



## Vote for School Lunch 'Design a Candidate' Official Contest Rules

### About the 'Design a Candidate' contest

The School Nutrition Association (SNA) is proud to announce the *Vote for School Lunch* 'Design a Candidate' contest, challenging students nationwide to design and name a Vote for School Lunch candidate that they would most like to see run in the Vote for School Lunch 2008 campaign. The 3 student designs judged to be the nation's best will be recreated professionally and will actually compete against Pete Pizza (2006 winner) and the winner of Vote for School Lunch 2007 as candidates in the 'Vote for School Lunch 2008 – Presidential Edition. Please make sure you read all the contest rules below carefully.

### Terms

The Vote for School Lunch 'Design a Candidate' contest will be open from August 1, 2007 to October 31, 2007.

### 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" 'Design a Candidate' 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 'Design a Candidate' contests in their school or district as a fun way to create excitement among students about school lunch and the Vote for School Lunch 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 ['Design a Candidate' Contest Student Entry Form](#),
2. Answer the student contest questions and
3. Complete the student contest assignment outlined below in Section B.



Students should create a sketch or drawing of an original Vote for School Lunch candidate, a candidate they would like to see run in the 2008 Vote for School Lunch elections. (Important: see Section B to read the complete contest assignment.) Drawings or sketches can be submitted in any of the following formats:

1. Traditional drawing or sketch
2. Design using computer software like Adobe or other computer design software.

**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 “Design a Candidate” 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 between August 1, 2007 and October 31, 2007. Entries received after October 31, 2007 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, answer the student contest questions and complete the student contest assignment as outlined below in Section B. SNA members and school officials must fill out the [‘Design a Candidate’ 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 December 1, 2007.
- These 3 winning designs will be professionally re-created. These will become candidates in the ‘Vote for School Lunch 08 – Presidential Edition’ and run against Pete Pizza (winner of Vote for School Lunch 2006) and the winner of the Vote for School Lunch 2007 elections (one of the following candidates: Pippa Potato, Biff Burger, Patty Mac & Cheese, Yumi Rice Bowl and Jesse Wrap.)

### **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 [‘Design a Candidate’ 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 October 31, 2007. SNA members and school officials can send local winning entries to SNA at the following address:

“Design a Candidate” contest  
School Nutrition Association  
700 South Washington Street, Suite 300  
Alexandria, VA 22314  
Phone (703) 739-3900

Please include the student contest entry forms, their answers to the contest questions and their designs.

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

Students should complete in full the [‘Design a Candidate’ Contest Student Entry Form](#) remembering to answer the questions below:

- What is your candidate’s name?
- Why is your candidate a healthy lunch option?

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 Vote For School Lunch ‘Design a Candidate’ Contest. This information is for our contact purposes only, to help school officials notify the winners.

The *Vote for School Lunch ‘Design a Candidate’* contest challenges students nationwide to design and name the candidate that they would most like to see run in a future Vote for School Lunch campaign. The 3 student designs judged to be the nation’s best will be professionally recreated and will actually run against Pete Pizza and the winner of Vote for School Lunch 2007 as candidates in the ‘Vote for School Lunch 2008 – Presidential Edition’ elections.

#### Rules:

- The character 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 candidate can be hand drawn or sketched or designed using computer software, like Adobe. The design can be in color or black and white
- For the entry to be valid, the student must fill out the contest entry form, including the candidate drawing and name your candidate.
- The candidate will run against Pete Pizza (winner of 2006 Vote for School Lunch election) and the winner of the 2007 Vote for School Lunch election. The winner of the 2007 election will be one of the following candidates: Pippa Potato, Biff Burger, Patty Mac & Cheese, Yumi Rice Bowl and Jesse Wrap. So, the candidate should definitely not be a pizza and to be safe, it should not be a Potato, Burger, Mac & Cheese, a rice bowl or a wrap sandwich.

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 overall design and name of candidate. Usage may include and is not limited to usage on the [voteforschoollunch.org](http://voteforschoollunch.org) website, the [schoolnutrition.org](http://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 sketch or drawing and of name of candidate
- Appeal of lunch item to a wide variety of students across the country
- Ease of preparation of the lunch item across a school or school district
- How the lunch candidate complements the other candidates in the Vote for School Lunch elections. The lunch candidate must not be a pizza or the same entrée as the winner of the 2007 Vote for School Lunch elections
- How the design or sketch will be professionally designed or redesigned to be a good fit with the Vote for School Lunch family of candidates
- Rationale why the Candidate is a healthy lunch.

### **Judging Panel**

The judging panel will include:

- A School Nutrition Director from a district in the DC/VA/MD area
- 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**

In addition to having their candidate designs be featured on the Vote for School Lunch website, 3 winning sketches will be professionally designed to run in the 2008 elections. The 3 winners will also receive one ipod each. Cumulative prize value is under \$500. 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.VoteforSchoolLunch.org](http://www.VoteforSchoolLunch.org) and [www.schoolnutrition.org/vote](http://www.schoolnutrition.org/vote).