



K2C's 2022 Art & Video Contests

Theme: A Future Worth Saving For

Start Date: Tuesday, March 1, 2022

Submission Deadline Thursday, March 31, 2022 at 5:00 PM

See back for contest rules

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Win \$500 in scholarships!

Win up to \$500 in scholarships for college!

Contest Starts: Tuesday, March 1, 2022

Submission Deadline Thursday, March 31, 2022 at 5:00 PM

K2C's 2022 Art & Video Contests Rules

K2C's 2022 Art & Video Contests with the theme, "A Future Worth Saving For" is here! Current Kindergarten to 11th 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-11th grade students with active Kindergarten to College (K2C) savings accounts. Email k2c@sfgov.org for general K2C questions or elisa.rodriguez-furey@sfgov.org for contest specific questions.

Awards

- **3 city-wide honorees for each grade range**
 - Grade ranges - (K-2nd grade) (3rd-5th grade) (6th-8th grade) (9th-11th 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 as well as special mention at K2C's ten-year anniversary celebration in April

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K2C's Art & Video Contests Rules Continued

Theme

- "A Future Worth Saving For"

Submission Requirements (see art or video sections below)

• 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 "What a future worth saving for means to you?"
- 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 elisa.rodriquez-furey@sfgov.org
- D. K2C will collect original city-wide awardees' artwork submissions since these will be displayed in City Hall through summer 2022. After that students' original submissions will be returned.
- E. Copyright images are not permitted.

• Video Contest Submissions Requirements:

- A. Create an original video that conveys the theme "What a future worth saving for means to you?"
- B. All entries should begin with a short (e.g., 5 seconds) "title screen" that includes the following information:
 - Student full name
 - School Name
 - Grade
 - Title of Video

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K2C's Art & Video Contests Rules Continued

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 elisa.rodriguez-furey@sfgov.org

E. Submit video to K2C in a common format (e.g., MP3, MP4, M-JPEG, Mov, iMovie)

F. 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 31, 2022
- Submissions must include student name, grade, school, ID number and contact information
- Decision by K2C will be final - awards will be announced on www.K2CSF.org late April alongside mention at K2C's ten-year anniversary celebration

Evaluation Criteria

- Interpretation of theme "A Future Worth Saving For" - does the artwork or video clearly show a representation of what a future worth saving for 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?

