

2017 AHMA-NCH Calendar Art Contest Rules



NAHMA (National Affordable Housing Management Association) and AHMA-NCH (Affordable Housing Management Association of Northern California, Nevada, and Hawaii) are proud to kick off the annual calendar poster contest for 2017. This is the 31st year of the contest, and it is anticipated that 5,000 resident children, seniors, and disabled residents will participate nationwide. This year's theme is "Learning Will Get Me Where I'm Going: Reaching for Knowledge".

WHO IS ELIGIBLE TO ENTER THE CALENDAR CONTEST?

- **Children**
Children who live in a family community of an AHMA-NCH Member Company, divided into five grade categories.
- **Elderly/Disabled Community Components**
Residents who are 55 years or older who live in an elderly/disabled community of an AHMA-NCH Member Company.
- **Special Needs Residents**
Residents who live in a permanent supportive housing community or 811 community of an AHMA-NCH Member Company.

HOW DOES THE CONTEST WORK?

- AHMA-NCH will select three (3) winners in each category to forward to NAHMA.
- The five (5) grade categories for children are based on the grade level the contestants will have completed by June 2014, and are:
 - Kindergarten – 1st Grade
 - 2nd – 3rd Grade
 - 4th – 6th Grade
 - 7th – 9th Grade
 - 10th – 12th Grade

While we encourage community activities to discuss the theme and contest rules, ENTRIES MUST BE CREATED BY THE INDIVIDUAL ARTIST WITHOUT ASSISTANCE.



WHEN IS THE DEADLINE?

Entries are due to AHMA-NCH no later than **Wednesday, May 17, 2017**. They should be mailed to:

**AHMA-NCH Poster Contest
c/o Cynthia Alvarez
TNDC
201 Eddy St.
San Francisco, CA 94102**



WHAT ARE THE CONTEST PRIZES?

- There will be three (3) prizes given to each category by AHMA-NCH, for a total of twenty-one (21) prizes.
- Winners of the national contest receive educational scholarships in the form of a check awarded by the NAHMA Educational Foundation. The national contest's grand prize winner, whose art will appear on the cover of the calendar, receives an educational scholarship, and a trip to Washington, D.C. (Only Children are eligible to become the grand prize winner.)

ART SUBMISSIONS

All art submitted to AHMA-NCH becomes the property of AHMA-NCH. AHMA-NCH has the right to use the art for publicity, publications, and advertisements. The art will **NOT** be returned.

THE COMPLETED OFFICIAL ENTRY FORM AND NAHMA AGREEMENT WITH RESPECT TO PRIZE MUST BE ATTACHED TO THE BACK, RIGHT CORNER OF THE POSTER. (BOTH DOCUMENTS ARE REQUIRED ON THE POSTER THAT WE SUBMIT TO NAHMA.)

HOW ARE THE ART SUBMISSIONS JUDGED?

Entries are judged on the artist's ability to create a submission with the "Learning Will Get Me Where I'm Going: Reaching for Knowledge" contest theme. Specifically, the distinguished panel of judges will consider:

- Interpretation of the theme – "Learning Will Get Me Where I'm Going: Reaching for Knowledge".
- Originality
- Quality – Is the art submission appealing to the eye?
- Overall artistic ability – Does the submission show some degree of creativity and skill for its age group or category? Will the submission be able to be reproduced with reasonable quality and clarity?



NOT ALLOWED ON ANY POSTER

Cartoon characters, names of individuals, product brands, or the name of the development of AHMA. Submissions with any of these items will be disqualified.

WHAT SPECIFICATIONS MUST EACH ARTISTIC SUBMISSION MEET TO ENTER?

- Posters must be done on poster board (or heavy art paper) measuring 22" x 28".
- Any media may be used, including paints, crayons, color pencils, chalk and collage, but contestants are advised to ensure the the media selected be adequately protected against damage.
- Photographic art, black and white or color, must measure at least 8" x 10" and be no larger than 22" x 28".
- Website design and digital art must be printed in color and measure 8.5" x 11" and be mounted on a poster board measuring 22" x 28".
- The poster must be marked clearly with an official entry and NAHMA release forms attached to the back, right corner.



For questions or clarification, please call Cynthia at (415) 533-0406

2017 Poster Art Contest Checklist

1. **START PLANNING NOW! GIVE YOUR RESIDENTS PLENTY OF TIME**

- Begin preliminary publicity and start on-site activities. Make certain you allow enough time to get your posters to AHMA-NCH by May 17, 2017.

2. **HANG BANNERS AND FLIERS**

- Publicize your contest by delivering flyer door-to-door, hanging posters around your property to let residents and children know about the contest and prizes.
- Meet with parents and resident leaders to cultivate their support and cooperation for the contest.

3. **PROMOTE THE CONTEST OUTSIDE YOUR PROPERTY**

- Send invitations to local media celebrities to do live remotes or attend ceremony and greet the children, seniors, or special needs residents participating in the contest.
- Invite local government or HUD official to attend.
- Give public officials four weeks’ notice of your event.
- Send a press release to radio stations, newspapers, and television studios.

4. **SOLICIT DONATIONS**

- Ask local businesses, such as grocery stores and art supply stores, to donate materials needed for the contest.
- Let your residents know which businesses are supporting the contest and ask them to thank the businesses personally.

5. **SCHEDULE PRACTICE SESSIONS**

- Invite the contest participants to your community room, an empty unit, or office to practice their ideas before starting their actual entry.
- Recruit other residents or a local art teacher to supervise and help as needed.
- Emphasize the rules, theme and prizes, give constructive advice and check for spelling errors. Avoid criticism.
- Focus on originality, interpretation of the theme, and quality.

6. **SPONSOR ONE OF TWO “POSTER DAYS”**

- Throw a party complete with refreshments and music to accompany the final drawing sessions.
- Encourage creativity and fun.

7. **ENSURE THE COMPLETED ENTRY FORM AND NAHMA AGREEMENT WITH RESPECT TO PRIZE FORM IS ATTACHED TO THE BACK RIGHT CORNER OF THE ARTWORK/POSTER.**

8. **SUBMIT POSTERS NO LATER THAN FRIDAY MAY 17, 2017 TO:**

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