Project.
- To be eligible for prizes, participants must complete and report on their *creative project* via the Creative Project Entry Form.
- Prizes will be awarded to three middle school division winners and three high school division winners. First place will receive \$300, second place will receive \$200, and third place will receive \$100. YOVASO thanks State Farm for sponsoring all campaign prizes.
- Announcement of winners will be made on **May 24, 2021**.