



## **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 the United States.

**Who is Sponsoring this Competition?** AIM Youth Mental Health, a non-profit in California.

**What is the Ad Contest?** Imagine you are hired by AIM to design an Ad that could be used in any 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. Think about how your Ad is going to promote our cause.

**What does your Ad Have to Include?**

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

The Ad may, but does not need to, include AIM's mission statement: "AIM 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 the Student Ad Contest and access our branding files at [aimformentalhealth.org/ad-contest](http://aimformentalhealth.org/ad-contest).**

**What Type of Artwork and What Size?** There are 2 prize categories: Traditional Art (painting, drawing, etc) and graphic art (computer generated). Artwork can be any size but no larger than 11" x 17", and be on any medium.

**When and where is the Ad Due?**

**Will Ads be Displayed?**

**Will Prizes be Awarded?**

For more information, email [info@aimformentalhealth.org](mailto:info@aimformentalhealth.org) or visit

**AIMforMentalHealth.org**

A large red arrow pointing to the right, with the text 'AIMforMentalHealth.org' written in white inside it.



## AIM for Awareness Ad Contest

Name: \_\_\_\_\_ Age: \_\_\_\_\_ Grade: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

School/Organization: \_\_\_\_\_

Teacher: \_\_\_\_\_

**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. 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 agrees that AIM may use the winner’s name, city and state of residence, and winner’s photograph or other likeness for advertising or publicity purposes, without notice or 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**