



## **“School Breakfast Detectives” Book Cover Contest Official Rules**

### **About the “School Breakfast Detectives” Book Cover Contest**

New this year is a design contest, where students will have the opportunity to design their own school breakfast detective in the form of a book cover. Students also title the book with a healthy eating spin e.g. “The Case of the Missing Breakfast”.

**Please make sure you read all the contest rules below carefully.**

### **Terms**

The “School Breakfast Detectives” Book Cover Contest will be open from January 1, 2011 to March 11, 2011. National entries are due March 31, 2011.

### **How to Enter**

#### **Section A: Rounds of Judging**

- There are two stages of competition: 1) local competition and winners, 2) national competition and winners. There is no entry fee or other consideration to participate in the contest. The starting point for all entries is entry into a “local” “School Breakfast Detectives” Book Cover Contest as outlined below. Winners of the local contests in schools or districts can be entered into the national contest as detailed below, and at the sole discretion of the organizing responsible person (as described below) of that local contest. Per the rules, SNA is not responsible for local winners selected that are not entered into the national competition for any reason, or for entries that are for any reason not received by SNA for consideration in the national competition.

#### **ROUND 1: LOCAL COMPETITION**

- SNA members and school officials are encouraged to hold local “School Breakfast Detectives” Book Cover Contests in their school or district as a fun way to create excitement among students about school breakfast and the School Breakfast Detectives campaign. SNA members and school officials should arrange for all aspects of the local competition including judging.
- Judging is encouraged by school grade level to stimulate interest and excitement. SNA suggests selecting winners by grade level.

#### **Specific instructions relating to Round 1 - “Local” contests**

Students in grades 1 through 12 in participating schools must give contest entries and designs to the locally designated school foodservice, school nutrition or school official per the local contest rules in order to be judged at the local level. To have a valid entry, students must do all

of the following:

1. Fill out the “**School Breakfast Detectives**” **Book Cover Contest Student Entry Form**,
2. Remember to title the book and
3. Complete the student contest assignment outlined below in Section B.

Students should create a sketch or drawing of an original piece of work on the entry form only. (Important: see Section B to read the complete contest assignment.)

**Entries must be original, not plagiarized and not evocative of any existing commercial characters so as not to infringe any copyrights or trademarks.**

The organizers of local “School Breakfast Detectives” Book Cover Contests will be responsible for selecting winners from the entries received, and may elect to enter those winners into the national competition.

### **ROUND 2: NATIONAL COMPETITION AND WINNERS**

- SNA members and school officials can enter a maximum of 3 winning entries from each ‘local’ or ‘school’ competition, to be entered in the national competition and sent to SNA for judging.
- Entries will be accepted at SNA from January 1, 2011 – March 31, 2011. Entries received after March 31, 2011 will not be eligible. **Entries can only be accepted from an SNA member or other participating school official. SNA cannot accept entries directly from students.**
- To be considered a valid entry, students must fill out the student contest entry form, title the book and complete the student contest assignment as outlined below in Section B. SNA members and school officials must fill out the “**School Breakfast Detectives**” **Book Cover Contest National Entry Form**.
- A panel of judges will review the entries and select a group of finalists.
- The judging panel will pick 3 overall winning designs from the finalists based on pre-established criteria (Section C). Winners will be chosen and their school official will be notified by April 15, 2011.
- These 3 winning entrants will receive a prize pack.

### **Specific Instructions relating to Round 2 “National” Competition**

As schools participate in and select winners of their local contests, they may enter those winners in the national competition, subject to meeting the following requirements.

