



# PEACE 2020-2021

LIONS INTERNATIONAL  
PEACE POSTER CONTEST  
Official Club Contest Guide & Rules



## Peace Through Service

### YOUR OFFICIAL PEACE POSTER KIT

This kit contains everything your club needs to sponsor one contest at a school or organized, sponsored youth group.

- **Official Club Contest Guide & Rules (PPC-1)**
- **Official School or Youth Group Contest Guide & Rules\* (PPC-2)**
- **Participant Flyer\* (PPC-3)** for your club to fill in the blanks, duplicate and give to each participating student to take home
- **Winner Sticker (PPC-4)** for your club to complete and place on back of the winning poster
- **Achievement Award (PPC-5)** and **Certificate of Appreciation (PPC-6)** for contest winner and sponsored school or youth group

**\*Please provide only the Official School or Youth Group Contest Guide & Rules (PPC-2) and the Participant Flyer (PPC-3) to your club's contact at the participating school or youth group. The club retains all other items in the kit.**

Now you're ready to get started. Have fun, and good luck!



# PEACE

2020-2021



## Peace Through Service

Thank you for sponsoring the Lions International Peace Poster Contest! This contest is a wonderful opportunity for your club to work with youth in your community to promote peace, tolerance and international understanding. It encourages young people, ages 11 to 13, to think about peace, creatively express what it means to them and share their unique visions with the world.

### 6 EASY STEPS TO A SUCCESSFUL CONTEST

#### 1. Connect with Your School or Youth Group

Get in touch with an area school or organized, sponsored youth group early to allow enough time for planning. Once you have confirmed their participation:

- Provide the school or youth group contact with the **Official School or Youth Group Contest Guide & Rules**. Add your Peace Poster Contest chairperson's name and phone number in the spaces provided.
- Let the school and/or youth group contact know that you and your club are there to help!

Expand your contest! Involve your club members in identifying schools and youth groups to participate in the contest. Your club can sponsor more than one school or youth group—or multiple contests within the same school or youth group (i.e., one per grade level)—but a Peace Poster Contest kit must be purchased for each contest sponsored.

To place your order for Peace Poster Contest Kits (PPK1), complete the order form at [lionsclubs.org/peaceposter](https://lionsclubs.org/peaceposter). Your order may be submitted via email at [orderdetails@lionsclubs.org](mailto:orderdetails@lionsclubs.org) or visit the LCI Store at [shop.lionsclubs.org](https://shop.lionsclubs.org) and Search "Peace Poster Kit." Kits are available from January 15 to October 1. **Note:** All credit card orders must be placed online.

#### 2. Notify Your District Governor of Your Club's Participation

Email or call your club's district governor immediately to let them know that your club is participating in the contest. Confirm the date when the district judging will be held.

#### 3. Arrange Contest Judging

Discuss how the judging will be handled with your school or youth group contact. Work together to identify an individual, such as the school principal, youth group leader, local artist, club representative or a panel of judges to select one winning poster for each contest sponsored by your club.

Judges are asked to evaluate posters on three criteria: **originality, artistic merit and expression of the theme, "Peace Through Service."**

Posters selected to advance to the next level of judging must meet all the requirements as outlined in the Contest Rules & Conditions. **Posters not meeting these specifications will be disqualified.**

#### 4. Advance Your Club's Winning Poster to the Next Level of Judging

After the winning poster is selected, forward it on to the next level of judging. If your club has sponsored multiple contests, you need to advance one winning poster for each contest (per kit purchased).

- Complete sections I and II on the **Winner Sticker (PPC-4)**. (Section I includes a signature line for parent or guardian consent.) Affix the sticker to the back, lower right-hand corner of the poster. **Posters without the completed Winner Stickers will be disqualified.** Reproductions of the sticker are not permitted.
- Take a photo of the winning poster for your club's publicity purposes, as well as to have a record of the student's artwork.
- To ensure that the poster arrives at the next level of judging in good condition, roll it and send it in a mailing tube. **Do not fold the poster.**
- Lions International Headquarters does not reimburse clubs for the cost of postage or shipping.
- Send the poster to your district governor for district judging. Entries must be postmarked on or before November 15, 2020. (If your club is not districted, forward the poster to Brand & Marketing Strategy at International Headquarters by December 1, 2020.) Use express mail service when possible.
- Follow up with your district governor to make sure they received your club's poster. Winning entries submitted after the due date will be disqualified.

