



THEME: Saving to Build My Dream

START DATE: Friday, February 24, 2023

SUBMISSION DEADLINE: Friday, March 24, 2023 at 5:00 PM

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See next pages for contest rules

**Win \$500 in
scholarships!**

WIN UP TO \$500 IN SCHOLARSHIPS FOR COLLEGE!

CONTEST STARTS:

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K2C 2023 Art and Video Contest Rules

K2C's 2023 Art & Video Contests with the theme, "Saving to Build My Dream" is here! Current Kindergarten to 12th grade SFUSD students with an active K2C account are invited to participate in either contest. K2C will select three city-wide honorees for each grade range and award scholarships up to \$500. The first 50 entries for the two contests, art or video, will also receive a \$20 incentive in their K2C account towards their college savings.

ELIGIBILITY

Current San Francisco Unified School District (SFUSD) K-12th grade students with active Kindergarten to College (K2C) savings accounts. Email k2c@sfgov.org for general K2C questions or celia.yu@sfgov.org for contest specific questions.

AWARDS

- City Wide Honorees
 - Grade ranges - (K-2nd grade) (3rd-5th grade) (6th-8th grade) (9th-12th grade) will be awarded the following:
 - 1st Place: \$500 K2C Scholarship
 - 2nd Place: \$300 K2C Scholarship
 - 3rd Place: \$100 K2C Scholarship
 - Award certificate as a city-wide honoree
 - Recognition on K2C social media platforms and K2C website



THEME

"Saving to Build My Dream"

SUBMISSION REQUIREMENTS (SEE ART OR VIDEO SECTIONS BELOW):

1. Art Contest Submission Requirements

- a. Create an original artwork in portrait format on 8.5" x 11" (US Letter) with a creative design or image that conveys the theme "Saving to Build My Dream".
- b. All drawings/ artwork may be in any media form. For example, pen, watercolor, computer graphics, or other creative modes.
- c. Submit your artwork to our Google form with your information. For any questions or support, you can email celia.yu@sfgov.org.
- d. K2C will collect original city-wide awardees' artwork submissions since these will be displayed in City Hall through the summer 2023. After that students' original submissions will be returned.
- e. Copyright images are not permitted.

2. Video Contest Submissions Requirements:

- a. Create an original video that conveys the theme "Saving to Build My Dream".
- b. All entries should begin with a short (e.g., 5 seconds) "title screen" that includes the following information:
 - i. Student full name
 - ii. School name
 - iii. Grade
 - iv. Title of video
- c. Videos submissions should be about 1 minute in length (not including the 5 second title screen).
- d. Submit your video to our Google form with your information. For large files too large to email or upload, send it using a file sharing service (e.g., Google Drive, Dropbox). For support, email celia.yu@sfgov.org.
- e. Copyright images are not permitted.

FOR ALL STUDENT SUBMISSIONS

- All enrolled SFUSD students are invited to participate, however awards will only be given to students with an active K2C savings account.
- Students can only participate in one contest category – either video or art.
- All students' submissions must be received by 5:00pm on Thursday, March 24, 2023.
- Submissions must include student name, grade, school, school ID number and contact information.
- Decision by K2C will be final - awards will be announced on www.K2CSF.org by April 28, 2023.

EVALUATION CRITERIA

- Interpretation of theme “Saving to Build My Dream” - does the artwork or video clearly show a representation of what “Saving to Build My Dream” means to them?
- Creativity - does the artwork or video show imagination, originality, and expressiveness?
- Connection to the K2C program – does the artwork or video align with K2C’s mission to promote students saving, financial, college and career goals?

