

STOMP OUT SUICIDE

**SUICIDE PREVENTION
STICKER CONTEST
RULES AND GUIDELINES PACKETS**

2023 Sticker Contest Overview

Do you want an opportunity to showcase your creative talents and win money? This is your chance. Produce a sticker educating people about the warning signs of suicide and ways to get help. Many young people today see suicide as an option to deal with their problems. Help us stop this alarming trend! Help others recognize the warning signs of a suicidal person, learn the risk factors, and learn what to do to help someone who may be suicidal. You can make a difference for someone in emotional distress!

Purpose

The 2023 Stomp Out Suicide Sticker Contest is sponsored by the Medina County Coalition for Suicide Prevention. This special partnership encourages school students to build awareness about suicide and learn to act in getting help when someone is in need. The winning sticker will have an opportunity to be featured as decals for both personal and outreach use, bumper stickers/magnets, social media, school in-services, local agency websites, etc.

Sticker Content

The contest officially begins on January 1, 2023 when individuals or teams of school students who are residents of Medina County, Ohio in grades 9-12 may submit a 5.5" x 3.5" oval-shaped, graphic that will become a sticker on suicide prevention including at least one or more of the following topics:

- *What to do if someone you know is suicidal*
- *Resources where you can get help for a suicidal person*
- *Encourage viewers to reach out for help for themselves or others*
- *Remind viewers they are not alone*

The sticker must encourage viewers to act and prevent suicide.

Prohibited Content:

- Depiction, documentation, or dramatization of suicidal behavior (seeking or attempting to suicide)
- Depiction of suicide means: display of guns, pills, razors, etc.
- Romanticized or glorified information about suicide
- Personal testimonials of suicidal individuals

Required Content:

- Medina County's 24/7 Crisis and Behavioral Health Helpline: (330) 725-9195
- Crisis Text Line: "HOPE" to 741-741

Required Content Cont.:

- A theme that is hopeful or encouraging rather than one that is depressing or scary
- Any phone numbers, web links, statistics or resources must be accurate and current

Design Directive:

- Designs must not include light or bright/neon colors unless the colors are outlined
- All entries must be submitted electronically
- For all designs created electronically- submit a JPG File
- For all art/ design completed by hand- scan and submit a JPG File
- All base material must be white
- Adhere to the size/ templet provided
- Art must be submitted at actual size

***Final product is only as good as the quality of materials used and the clarity of the electronic file submitted. Winners may be contacted for adjustments for printing quality purposes.**

Sticker Template:

- **Sticker template can be found on accompanying PDF File**
- Please ensure all artwork remains within the inner green line
- For designs completed by hand, print out the templet and rescan completed artwork as a JPG File
- For designs completed electronically:
 - We recommend you use Photoshop or Illustrator
 - Open the template in the program of your choice and use it as your background layer
 - Limit the design to stay within the inner green line and save as a JPG File

Creative Brief

A creative brief that provides narrative information about the sticker shall be provided with each design submitted. The brief ***shall not exceed two pages, typed, double spaced***, with 1 inch margins, Times Roman 12 pt. font. It shall answer the following questions:

1. How did you make the sticker relate to the audience?
2. What is the one message you want the audience to walk away with?
3. What makes your sticker unique or different from others?

Contest Dates

The contest begins on January 1, 2023 and ends March 3, 2023. The sticker must be delivered virtually to dalthen@alternativepaths.org with the subject: **"SOS sticker contest: Your Name Here"**. Entries must have a received by the date of March 3, 2023.

Prizes

The first-place student or team of students in grades 9-12 will receive a cash prize of \$500. Second place will win \$250. In the event of a team entry, the prize will be divided equally among the team members listed on the entry form. The student recipient(s) of the cash award will be fully responsible for payment of any applicable state and/or federal taxes.

Official Contest Requirements, Rules and Guidelines

It is critical that you comply with all contest requirements, rules and guidelines. All required forms must be completed and provided with your sticker. Failure to do so will result in disqualifying your entry!!!

