



District Peace Poster Chairperson's Guide

By serving as a link between International Headquarters and clubs in your district, you are playing an important role in maximizing your district's participation in the Lions International Peace Poster Contest. This guide will help you to define district goals for club participation and to promote the contest. As a district Peace Poster Contest chairperson, you will also be expected to coordinate efforts with your district governor, keep your district governor informed about the success of the contest and provide any assistance your governor may need.

The Peace Poster Contest was created in 1988 to give young people the opportunity to creatively express their feelings for world peace and to share their visions with the world. Approximately 350,000 children from more than 65 countries participate in the contest annually.

Lions clubs sponsor the contest, open to children ages 11 - 13, in local schools or organized, sponsored youth groups, such as Scouts and Boys & Girls Clubs. The contest provides Lions with the chance to interact with young people in their communities, introducing the youth to international understanding, as well as giving Lions a vehicle for obtaining positive publicity for their clubs.

GETTING STARTED

The first step to spreading the word about the Peace Poster Contest throughout your district is to familiarize yourself with the contest. This guide provides the information you will need, such as contest rules and conditions, along with helpful hints. The following resources should also be utilized:

- The Peace Poster Contest section on the association's Web site
- Articles in *THE LION Magazine* and the *e-newsletter*

View the "Available Resources" section of this guide for materials offered free of charge by the Public Relations Department at International Headquarters.

ENCOURAGING CLUBS TO PARTICIPATE

A few enthusiastic words can really make a difference. Communicate to the clubs who you are and your role in the contest. Provide your contact information. Use the following ideas to encourage clubs in your district to sponsor a contest.

Include features in your district newsletter and Web site. Work with your district public relations chairperson to create frequent items for the district newsletter and Web site. Include information about how to get involved, why a club should get involved, contest deadlines, follow-up news about your district's winner and his/her progress through judging levels, photos of contest entries and a link from your district Web site to the Peace Poster section of Lions International's Web site. If clubs have received good publicity for their contests, be sure to highlight that also.

Prepare a presentation. Present the contest to clubs in your district. Show the Peace Poster DVD (available from the Public Relations Department) and hand out Peace Poster Contest brochures and order forms. Remind clubs that the contest is an opportunity to get involved with the youth in their community and a chance to obtain positive publicity. Consider having previous participants (students, teachers, judges, etc.) share their positive experiences. Inform clubs of the available resources and contest deadlines.

Create an exhibit. Display this at your district convention. To create a colorful, attention-grabbing exhibit, consider including the following materials: previous years' Peace Posters; signs or banners featuring positive quotes from past participants; a collage of enlarged publicity clips and a scrapbook of clips from previous contests. Include materials such as the Peace Poster DVD (available from the Public Relations Department) and television news clips your district has received. Have Peace Poster brochures and order forms available for distribution.

Hint: Consider holding a Peace Poster Contest seminar at your district convention.

ASSISTING CLUBS WITH PUBLICITY EFFORTS

One major benefit of the contest is the positive publicity that is generated for clubs and districts. In order to obtain publicity, it must be sought. Contest kits include a sample news release and publicity suggestions. Follow up with club and district PR chairpersons to make sure they have completed and distributed the releases in a timely manner. Offer any assistance you can provide.



JUDGING THE CONTEST

Each year a theme is chosen to help spark the students' imaginations. Expression of the theme, artistic merit and originality are the three criteria used to evaluate the posters at all judging levels.

For each contest a club sponsors, one winner is chosen to advance to district competition. Offer to assist with the district judging. At the district level, one poster is chosen to advance to the multiple district council chairperson. The multiple district then chooses one poster to send to International Headquarters for the international level of the competition.

Note: Clubs not belonging to a district and single districts must send their entries directly to International Headquarters.

At the international level of the competition, members of the art, education, media, peace and youth communities serve as judges to select the 23 merit award winners and one grand prize winner.

CONTEST AWARDS

The grand prize winner receives a trip to the award ceremony at Lions Day with the United Nations in New York City, New York, USA (subject to change). At the ceremony he/she will receive a cash award of US\$2,500 (or local equivalent) and an engraved plaque. Two family members (one being the child's parent or legal guardian) and the sponsoring Lions club president or a club member (as designated by club president) will accompany the winner to the award ceremony. The award ceremony is planned for February or March.

The 23 merit award winners each receive a cash award of US\$500 (or local equivalent) and a certificate of achievement. In addition, the 24 finalist posters are exhibited to the public at different locations throughout the year, including the international convention.

Note: Clubs, districts and multiple districts may give out additional prizes at the local level as they see fit. Honorable Mention certificates are available through the Public Relations Department at International Headquarters.

CONTEST KIT

A club must purchase a Peace Poster Contest kit for **each** school or youth group it sponsors. Peace Poster Contest kits (PPK-1) are available from the Club Supplies Sales Department at International Headquarters for US\$7.95 plus shipping, handling and applicable taxes. The kit contains:

- **Official Club Contest Guide & Rules** (PPC-1)
- **Official School or Youth Group Contest Guide & Rules*** (PPC-2)
- **Participant Flyer*** (PPC-3) may be duplicated and given to each student to take home
- **Sticker** (PPC-4) to place on back of winning poster
- **District Governor Postcard** (PPC-5) to notify the district governor of club's participation
- **Certificates** for contest winner (PPC-6) and sponsored school or youth group (PPC-7)

* The club forwards **only these two pieces** of the kit to the contact at the participating school or youth group. The club retains all other items in kit.



