



El Metro and Hachar Media Advertising

The “Design a Transit Wrap” Scholarship Art Contest

Entry Form 2014



Please complete and return this form with artwork.

Student’s Name: _____

Student’s Phone Number: _____

Grade: _____

High School Name: _____

Teacher’s Name and contact number: _____

Title of artwork/slogan: _____

RELEASE AGREEMENT

I certify that the artwork I have created and submitted to El Metro is original. I understand that, upon submitting my design, I give up any claim to ownership, and my design becomes the sole property of El Metro. I agree that El Metro may use my name, photographs, artwork, and words with any necessary changes or alterations in current and future promotions.

Student’s signature _____ Date _____

(by which you accept the above release agreement; required for all entries)

Parent or guardian’s signature _____ Date _____

(by which parent/guardian accepts above release agreement; required if student is under 18 years of age)

For judging purposes, please attach cut-out to the back of artwork:

Title of Artwork/Slogan: (same as entry form): _____

Student’s Phone Number: _____

Teacher’s Name and Phone Number: _____

Grade: _____

Illustrate the Benefits of Public Transportation

Contest Rules and Guidelines

Who can enter the contest?

The contest is open to any **high school senior students** who live in Laredo and are enrolled during the 2014-2015 school year and will be attending a college/university in the fall of 2015.

Rules

Contest begins Thursday, September 4, 2014

- Submissions must be made by individual students, not classes or other group of students.
- Contest entry forms may be picked up with high school art teachers or at the El Metro Administration Office, 1301 Farragut, 3rd Floor. Forms will also be available online at www.elmetrotransit.com.
- Each participant **MUST** have a completed entry form and the cut-out form securely attached on the back of artwork. Without this information, entry will not be judged.
- Use white paper or poster board, size 11x17.
- All media art form allowed, such as markers, colored pencils and paint.
- Newspaper clippings, glitter, copyrighted material and digital art is not acceptable.

What do I have to design?

Participants will design a wrap (an advertisement that covers from wheel to wheel below the bus window: rectangular in shape) promoting public transportation.

- Your design must include a short, one sentence slogan that either promotes public transit in general, or points out one or more of the benefits of public transportation. Examples:
 - a) Public transportation saves fuel
 - b) Public transportation saves money
 - c) Public transportation reduces gasoline consumption

How will the entries be judged?

Entries will be judged by a panel consisting of transit staff members, city officials, and high school/college administrators.

When evaluating entries, judges will consider the following criteria:

1. Does the design promote public transportation in general or point out one or more of its benefits?
2. Is the slogan short and memorable?
3. Is the design eye catching?
4. Does the entry meet all requirements?

Scholarships to be awarded?

The scholarship winners will be announced in October 2014. Hachar Media Advertising will be awarding two scholarships in the amount of \$1,000 per high school district. The artwork designs will be used to wrap an El Metro bus, which will be unveiled in October 2014. The wrap will remain on the bus for one year. Winners will also be honored at a City of Laredo Council meeting and will have their artwork featured on an El Metro bus and news releases.

When is the deadline?

All entries must be submitted to a teacher at your school by the end of the school day or at the El Metro Administration Office, 1301 Farragut between the hours of 8:00 a.m. – 5:00 p.m. by no later than **October 1, 2014**.

Teachers: Contact Sandy Esparza before deadline date at 956.795.2280 ext. 259 for delivery arrangements.

Questions?

For more information contact:
Sandy Esparza, at 956.795.2280 ext. 259 or email sesparza@ci.laredo.tx.us



Laredo Transit Management
Inc. 956.795.2280
www.elmetrotransit.com