Submission Requirements

Application materials must include all of the following:

- **Application form and creative brief:** (1 copy per entry). The application form must be signed by the submitters of the designer and the advisor.
- **Photo/Video release form:** This must be signed by any individual who appears in the sticker. If an individual is under 18, a parent/legal guardian must sign the form.
- **Copyright and trademark agreement** (1 copy per entry, those under 18 years of age must have parent/legal guardian signature) Must be signed by all students and the advisor.
- **Sticker Design:** Can be submitted via **Email**.

****Forms submitted without proper signatures will disqualify the entry.***

All entries must be submitted by 11:59 PM EST, March 3, 2023.

Each email entry must be clearly labeled with entrant's name, school, mailing address, main contact e-mail address, telephone number, and title of the sticker design.

The design must depict one or more of the specific topics listed.

The sticker must encourage viewers to act in preventing suicide.

Sticker design and application forms must be submitted by email:

To: dalthen@alternativepaths.org

Subject: "SOS Sticker Contest: Your Name Here"

Rules and Guidelines

All appropriate application and permission forms and creative brief must accompany each submission. Failure to submit a scanned copy of all elements and forms will result in ineligibility.

A teacher/parent must sponsor and be responsible for the supervision of the student(s) but must not participate in the production of the sticker. All communication will be sent to the teacher/parent advisor via U.S. mail and/or email.

All prizes are subject to change at the sole discretion of the Medina County Coalition for Suicide Prevention with or without notice.

The sticker may only depict fictitious persons, businesses, entities, and firms. The simulation or use of the likeness of any of the following is strictly prohibited.

The sticker may NOT depict any trademarks, trade names, logos, brand names, or copyrighted materials, in the background, on costumes, clothing, equipment, props or anywhere else in the sticker. Non-compliance with this rule will disqualify the sticker.

All entries become the property of the Medina County Coalition for Suicide Prevention/ Alternative Paths and may be used in whole or in part at its discretion. Designs will not be returned.

By entering the contest, all entrants agree to permit the use of their picture, name, and other personal information for publicity by the Medina County Coalition for Suicide Prevention/ Alternative Paths, and its designees.

All entrants agree that the Medina County Coalition for Suicide Prevention/ Alternative Paths is the exclusive owner of the submitted material, including but not limited to the submitted sticker design. In the event the Medina County Coalition for Suicide Prevention shall not be deemed the owner, the entrants and their legal guardians convey a universal, irrevocable, and exclusive license to reproduce, prepare derivative works of, distribute, display, exhibit, transmit, and/or broadcast the designs without payment or further consent. The winner additionally grants to the Medina County Coalition for Suicide Prevention/ Alternative Paths, all rights, title, and interest, including, without limitation, all copyrights and exploitation rights in any media of their decal without payment or further consent.

By submitting the decal, all entrants and their legal guardians hereby agree that they may be required to enter into additional agreements with Medina County Coalition for Suicide Prevention/ Alternative Paths and its designees. By submitting the decal, the entrant and the entrant's team represent and warrant that: 1) all submitted material, including but not limited to the sticker design and everything depicted in

the design, is wholly original and does not infringe upon or otherwise violate any right of any person, firm, or entity; 2) he/she has all rights, licenses, permissions, and consents necessary to submit the design in the contest in accordance with these terms and conditions; and 3) no person/entity other than the entrant and his or her team has any right, title, interest, or arrangement to the design, including but not limited to, music publishing agreement, recording agreement, production agreement, or any similar agreement. By entering the contest, the entrant agrees that the Medina County Coalition for Suicide Prevention/ Alternative Paths may post his/her decal, or any part thereof, on its website or other websites and submit it for television and/or other broadcast.

The entrant agrees that the Medina County Coalition for Suicide Prevention/ Alternative Paths has the right to modify, edit, and/or adapt the decal as necessary as well as to reproduce it, and/or distribute it in whole or in part, without compensation or further notice to the entrant.

The opinions expressed in the sticker submissions are solely the opinions of the entrants and not those of the Medina County Coalition for Suicide Prevention/ Alternative Paths. Medina County Coalition for Suicide Prevention/ Alternative Paths is not responsible for any decals provided by entrants that are deemed harmful or offensive to others.