#### 5. Recognize and Award Your Contest Winners

You'll find certificates for the club contest winner and participating school or youth group in this kit. Honorable mention certificates are available to print at [lionsclubs.org/peaceposter](https://lionsclubs.org/peaceposter).

Your club may offer additional prizes and even consider holding a special award ceremony during a club meeting or at the participating school or youth group location. If so, discuss this with the school or youth group contact. Artists of posters advancing to the final international judging are recognized as follows:

- **International Grand Prize Winner** receives a trip to an award ceremony where he or she will receive US\$5,000 (or local equivalent) and an award. Two family members (one being the winner's parent or legal guardian) and the sponsoring Lions club president or a club member (as designated by club president) are invited to accompany the winner to the award ceremony.
- **23 Merit Award Winners** will each receive US\$500 (or local equivalent) and a certificate of achievement.

#### 6. Promote Your Contest Winner

Publicity brings recognition to your club, the school or youth group and participants. In addition, it creates community support and awareness of your club's activities.

Prepare a press release on your club's letterhead announcing the winner. Visit [lionsclubs.org/peaceposter](https://lionsclubs.org/peaceposter) to create a customized press release.

- Send a photograph of the contest winner and his or her poster with a press release to the editor/reporter of the features or community section of your local newspaper(s). Be sure to photograph the poster before advancing it to the next judging level. Keep a photograph for the club and student's records.
- Post the winner's information on your club's Facebook page and on other social media. **#peaceposter**
- If your club or the school is hosting a special award ceremony for the winner, work with your school contacts to invite your local media to attend.
- Make arrangements to exhibit the local contest entries in a public library, community center or other public area.
- Update the media and your social sites if your club's entry advances to the multiple district or international judging levels.

**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 property of Lions Clubs International upon receipt. Peace Poster Contest images cannot be used without written permission from Lions Clubs International.**

**In consideration for 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. An international grand prize winner is not eligible to receive subsequent prizes in future Lions International 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.**



## CONTEST DEADLINES

### January 15, 2020

Kits go on sale from the Member Service Center at Lions International Headquarters.

### October 1, 2020

Deadline to purchase kits from the Member Service Center at Lions International Headquarters.

### November 15, 2020

Postmark deadline for a club to send one winning poster (per contest sponsored) to the district governor. **Note:** Club must notify district governor in advance of its participation.

### December 1, 2020

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

### December 1, 2020

Postmark deadline for a district governor not belonging to a multiple district to send one winning poster to the Brand & Marketing Strategy at International Headquarters.

### December 1, 2020

Postmark deadline for a club not belonging to a district to send one winning entry to Brand & Marketing Strategy at Lions International Headquarters.

### December 15, 2020

Postmark deadline for the multiple district council chairperson to send one winning poster to Brand & Marketing Strategy at Lions International Headquarters.

### February 1, 2021

Club presidents of international winners will be notified on or before this date.

**Note:** Entries that do not meet deadlines will be disqualified.

## CONTEST RULES & CONDITIONS

Entries not meeting the rules and conditions listed below will be disqualified:

- The contest's theme is "Peace Through Service."
- Only a Lions club can sponsor the contest in a local school or organized, sponsored youth group, such as YMCA programs, Boys & Girls Clubs, Scouts, etc. **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 schools or other organized youth groups.
- The contest is open to students who will be 11, 12 or 13 years of age on November 15, 2020. Eligible birth dates are November 16, 2006 through November 15, 2009.
- 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 per year, and each entry must be the work of only one student.
- All artwork must be the individual 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.

## QUESTIONS?

If you have any questions about the contest, please contact:

Brand & Marketing Strategy  
Lions Clubs International  
300 W. 22nd Street  
Oak Brook, IL 60523-8842 USA  
Telephone: (630) 203-3812  
Email: [peaceposter@lionsclubs.org](mailto:peaceposter@lionsclubs.org)

To view grand prize and merit award posters,  
download a video or get contest information, visit [lionsclubs.org/peaceposter](https://lionsclubs.org/peaceposter).