

# Mental Health Awareness



## License Plate Design Contest



**\$400, \$200 or \$100 AWARDS**

Dear Teachers and Students,

We would like your help in designing a new California license plate to raise Mental Health Awareness. Did you know that 1 in 4 students will experience a mental health issue during their academic career? In honor of Colin Wiseman who lost his battle with depression, we are looking for creative students in Middle and High School to submit original, self-created designs that capture the goals and purpose of BeingwellCA. The funds raised by this license plate will be used to support and implement on-campus Wellness Centers throughout the state.

### The Purpose:

1. Raise awareness about Mental Health Wellness at schools.
2. Create a positive, uplifting, supportive image and slogan for Mental Health.
3. Involve students in a campaign to promote Wellness through artistic expression.

### THE CONTEST:

**Imagine, your art on thousands of cars across California!** We are looking for a small and simple design that will fit on a license plate. It must incorporate the color light green (which represents Mental Health Awareness), but no more than 4 colors may be used.

The contest will have **three winners** Gold (\$400), Silver (\$200), and Bronze (\$100). To enter the contest, students must submit an electronic copy of their license plate design in PDF or JPEG format, along with the signed Contestant Entry and Release Form to [www.beingwellca.org](http://www.beingwellca.org). The contest will end in early January, 2020 to be introduced with the proposed legislation (*Colin's Bill*).

We look forward to seeing how you envision Mental Health Awareness for California.

Sincerely,

Graham Wiseman  
CEO & Co-Founder

Caroline Wiseman  
Secretary & Co-Founder

Gail Miller  
President & Co-Founder



# Art Contestant Entry and Release Form

Note to Teachers: Entries are Limited to 6 Per School

Student Information			
Artwork Title:			
Student Name:		Age:	Grade:
School Information			
School Name:		District:	
Mailing Address:			
Teacher Information			
Teacher Name:		Position:	
Work E-mail:		Work Phone:	
Student and Teacher Signatures			
Student Signature:			
	My signature verifies that I have read the contest requirements to enter my artwork into the BeingwellCA Mental Health Awareness License Plate Design Contest. I understand that by submitting my entry to this contest, my artwork becomes the sole property of BeingwellCA. I assure that this is my original work and permit BeingwellCA to use my name, likeness and artwork for promotional purposes. If chosen, I agree to work with BeingwellCA, the DMV and CHP to ensure plate requirements are met.		
Teacher Signature:			
	My signature verifies that I have read the contest requirements and approve my student's entry of his or her original artwork in the BeingwellCA Mental Health Awareness License Plate Design Contest. I assure that this is my student's original artwork.		
Parent Consent and Contact Information			
I, _____ am the parent and/or legal guardian of _____ and hereby authorize BeingwellCA to display for public viewing my child's art that was entered into the Mental Health Awareness License Plate Design Contest. I understand that the public display will include my child's art image, his/her name, grade, school and district. I understand that All submissions will become the property of BeingwellCA.			
Parent/Guardian Signature:		Date:	
E-mail:		Phone:	

# Rules and Regulations

STUDENTS PLEASE READ RULES

## 1. Age Eligibility:

Any student in Middle or High School may participate.

**2. Artwork Theme and Criteria:** The theme for this Art Contest is Mental Health Awareness. We want to see what this topic inspires in you. Artwork can be realistic or abstract. Must fit the license Plate Design Template like the one provided and only four colors. Mental health awareness color is a light green.

## 3. Non-exclusive Permissions:

By entering the competition and submitting the drawings or any other creative material, you agree that the material become the sole and exclusive property of BeingwellCA and will not be returned. The winning entrant(s) agree that BeingwellCA may, but is not obligated to use the materials in connection with the license plate in all media now known or hereafter developed, worldwide, in perpetuity and may alter the material for this use. BeingwellCA reserves the right to photograph or duplicate the entry for the purposes of promotion, etc.

## 4. Judging Criteria:

- Does the submitted artwork fit the theme of the competition?
- Is there a creative interpretation of mental health?
- Is the originality of the work interesting?
- Does the work impact the viewer in relationship to the theme?
- Does the work stand on its own as a complete and outstanding image of mental health?
- Does the work meet the specified requirements?
- Meet DMV and CHP design approval
- Is the slogan simple but catchy?
- **Can other drivers see the logo and understand its meaning?**

## 5. Submission Procedure and Deadlines:

Submit electronic copy of artwork in PDF or JPEG format along with Entry and Release Form to [Beingwellca.org](http://Beingwellca.org) by Saturday, February 8<sup>th</sup> at 24:00 (midnight), Colin's birthday. No artwork will be accepted past this posted deadline.

## 6. Prize Payments:

Gold prize of \$400, Silver prize of \$200 and Bronze prize of \$100 can be paid through Paypal or by check mailed to the winner within 14 days winner notification. Winning artwork does not guarantee use for official license plate. Prize winners must agree to work with BeingwellCA, DMV and CHP to ensure plate acceptance.

These are current Special Interest Plate design submissions to help understand the concept and criteria.



# EXAMPLE I – PLATE DESIGN TEMPLATE

CA Department of Motor Vehicles License Plate Template



REG 993 (VER. 9/6/2016)

Space for artwork

Space for slogan