



2nd Annual AIM for Awareness Ad Contest
Attention all Middle and High School students!

Join Our Movement by designing an Ad to raise awareness for youth mental health

Who can Compete? Middle and High School Students in Monterey County.

Who is Sponsoring this Competition? AIM for Mental Health is a non-profit dedicated to youth mental health.

What is the Ad Contest? Imagine you are hired by AIM to design an Ad that could be used in magazines or any other media. The Ad would represent AIM's movement to promote youth mental health. Think like an advertiser! We are looking for Ads that can provide hope to someone struggling with mental health. The Ad may encourage kids to speak up and seek help. It may encourage others to be empathetic. AIM wants to talk about mental health. Think about how your Ad is going to promote our cause. The Ad may include AIM's mission statement: "AIM for Mental Health is building a movement devoted to the mental health of children, teens, and young adults by funding research to find better treatments and cures, raising awareness, and improving access to effective treatments." Find out more about AIM at aimformentalhealth.org.

What does your Ad Have to Include?

1. AIM logo *
2. AIM website (aimformentalhealth.org) and
3. One of the following facts:
 - Over 17 million children suffer from a mental disorder.
 - Over 25% of youth struggle with their mental health.
 - Anxiety is the most common emotional problem in children.
 - 20% of youth ages 13-18 live with a mental health condition.
 - 5.2 million children ages 3-17 diagnosed with ADHD.

* files of AIM's branding materials including its logo, word wallpaper, red arrow, and "Take AIM Give Hope" are available for downloading at - <http://aimformentalhealth.org/branding>

Artwork Requirements There are 2 prize categories: graphic art (computer generated) or traditional art (painting or drawing). Artwork can be 8.5" x 11" or 11" x 17", and created on any medium. Original artwork only (No copying anything).

When and where is the Ad Due? Due on Wednesday, October 10 at noon. Turn in your artwork to the person in charge of the Ad Contest at your school/organization or to the principal's office. Winners will be announced at the *AIM for Awareness* Rally at Lovers Point Park in Pacific Grove on Sunday, October 21 (1-4 pm).

Will Ads be Displayed? Artwork will be displayed at the AIM Rally.

Will Prizes be Awarded? Artwork will be judged on how it represents AIM's mission with prizes for 1st, 2nd and 3rd in the 2 categories of traditional art and graphic art. Middle and High School will be judged separately. (Prize gift cards: 1st - \$200 (4), 2nd - \$100 (4), 3rd - \$50 (4) – 12 prizes all together!)

For more information, email gabrielle@aimformentalhealth.org

AIMforMentalHealth.org

A large red arrow pointing to the right, positioned behind the text 'AIMforMentalHealth.org'.



AIM for Awareness Ad Contest

Name: _____ Age: _____ Grade: _____

Phone Number: _____

Email: _____

Teacher: _____

School/Organization: _____

Attach this page to the back of your artwork.

This Ad Contest is sponsored, promoted and administered by AIM for Mental Health (AIM).

Each piece of artwork (the “Ad”) must be the work of the entrant alone.

No purchase, payment or other consideration of any kind is necessary to enter or win this Contest.

Each Ad must include the entrant’s name on the back of the Ad.

All Ads submitted become the property of AIM, but most likely will be returned to the entrant. AIM may use the Ad for marketing, for posting on its website and social media, for making printed cards, and for any other purposes that AIM deems beneficial to AIM’s campaign.

Each winner, by accepting a prize, agrees that AIM may use the winner’s name, city and state of residence, and winner’s photograph or other likeness (if provided by winner) for advertising or publicity purposes, without notice or further compensation to the winner.

Entrant and entrant’s parent/guardian understand and agree with these above terms.

Entrant Signature: _____

Date: _____

Entrant’s Parent/Guardian Signature: _____

Date: _____

**TAKE AIM
GIVE HOPE**