2026 YOVASO Holiday Jingle Contest

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

Holiday Jingle Contest Overview

The YOVASO Holiday Jingle Contest invites Virginia middle and high school students to get creative while promoting important traffic safety messages during the busy holiday travel season. From Thanksgiving through New Year's, the contest encourages teens to make safer choices on the road, including buckling up, avoiding distractions, and making responsible driving decisions.

Students can participate individually, in small groups, or as a school club by creating an original jingle (short song or tune) that shares a catchy, teen-friendly seat belt and/or safe driving message.

Contest Details:

- Submission Deadline: December 13, 2026, at 11:59 PM
- Public Voting: December 16–18, 2026
- Divisions: Middle School and High School
- Submission Format: Video
- YOVASO staff will select the top six jingles from each division to advance to public voting on social media.
- The top three jingles in each division will receive cash prizes, generously funded by State Farm.

Jingle Contest 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.

- YOVASO highly encourages entries to include jingle lyrics as text on screen or to be submitted separately to Callie Toler at callie.toler@vsp.virginia.gov.
- Participants are also encouraged sure to check the audio of the video before submitting it to YOVASO to ensure the vocals are clear and easy to hear/understand.
- The Entry Release and Agreement Form is required and due with entry submission via this Google Form by 11:59pm on Sunday, December 13, 2026.
- Those who have issues using the Google Form may submit their Entry Release and Agreement Form and entry submission via email to Callie Toler at callie.toler@vsp.virginia.gov by 11:59pm on Sunday, December 13, 2026.
- Students who submit a jingle entry to YOVASO are asked to share their jingle on their personal pages, include the contest hashtag (#SafeHoliday26), and tag YOVASO.

Winner Selection

- YOVASO staff will review all eligible submissions and select the top six jingles from both the middle and high school divisions to advance to public voting.
- Finalist jingles will be featured on the YOVASO website and social media platforms during the public voting period, December 16–18, 2026.
- Public voting opens December 16 at 9:00 AM and closes December 18 at 11:59 PM. Voting links will be available on YOVASO's website and social media platforms.
- The top three winning jingles in each division will be announced on December 21, 2026, and featured on YOVASO's social media to help spread important traffic safety messages throughout the holiday season.
- Additional contest entries may also be highlighted on YOVASO's social media platforms 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

YOVASO YOUTH OF VIRGINIA SPEAK OUT ABOUT TRAFFIC SAFETY VADMV StateFarm