The contest is subject to all federal, state, and local laws. Void where prohibited by law.

Eligibility

The sticker contest is open to all school students who are residents of Medina County, Ohio in grades 9-12. In the event a team of students enter a sticker design, at least one member of the team must be a resident of Medina County.

- Individual students or teams of students may submit a sticker design.
- Design must be original student work.
- A teacher/parent must sponsor and be responsible for the supervision of the student(s) but must not participate in the production of the design. All communication will be sent to the teacher/parent advisor via U.S. mail and/or e-mail.
- The winner will be notified through mail and/or e-mail.
- Immediate children or dependents of members of the Medina County Coalition for Suicide Prevention may not participate in the 2023 Sticker Contest.

Timeline

January 1, 2023: Contest begins.

March 3, 2023: Deadline to submit sticker design to the Medina County Coalition for Suicide Prevention.

March 24, 2023: The winner will be notified.

The winners will be presented with their checks and designs will be shown at the Medina Co. Share Cluster Breakfast, April 21, 2023.

Selection Process and Scoring

Finalists will be selected by a selection committee comprised of members of the Medina County Coalition for Suicide Prevention. The committee will score each qualifying entry based on the following rubric:

SCORING CRITERIA

Technical Elements

- **(10 points)** The decal is technically well-executed (focus, exposure, composition, graphics, special effects).
- **(10 points)** The decal is developed with attention to product dimensions and bleed margins.
- **(10 points)** The decal creates an appropriate atmosphere or tone consistent with its message or purpose.

Content Elements

- **(10 points)** The decal clearly covers one or more of the four topic areas.
- **(15 points)** Demonstrates or motivates people to act with help-seeking behavior.
- **(10 points)** Provides a “call to action” that is clear and consistent (call a hotline, talk to someone, a friend should step-up and intervene, etc).
- **(10 points)** Local and national text line resources are provided
- **(15 points)** The decal impacts the audience in a positive way.
- **(10 points)** The information provided is accurate.

The following will be automatically disqualified:

- Stickers without the appropriate signed documentation.
- Stickers that have **ANY** trademarked or copyrighted materials. Some examples include:

logos on computers, on objects in the background, logos on shirts, shorts, pants, shoes, or hats, art that students did not create themselves; etc.

- Depiction, documentation, or dramatization of suicidal behavior (seeking or attempting to suicide).
- Depiction of suicide means: display of guns, pills, razors, etc.
- Romanticized or glorified information about suicide.
- Personal testimonials of suicidal individuals.

Announcement and Presentation of Winning Sticker

The winning student(s) and school will be notified via phone and by email. The winning sticker will then be released to local businesses, nonprofits and schools for use.

Resources

Students are encouraged to use any of the resources listed below to learn more about consumer topics. Students also are encouraged to do additional research.

Alternative Paths	www.alternativepaths.org
American Association of Suicidology (AAS)	http://www.suicidology.org
American Foundation for Suicide Prevention (AFSP)	http://www.afsp.org
Crisis Text Line	http://www.crisistextline.org
Depression and Bipolar Support Alliance	http://www.dbsalliance.org/
Jason Foundation	http://www.jasonfoundation.com
National Alliance for the Mentally Ill (Ohio)	http://www.namiohio.org/
National Organization for People of Color Against Suicide	http://www.nopcas.com/
Suicide Awareness Voices of Education (SAVE)	http://www.save.org
Suicide Prevention Education Alliance	http://www.helppreventsuicide.org/
Suicide Prevention Resource Center (SPRC)	http://www.sprc.org
Yellow Ribbon	http://www.yellowribbon.org/

National Suicide Prevention Lifeline

www.suicidepreventionlifeline.org

Suicide Prevention Services of America

<http://www.spsamerica.org/>

The above list is strictly informational and does not imply endorsement by the Medina County Coalition for Suicide Prevention/ Alternative Paths. These websites are provided for educational purposes only.

FORM 1
Application Form and Creative Brief Requirements

Advisor Name _____ Teacher / Parent (Check One)
Advisor Phone _____
Advisor Email _____
Medina County Resident's School Name _____
School Address _____

Student Name(s) Additional names may be provided on back of form if more space is necessary.