SNA members or school officials must fill out the “**School Breakfast Detectives**” **Book Cover Contest National Entry Form**. A maximum of three (3) winning entries from all entries received at each school can be sent to the School Nutrition Association (SNA) by an SNA member or other designated school official, for national judging. **Entries can only be accepted from an SNA member or other participating school official. SNA cannot accept entries directly from students.**

No responsibility is assumed by SNA, and entrants waive all claims for lost, late, illegible or misdirected entries or for any problems with postage, U.S. mail delivery or special delivery or technical malfunction of any telephone network or lines, computer equipment, software, failure

of any internet service provider or any combination thereof including without limitation any damage to entrant's or any other person's design resulting from participation in this promotion.

All entries for the national contest must be received at the School Nutrition Association (SNA) by March 31, 2011. SNA members and school officials can send local winning entries to SNA at the following address:

School Nutrition Association  
"School Breakfast Detectives" Book Cover Contest  
120 Waterfront Street, Ste 300  
National Harbor, MD 20745

Please include the student contest entry forms, their book title and their designs.

### **Section B: Student Contest Assignment**

Students should complete in full the "**School Breakfast Detectives" Book Cover Contest Student Entry Form** remembering to title their book with a healthy eating message.

Please note: The School Nutrition Association and our partners respect your student's privacy! We will not share any personal contact information with anyone outside the staff of the School Nutrition Association "School Breakfast Detectives" Book Cover Contest. This information is for our contact purposes only, to help school officials notify the winners.

"School Breakfast Detectives" Book Cover Contest, challenges students to design their own school breakfast detective in the form of a book cover. Students also title the book with a healthy eating spin e.g. "The Case of the Missing Breakfast". The three national winners will receive a prize pack.

#### Rules:

- The illustration they create must be their own, unique invention. Entries must be original, not plagiarized and not evocative of any existing commercial characters so as not to infringe any copyrights or trademarks.
- The illustrated book cover must be hand drawn or sketched on the student entry form. The design can be in color or black and white
- For the entry to be valid, the student must complete the contest entry form in full, including the fill in the blank section

All contest entries shall be considered the copyrighted property of the School Nutrition Association (SNA) and will not be returned. Successful entries will be used as a basis for commercial design but are subject to modification by SNA including but not limited to the overall design. Usage may include and is not limited to usage on the schoolnutrition.org website, magazines, television, t-shirts, mugs, posters and other merchandise.

### **Section C: Methods and Criteria for Judging**

The method and criteria for judging at the National level will be based on the following criteria.

- Creativity of illustrated book cover
- Creativity of book title and the health message it delivers
- How it delivers on the main idea that school breakfast helps you get ready for the day

## **Judging Panel**

The judging panel may include:

- A School Nutrition Director
- A Marketing expert at SNA
- A Graphic Designer
- An expert in kid content creation, kid design or kid marketing

## **Section D: Eligibility**

This contest is open to students in grades 1 through 12 attending a school in the United States and who are residents of the United States. Entries can only be submitted to SNA via an SNA member or other participating school official. SNA members and school officials must be professionals or employees employed by a school district or school nutrition operation in the United States and must be over the age of 18. SNA cannot accept entries directly from students.

This contest is not available in any state or local jurisdiction where prohibited or restricted by law. This contest is not open to children of current SNA board members, employees of SNA or immediate family members. By entering, participants without limitation, release and hold harmless SNA and its affiliates, licensees, franchisees, subsidiaries, advertising and promotion agencies from any and all liability for any injuries, loss or damage of any kind in connection with this contest or acceptance and use of a prize won. This contest is VOID where prohibited. There is no purchase necessary to enter the contest. All winners will be notified through their participating school official as defined above.

## **Section E: Prizes**

If SNA is unable to contact potential winner(s) through their school official(s) or if any potential winner fails to respond to the notification within 14 days of issuance of notification or if any winner fails to comply with any of the requirements, an alternate winner shall be selected. If, in SNA's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the contest, or if technical difficulties compromise the integrity of the promotion, SNA reserves the right to terminate the contest. Should the contest be terminated prior to the stated expiration date, notice will be posted on [www.schoolnutrition.org/nsbw](http://www.schoolnutrition.org/nsbw).