



TRANSPORTATION IMPROVEMENT ASSOCIATION

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February 11, 2021

Dear Michigan Educators:

The Transportation Improvement Association (TIA), through the support of State Farm, is again challenging Michigan high school students to create a public service announcement billboard to educate drivers about the dangers of distracted driving. As an educator, we respectfully request that you distribute information regarding this opportunity to your students to promote their involvement.

Students are encouraged to create their own billboard artwork using Adobe Photoshop or Illustrator (1400 pixel width x 400 pixel height). We are also requesting that students include a very brief fact or statistic found on www.distraction.gov, or through their own research, to demonstrate the importance of a driver keeping their eyes on the road and hands on the wheel. **All submissions shall be submitted to tia@tiasafety.us by 11:59 PM on Friday, March 5, 2021.**

A panel of judges will select the winning entry based on creativity and how well the importance of not driving distracted is communicated. A winner will be selected and announced at a press conference, and the artwork will be displayed on www.tiasafety.us and social media. **The winning entry, including the name of the student and their school, will be featured on Michigan billboards for an estimated 16 million impressions. The winner, and referring educator, will each receive a \$500 cash prize.**

Details:

- Any high school student may enter (Grades 9 - 12).
- All applicants **MUST** complete a Participant Information & Permission Form to participate in the contest. Applicants must have permission from a parent or legal guardian to participate if under 18 years of age.
- Winning entry must be able to be presented in the required design specifications.
- Winning entry will be awarded a \$500 prize, as well as \$500 to the designated referring educator for classroom improvements.

If you have any questions, please don't hesitate to contact Monica Yesh at (248) 334-4971 or tia@tiasafety.us.

Thank you for your commitment to traffic safety!

Respectfully,

JIM SANTILLI
Chief Executive Officer

JS/cm



State Farm



PRESENT

**STUDENT DISTRACTED DRIVING AWARENESS
BILLBOARD DESIGN CHALLENGE 2021**



HELP COMMUNICATE THE **DANGERS OF DISTRACTED DRIVING TO MICHIGAN DRIVERS AND MAKE A POSITIVE IMPACT. IF SELECTED, YOUR DESIGN (INCLUDING YOUR NAME AND SCHOOL) WILL BE FEATURED ON MICHIGAN BILLBOARDS FOR AN ESTIMATED 16 IMPRESSIONS.**

- **WINNER WILL RECEIVE A \$500 CASH PRIZE.**
- **WINNER'S SCHOOL WILL HAVE A DISTRACTED DRIVING AWARENESS EVENT, IF REQUESTED BY THE SCHOOL, PROVIDED BY TIA AND STATE FARM.**
- **REFERRING TEACHER WILL RECEIVE \$500 FOR CLASSROOM IMPROVEMENTS.**



State Farm



PRESENT

STUDENT DISTRACTED DRIVING AWARENESS BILLBOARD DESIGN CHALLENGE 2021

Official Rules

The purpose of the Student Distracted Driving Awareness Design Challenge is to design a public service announcement billboard that will convey the importance of driving without distractions and the dangers of driving distracted.

The following are the official rules:

1. To be eligible, each participant must be in high school (grades 9 - 12) within the state of Michigan.
2. Participants may work individually or within teams of up to 2 members (a separate Participant Information & Permission Form must be submitted for each group member).
3. All submitted work must be the original work of the participant(s) and must not be based on, or derived from any pre-existing or third-party designs, trademarks, or copyrighted images.
4. All entries will become the property of the Transportation Improvement Association and State Farm. By submitting an entry, each participant agrees that any and all intellectual property rights in the public service announcement billboard design are deemed assigned to the Transportation Improvement Association and State Farm.
5. Except where prohibited by law, an entry submission into this contest constitutes permission to use the participant's name, likeness, prize information, and information provided on the entry form for publicity purposes, without further permission or compensation.
6. The Transportation Improvement Association and State Farm reserve the right to modify the winning design to better fit the needs of the initiative.
7. The decisions of the Selection Committee will be final.
8. All digital submissions must meet the following criteria:
 - 1400 pixel width x 400 pixel height @ 72ppi in RGB mode
 - Preferred color profile: sRGB
 - Acceptable file formats: Photoshop or Illustrator

How to Enter

To enter the Student Distracted Driving Awareness Billboard Design Challenge, eligible participants must:

1. Complete the Participant Information & Permission Form for each participant.
2. Create a public service announcement billboard design per the specifications outlined in the Official Rules.
3. Submit the completed Participant Information & Permission Form for each participant and design no later than 11:59 PM on Friday, March 5, 2021 via e-mail to tia@tiasafety.us or via U.S. Mail:

Transportation Improvement Association
Attn: Monica Yesh - PSA
100 E. Big Beaver Rd., Suite 910
Troy, MI 48083

Selection Criteria

A Selection Committee, organized by the Chief Executive Officer of the Transportation Improvement Association, will evaluate all entries based on the following criteria (though other criteria may also be considered):

Relevance: Does the entry align with the theme and goals of the design challenge? Does the design convey the importance of driving without distractions and the dangers of driving distracted?

Originality: Does the design exhibit original design, creativity, and imagination?

Aesthetic Quality: Does the submission command attention? Does it display visual balance and color coordination? Do all the elements work together to create a unified and appealing design? Will the design display well on a large, billboard scale?

The winner will receive a prize of \$500. If the winning design is produced by a team of students, the Transportation Improvement Association and State Farm will award one prize of \$500 to be divided equally among the students. The referring teacher indicated by the participant, will receive \$500 for classroom improvements.

The winner's school will also have a distracted driving awareness event provided by the Transportation Improvement Association and State Farm.



PRESENT

STUDENT DISTRACTED DRIVING AWARENESS BILLBOARD DESIGN CHALLENGE 2021

PARTICIPANT INFORMATION & PERMISSION FORM

This document must be submitted for each student participating in the production of your billboard design entry.

Title of Design Entry

Last Name First Name *Age E-Mail Address

School Name Name of Referring Teacher E-Mail Address

Return Address (if different from school address)

City Michigan Zip Code

Participant

I have completely read the full Official Rules and Guidelines of this contest, and I understand and agree to abide by those rules.

Each participant understands that if her/his design is selected as the winner, s/he will relinquish all claims, rights (including any moral rights), and benefits related to the display, modification, reproduction, publication, distribution, use, and other exploitations of the work, other than the prize awarded to the winning entry.

This form must accompany all contest submissions.

*If you are under the age of 18, you must have a parent or legal guardian's signature on this form.

Parent/Legal Guardian

I have completely read the full Official Rules and Guidelines of this contest, and I understand my child is planning to participate in submitting a design.

I hereby grant full permission and authority to the Transportation Improvement Association and State Farm, and anyone authorized by the Transportation Improvement Association and State Farm, to download, use, copy, publish, and display my child's design as contained in this design entry.

Parent/Guardian Printed Name Date

Participant Signature Date

Parent/Guardian Signature Date