- 1) _____ Age ____ Grade __ Address _____
- 2) _____ Age ____ Grade __ Address _____
- 3) _____ Age ____ Grade __ Address _____
- 4) _____ Age ____ Grade __ Address _____
- 5) _____ Age ____ Grade __ Address _____

At least one student must be a resident of Medina County to enter.

Sticker Title _____

Creative Brief

Brief *shall not exceed* two pages, typed, double spaced, with 1 inch margins, Times Roman 12 pt. font. In your brief please answer the following questions:

- 1. How did you make the topic relate to the audience?
- 2. What is the one message you want the audience to walk away with?
- 3. What makes your sticker unique or different from others?

Supervising teacher/parent acknowledges and hereby agrees to abide by all the official rules, guidelines, and eligibility requirements listed.

Advisor Name: _____
Advisor Signature: _____ Date ___/___/___

Your submission will not be complete until you return all forms.
These forms include the application form, signed photo permission form for all individuals appearing in the sticker, and the signed trademark and copyright agreement.

FORM 2
Photo/ Video Release

In agreement with the details of this contest, I hereby give the Medina County Coalition for Suicide Prevention/ Alternative Paths the right, permission, and consent to participate to the use and reproduction of any and all photographs/videos taken for the 2023 Stomp Out Suicide Sticker Contest. The same consent is granted for the use of any printed matter or electronic distribution used in conjunction with the photographs/video.

I release the Medina County Coalition for Suicide Prevention/ Alternative Paths from any and all liabilities, damages and claims arising out of or relating to the participation in this program and videotaping.

I understand this sticker will be used publicly to encourage suicide prevention. I also waive all rights to approval, sale, copyright, or broadcast and/or distribution of the finished product and/or published matter accompanying its use.

Name _____
Address _____
City _____ State _____ Zip _____
Phone Number _____
Date of Birth _____

I hereby certify that I am **over 18 years of age** and competent to contract in my own name in so far as the above is concerned.

Student Signature: _____ **Date** _____

As parent/legal guardian, I hereby give my permission and consent for my child to participate in the 2023 Stomp Out Suicide Sticker Contest and agree to the terms.

Parent/ Guardian Signature: _____ **Date** _____

FORM 3

Copyright and Trademark Agreement

You are prohibited from utilizing in whole or in part any pre-existing or copyrighted material. All work must be original. You may not depict any trademark, trade name, logo, or brand in the sticker, including any logos or brand names that may appear on clothing, in the background, on costumes, equipment, props, or anywhere else in the sticker. All persons, businesses, entities, and firms depicted must be original and fictitious. The simulation or display of a likeness to any recognizable person, business, entity, or firm is prohibited.

In consideration for participating in the 2023 Stomp Out Suicide Sticker Contest, the following individuals and/or legal guardians hereby assign to the Medina County Coalition for Suicide Prevention/ Alternative Paths all rights, title, and interests to the sticker named below.

I further warrant that I have complied with all rules of the 2023 Stomp Out Suicide Sticker Contest, that all submitted material is original, and that no other individual has made any contribution to the creation of the material.

Name of Sticker: _____

Name of Submitting School: _____

Student #1 Name (please print) _____

Student #1 Signature _____

(If under 18 years of age)

Parent/Legal Guardian #1 Name (please print) _____

Parent/Legal Guardian #1 Signature _____

Student #2 Name (please print) _____

Student #2 Signature _____

(If under 18 years of age)

Parent/Legal Guardian #2 Name (please print) _____

Parent/Legal Guardian #2 Signature _____

Student #1 Name (please print) _____

Student #1 Signature _____

(If under 18 years of age)

Parent/Legal Guardian #1 Name (please print) _____

Parent/Legal Guardian #1 Signature _____

Student #1 Name (please print) _____

Student #1 Signature _____

(If under 18 years of age)

Parent/Legal Guardian #1 Name (please print) _____

Parent/Legal Guardian #1 Signature _____

Please print an additional copy of this form if the number of team members exceeds spaces above for student information and signatures. All team members MUST have completed this form.