CONTEST DEADLINES

Entries that do not meet the following deadlines will be disqualified.

January 15

Kits go on sale from the Club Supplies Sales Department at International Headquarters.

October 1

Deadline to purchase kits from the Club Supplies Sales Department at International Headquarters.

November 15

Postmark deadline for a club to send one winning poster (per contest sponsored) to the district governor.

December 1

Postmark deadline for a district governor to send one winning poster to the multiple district council chairperson.

December 1

Postmark deadline for a district governor not belonging to a multiple district to send one winning poster to the Public Relations Department at International Headquarters.

December 1

Postmark deadline for a club not belonging to a district to send one winning entry to the Public Relations Department at International Headquarters.

December 15

Postmark deadline for one multiple district winner to be sent to the Public Relations Department at International Headquarters.

February 1

International winners will be notified on or before this date.

CONTEST RULES & CONDITIONS

Clubs, districts and multiple districts should make sure their winning poster meets all the guidelines before submitting it to the next level of competition. Entries not meeting the rules and conditions listed below will be disqualified.

- ❑ Only a Lions club can sponsor the contest in a local school(s) or organized, sponsored youth group(s), such as YMCA programs, Boys & Girls Clubs, Scouts, etc. *A Lioness club can sponsor the contest through its sponsoring Lions club.* Note: The contest cannot be held in youth groups that a Lions club sponsors, such as a Leo club or Scout unit. However, individual members of those groups (such as Leos or Scouts) may participate if the contest is held at their school or other organized youth group.
- ❑ Contest is open to students who will be 11, 12 or 13 years of age on November 15. Eligible birth dates are listed in the contest kit.
- ❑ The contest theme changes annually and can be found in the contest kit.
- ❑ Artwork must be no smaller than 13 inches by 20 inches (33 centimeters by 50 centimeters) and no larger than 20 inches by 24 inches (50 centimeters by 60 centimeters). Do not mat or frame artwork.
- ❑ Only one entry per student, and each entry must be the work of only one student.
- ❑ All artwork must be the student's original creation. Duplications are not accepted.
- ❑ All media are accepted. *Note: Chalk, charcoal and pastel entries should be sealed with a fixative spray to prevent smearing. Do not laminate entries.*
- ❑ Three-dimensional entries will not be accepted. Nothing may be glued, stapled or attached to the artwork in any way.
- ❑ The use of lettering or numbering on the front of the poster, in any language, is not allowed. All artist signatures or initials should be written on the back of the poster.
- ❑ Artwork should be done on a flexible material, so it can be rolled for shipping in a mailing tube. Do not fold poster.

Participants accept all responsibility for late, lost, misdirected or illegible entries. Entries sent with insufficient postage will be disqualified. Lions Clubs International is not responsible for entries damaged, destroyed or lost during the judging process. Entries cannot be acknowledged or returned; they become the property of Lions Clubs International upon receipt. Peace Poster Contest images cannot be used without written permission from Lions Clubs International.

In consideration of the opportunity to enter the Peace Poster Contest, participants agree to allow Lions Clubs International to use their names and photographs for promotional and publicity purposes. In addition, the international grand prize winner, two family members (one being a parent or legal guardian) and the sponsoring club president or a club member (as designated by club president) are required to attend the award ceremony at Lions Day with the United Nations in New York City, New York, USA (subject to change). An international grand prize winner is not eligible to receive subsequent prizes in future Peace Poster contests sponsored by Lions Clubs International. By entering, participants agree to be bound by these rules and the decisions of the judges and Lions Clubs International. Lions Clubs International may cancel the contest without notice at any time. The contest is void where prohibited, taxed or restricted by law.



AVAILABLE RESOURCES

The Public Relations Department has materials that may be helpful to you and the clubs in your district. The following materials are free of charge:

Peace Poster Contest on the Web

Visit the Peace Poster section of the Lions Clubs International Web site (www.lionsclubs.org) to view merit award and grand prize posters, obtain additional information on the contest or to send a Peace Poster e-card.

Peace Poster Contest Kit Order Form (PR-785)

The kit order form offers a brief overview of the contest. It is available in all official languages and can be accessed from the Publications section of the Lions Clubs International Web site (www.lionsclubs.org).

Peace Poster Contest Brochure (PR-775)

This four-color publication vividly describes the contest and features photos of past international winning posters. This may be ordered in quantities for presentations. Appropriate for both Lion and non-Lion audiences, this brochure is available in all official languages and can be accessed from the Publications section of the Lions Clubs International Web site (www.lionsclubs.org).

Peace Poster DVD

This colorful presentation, appropriate for both Lion and non-Lion audiences, is available in English only. Contact the Public Relations Department at International Headquarters for your copy (one copy limit).

QUESTIONS/REQUESTS

PUBLIC RELATIONS DEPARTMENT
LIONS CLUBS INTERNATIONAL
300 W 22ND STREET
OAK BROOK IL 60523-8842 USA

Telephone: (630) 571-5466, ext. 358/363
Fax: (630) 571-1685
E-mail: peaceposter@lionsclubs.org
Web site: www.lionsclubs.org



Lions

International

Peace

Poster

Contest