

CASTO SCHOOL BUS SAFETY POSTER CONTEST

The following information and rules are to be used by all persons interested in entering the California Association of School Transportation Officials "2011 School Bus Safety Poster Contest". All posters submitted for entry must meet all of the criteria listed below in order to be judged. Posters not meeting the criteria will be disqualified and discarded.

WHO MAY ENTER

Entries may be submitted from any student enrolled in a public, private or parochial school in the State of California - grades K-8.

DIVISIONS

Posters shall be submitted **TO YOUR LOCAL CHAPTER FOR JUDGING** in the following divisions:

Division # 1 Grades K - 3

Division # 2 Grades 4 - 6

Division # 3 Grades 7 - 8

Division # 4 Special Education

DEADLINE DATE FOR ENTRY

Completed posters must be submitted to the State organization prior to the January 8, 2011, State Board Meeting.

Information:

TamiLynn Cooper, State Secretary

(661)341-5146

Tcooper@ridesta.com

Local chapters shall judge posters submitted to them and shall submit only One (1) POSTER from EACH DIVISION to the State Organization for judging by the State Board. All entries become the property of CASTO and may not be returned.



2011 School Bus Poster Contest Judging Guidelines

Posters submitted for state finals must have been judged at the local chapter level.

- One poster, per division, per chapter

All posters shall be judged on the following criteria:

1. Relationship of the poster design to school bus design.
2. Originality of the poster and how the idea is designed in the poster design.
3. Artwork and its execution.
4. Visual impact of the poster design.
5. Majority of votes will select categorical winner.
6. Portion of the yellow school bus shall be illustrated.

***The four categorical winners will be judged to determine the
2011 School Bus Poster Winner.***

PRIZES

First place in each division will receive:

- A. \$150.00 US Savings Bond
- B. \$100.00 Cash to be spent on a class party

State Winner will receive:

1. *Sunday morning Installation Breakfast tickets for the winner and his/her parents*
2. *Recognition at the Sunday Installation Breakfast*
3. *Framed original poster*
4. *Travel & Lodging*
5. *Prizes awarded in first place category*

POSTER SPECIFICATIONS

Completed Poster size shall be 12" X 18" with a 1" space at the bottom where the entry blank shall be attached. Poster may be illustrated on the vertical or horizontal axis. The CASTO School Bus Safety Poster entry blank or a reasonable facsimile, with all information typed or printed and signed by the teacher, shall be securely attached to the lower left corner of the poster entry.

Design shall be submitted on quality tag poster board, or heavy paper. Construction paper may be used, but winning entries, at the local chapter level, must be mounted on quality tag board prior to being submitted to the CASTO State Board for judging.

POSTER THEME

The poster and slogan must harmonize with the theme and contain correct safety concepts, and be the exclusive work of the student entering the poster in idea, design and execution.

This year's theme: **"There is Pride in our Ride"**

Contestants must illustrate the above theme. Illustration should be positive in approach, demonstrating only proper school bus safety behaviors. At least part of a yellow school bus must be present in the poster.

LETTERING

Freehand-drawn letters only may be used on the poster design. Stenciled, pre-printed, manufactured stick-on letters or tracings of letters may not be used. Lettering should be clearly legible, even if used as part of the poster design.

COLOR AND MEDIA

There is no limitation on the use and number of colors. There is no limitation on the media--such as print, crayon, cut paper, felt pen, etc. --used on the poster design. However, wood, plastic, glass or metal should not be part of the poster. Collage materials should not be used. Poster designs may not incorporate any copyrighted character (i.e., comic newspaper illustrations).

JUDGING

Posters must be submitted to local CASTO chapters for judging at the local level. The winning poster from each of the four (4) divisions at the local level shall be submitted by the local chapter to the CASTO State Board for selection of a State winner in each division at the January 9, 2010, State Board meeting. All posters shall be judged on the following criteria:

- A. Relationship of the poster design to school bus safety practices.
- B. Originality of the poster and how the idea is expressed in the poster design.
- C. Artwork and its execution.

D. Visual impact of the poster design.

All posters become the property of the California Association of School Transportation Officials. The right to modify any poster for reproduction is reserved by the CASTO Poster Committee, comprised of members of CASTO , school bus manufacturers and suppliers.

PRIZES

Local Level:

Local chapters shall determine prizes at the local level. Please contact your local chapter representative for information on prizes at the local level.

State Level:

Prizes have been set at:

First Place in each division will receive:

1. \$150.00 U.S. Savings Bond
2. \$100.00 cash to be spent on a class party

The winner for each division will be notified to submit their social security number to receive the U.S. Savings Bond. Savings Bond will be issued by the U.S. Treasury.

The winner of the poster contest will be honored at the annual State Conference with a presentation of their original poster in recognition for their work. The original poster shall be framed for presentation. The Conference Committee shall provide lodging for the winner and his/her parents at the Conference Hotel for Saturday night and will make the formal presentation of the award at the Sunday Installation Breakfast at the annual State Conference. The State Board will pay for travel expenses for the winner and parents to the Conference.

Any questions should be addressed to your local chapter representative:

Name: _____

Phone: _____

or: **TamiLynn Cooper, State Secretary**
(661)341-5146
Tcooper@ridesta.com

Student's Name _____ Grade _____ Age _____

School _____

City _____ State _____ Zip _____

Teacher's Signature _____

**2011 California School Bus Safety
Poster Program Entry Blank**

Student's Name _____ Grade _____ Age _____

School _____

City _____ State _____ Zip _____

Teacher's Signature _____

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