Teacher /Parent Advisor Name (please print)

Teacher/Parent Advisor Signature

**ANY STICKER WITH ANY TRADEMARKS, LOGOS, BRAND, ETC., THAT APPEAR ANYWHERE IN THE DESIGN WILL BE AUTOMATICALLY DISQUALIFIED.*

FORM 4

Waiver of Liability

I, the undersigned, being the parent or legal guardian of _____,
specifically consent to allow my child to participate in the Medina County Suicide Prevention
Coalition Sticker Contest or I am eighteen (18) years of age and I consent to participate in the
Medina County Suicide Prevention Coalition Sticker Contest and hereby release, indemnify and
hold harmless Alternative Paths, Inc., members of the Medina County Coalition for Suicide
Prevention, agents, employees and assignees from any and all liability, claims actions, demands,
and judgments arising out of any injury or loss sustained by the above-named child, myself, my
family in connection with participation in the Suicide Prevention Sticker Contest.

I have read the Waiver of Liability, understand it and voluntarily accept it. I have the authority to
sign the Waiver of Liability on behalf of my above-named child or in my own behalf.

Parent signature _____ Child's signature _____

Printed name _____ Date _____

FAQs

Who can participate in the 2023 Sticker Contest?

School students who are Medina County residents, grades 9–12, and who are not immediate family members of the Medina County Coalition for Suicide Prevention, may participate.

How many students can enter from a school?

There are no limits to how many students may enter per school.

How many students can be on a team?

Any number of students may be on a team; however, the prize will be split equally among the students.

Do we need a parent or teacher advisor?

Each team must have one parent or teacher advisor. The advisors can give direction, but may not contribute to the development or creation of the sticker.

How can we use the resources listed?

The purpose of this competition is to help students enhance their knowledge of suicide prevention. Students are encouraged to seek out and utilize any of the resources listed on the resource page. Students are not limited to these resources and are encouraged to do additional research as long as resources used provide accurate and valid information.

Do we have to use the suicide prevention topics listed?

Yes, students are required to choose one or more of the topics listed in the “Sticker Topics” portion of the Contest Details. Any stickers off topic will be disqualified.

How is the winner chosen?

The winner will be selected by the members of the Medina County Coalition for Suicide Prevention using the scoring rubric.

What can we win?

The first place individual or team in grades 9-12 will receive a cash prize of \$500, and second place \$250. The winners also will have an opportunity to be featured as decals for both personal and outreach use, bumper stickers/magnets, social media, school outreach, local agency websites, etc.

What forms do we need to submit with the sticker design?

Entries should include the completed application form and copyright and trademark agreement, along with your Creative Brief. The photo/video permission form must be signed by each individual, or a parent/legal guardian if individual is under 18 years of age, who appears in the sticker.

How many copies of our sticker designs should we prepare?

One JPG file is required to be emailed to enter. We suggest that you retain one copy of the file and all forms submitted for your records. The JPG file will not be returned to you. The Medina County Coalition

for Suicide Prevention/ Alternative Paths will keep all files submitted.

Are there any restrictions on the format of our sticker?

All entries must be submitted electronically. For all designs created electronically- submit a JPG File. For all art/ design completed by hand- scan and submit a JPG File.

Where do I find the Sticker Template?

The Sticker template is in the PDF accompanying this packet. If you do not have the template, please reach out to Devan Althen at dalthen@alternativepaths.org to receive a copy.

What is the deadline for submitting the sticker?

Submissions and forms must be submitted by March 3, 2023, 11:59 PM EST. Entries and accompanying forms must be postmarked by March 3, 2023. Late entries will not be considered.

When will the finalists be notified?

Finalists will be notified by March 24, 2023.

