



## 2022 YOVASO Holiday Contest

### *Jingle Your Way to a Safe Holiday: Buckle Up and Drive Safely*

**Holiday Contest Focus:** The Holiday Contest is an educational and fun initiative for Virginia high and middle school-age students to promote safe and responsible driving throughout the high-risk holiday season. The goal of the contest is to encourage buckling up and celebrating and driving safely during the period from Thanksgiving through New Year's. As part of the contest, students will compete individually or in groups by creating a safe driving jingle (short song or tune) that promotes a seat belt and/or safe driving message for the teen audience.

The jingles will be submitted in video format to YOVASO by December 8 at midnight and must incorporate a creative seat belt and/or safe driving message related to the campaign. The top six jingles in both the high and middle school division, as selected by YOVASO staff, will be shared on social media for public voting December 12-15, 2022. The overall winning jingle in both divisions will then be shared on social media December 17-25, 2022 to remind students to buckle up and drive safely. Prizes **funded by State Farm** will be awarded to the top three winning jingles in the middle and high school divisions.

#### **Jingle Guidelines:**

- Any Virginia youth ages 11-19 is eligible to submit an entry.
- Group entries submitted by schools and youth groups will be judged with individual entries.
- Entries are limited to one video per individual, however, YOVASO will accept multiple individual entries from different students at one school or youth group.
- Entries must be in video format.
- Entries may be no more than 30 seconds in length.
- Entries shall NOT use pictures or text that are foul, of nudity, highly political, and/or derogatory in nature.
- The jingle message must be related to traffic safety and the holiday contest theme to *Buckle Up and Drive Responsibly*.
- 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.
- Participants may not be driving if they use a vehicle in their jingle video or put themselves in any dangerous situations.
- The Entry Release and Agreement Form is required and due with entry submission via this [Google Form](#) by 11:59pm on Thursday, December 8, 2022.

- Those who have issues using the Google Form may submit their Entry Release and Agreement Form and entry submission via email to Casey Taylor at [casey.taylor@vsp.virginia.gov](mailto:casey.taylor@vsp.virginia.gov) by 11:59pm on Thursday, December 8, 2022.

#### Winner Selection:

- The YOVASO staff will review entries and select the top six entries for competition in both the middle and high school division.
- The top six entries in both divisions will be posted to the [Holiday Contest landing page](#) for public voting December 12-15, 2022.
- Public voting will open on December 12, 2022.
- Those who would like to vote for their favorite jingle will vote via the [Middle School Survey Link](#) or [High School Survey Link](#) on the Holiday Contest landing page.
- Public voting will close on December 15, 2022 at 11:59pm.
- The winning jingle in the middle and high school divisions will be announced on December 16, 2022. The high school division winning jingle will run on YOVASO's social media pages through December 25, 2022 to remind students to drive safely. The middle school winning jingle will also be shared on social media.
- Other entries received will be shared on YOVASO's social media the week of December 27 and will continue through New Year's Day.

#### Prizes:

- Prizes funded by State Farm will be awarded as follows in the **high school division**:
  - The winning jingle will receive a \$500 cash prize
  - The second place jingle will receive a \$200 cash prize
  - The third place jingle will receive a \$100 cash prize
- Prizes funded by State Farm will be awarded as follows in the **middle school division**:
  - The winning jingle will receive a \$200 cash prize
  - The second place jingle will receive a \$100 cash prize
  - The third place jingle will receive a \$50 cash prize
- Students who submit a jingle entry to YOVASO will be asked to share their jingle on their personal pages, include the contest hashtag (#SafeHoliday22), and tag YOVASO.