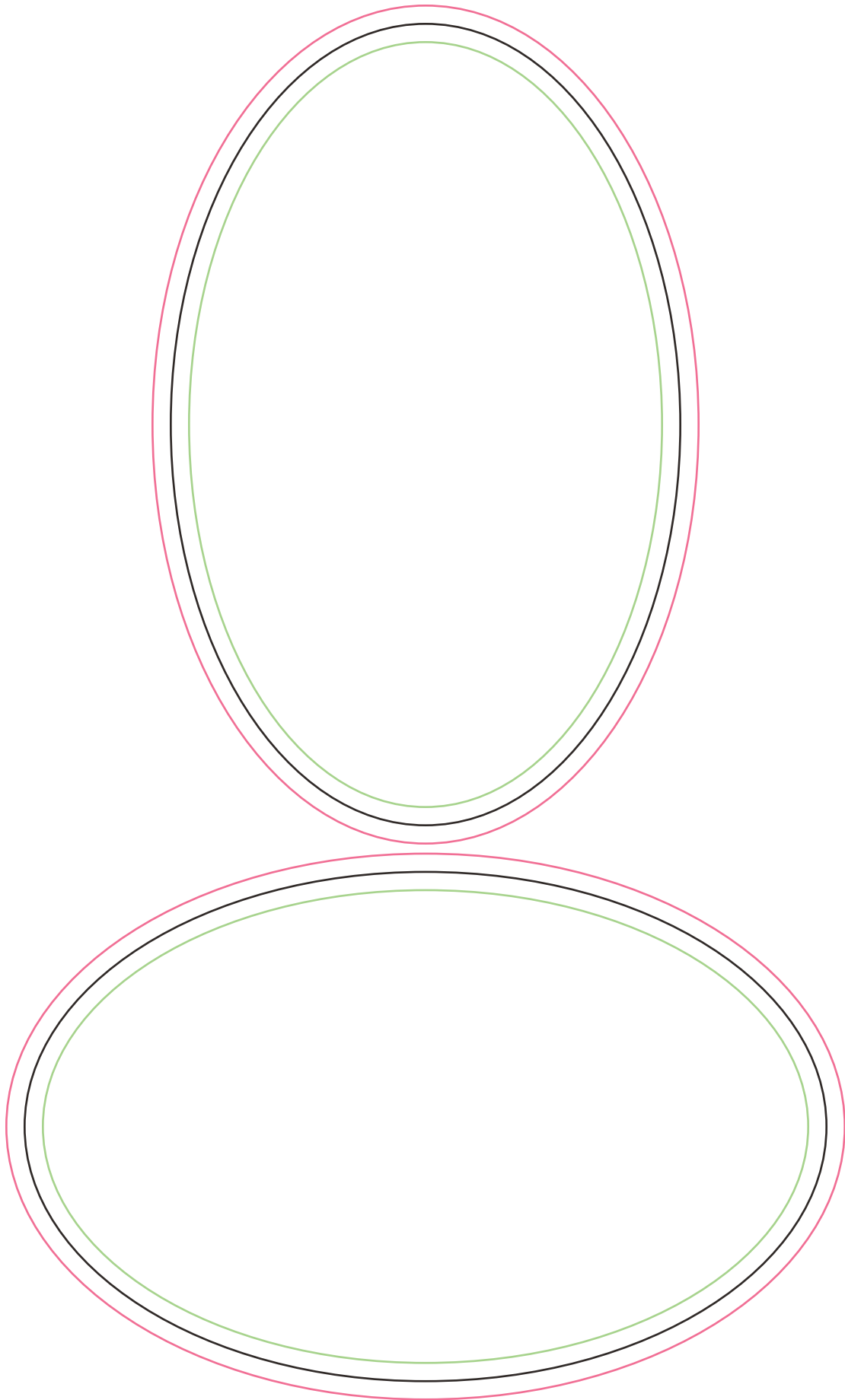
How do I receive the prize?

The winner and the school of the winner will receive a check.

Whom do I contact with questions?

Information about the Contest is available at www.alternativepaths.org or by contacting:

Devan Althen, Community Prevention Specialist
Alternative Paths, Inc.
246 Northland Drive, Suite 200A
Medina, Ohio 44256
(330) 722-1860
Dalthen@alternativepaths.org



Item #**820003** | 5.5" X 3.5" OVAL SHAPE MAGNET

GRAY LINE represents actual product dimensions
PINK LINE represents .125 inch image bleed margin
GREEN LINE represents .125 inch inside margin