

Kailee Mills Foundation

National Seat Belt Day Billboard Art Contest

Featuring Billboards Sponsored by Amazon

The Kailee Mills Foundation is inviting students ages **14–22** to participate in the **National Seat Belt Day Billboard Art Contest**, a student art contest designed to promote seat belt safety and encourage drivers and passengers to buckle up every time they are in a vehicle.

Winning artwork may be featured on **National Seat Belt Day billboards sponsored by Amazon** as part of a national seat belt safety awareness campaign.

The Kailee Mills Foundation will award a **\$1,000 scholarship** to the selected winner.

Contest Purpose

The purpose of this contest is to give students the opportunity to use their creativity, leadership, and voice to share a life-saving message:

Buckle Up. Someone Loves You.

Students are encouraged to create billboard artwork that reminds people that wearing a seat belt is a simple choice that can save lives and protect the people we love.

Scholarship Award

One selected winner will receive a:

\$1,000 Kailee Mills Foundation Scholarship

The scholarship is provided by the Kailee Mills Foundation and may be used toward college, trade school, technical training, certification programs, or other approved educational expenses.

Eligibility

Applicants must:

- Be between the ages of **14 and 22**
 - Submit original billboard artwork
 - Submit a completed application form
 - Have parent/guardian permission if under the age of 18
 - Agree that submitted artwork may be used by the Kailee Mills Foundation for billboard placement, campaign promotion, social media, website, newsletter, and other awareness materials
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Contest Theme

Artwork should promote seat belt safety and encourage people to buckle up every time they are in a vehicle.

Artwork may connect to one or more of the following ideas:

- Buckling up saves lives.
 - Someone is waiting for you to come home.
 - Seat belts protect the people we love.
 - Safe choices can change the future.
 - Every ride matters.
 - Buckle Up. Someone Loves You.
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Billboard Design Guidelines

When creating artwork for a billboard, remember that motorists only have about **five to seven seconds** to read and understand the message.

Billboard artwork should be:

- Clean
- Simple
- Bold
- Easy to read
- Easy to understand from a distance
- Horizontal in design

Messages should be kept short whenever possible. A strong billboard message is usually **seven words or less**.

Images and lettering should be large enough to be seen from approximately **300 yards away**.

A good test is to hang your artwork on a wall and walk to the opposite side of the room. If you can still read the message and understand the image, it will likely work well as a billboard.

Horizontal Design Requirement

Horizontal designs are required because they scale best to billboard size.

Recommended artwork size:

7 inches x 18 inches

Submission Requirements

Artwork must meet the following requirements:

- Artwork must be horizontal in design.
- Recommended artwork size is **7 inches x 18 inches**.
- Entries may be hand-drawn or computer-generated.
- Computer-generated artwork should be submitted in a high-resolution format, preferably **600 DPI**.

- Artwork must be original and created by the student.
 - Artwork should not include copyrighted characters, images, brand names, or logos unless approved by the Kailee Mills Foundation.
 - Artwork should not include Amazon logos or other sponsor logos unless written permission is provided.
 - Artwork must be neat, appropriate, and suitable for public display.
 - Submission of artwork does not guarantee billboard placement.
 - The Kailee Mills Foundation reserves the right to make minor edits or adjustments to winning artwork to meet billboard production requirements.
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Application Information Required

Each entry must include:

- Student full name
 - Age
 - Grade or current education level
 - School
 - Student email
 - Parent/guardian name and contact information, if student is under 18
 - Teacher/adviser name and contact information, if applicable
 - Submitted artwork
 - Completed parent/guardian release form, if student is under 18
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Judging Process

Judges may first narrow all entries down to the top submissions through a process of elimination. Once the top entries have been selected, the following judging criteria will be used.

Judging Criteria

Clarity and Readability — 20%

The message is easy to read and understand quickly from a distance.

Expression of Theme — 30%

The artwork clearly communicates the importance of seat belt safety and connects to the contest theme.

Neatness and Presentation — 10%

The design is clean, organized, and suitable for public display.

Creativity — 25%

The artwork uses original ideas, visuals, and messaging in a creative and meaningful way.

Boldness of Design — 15%

The design uses strong visuals, large lettering, contrast, and layout choices that would stand out on a billboard.

Winner Recognition

The selected winner may receive:

- **A \$1,000 Kailee Mills Foundation scholarship**
 - Recognition by the Kailee Mills Foundation
 - Artwork featured in a National Seat Belt Day billboard campaign sponsored by Amazon
 - Social media recognition
 - Website and newsletter recognition
 - Certificate or award
 - School, FCCLA chapter, NCL chapter, or volunteer chapter recognition, if applicable
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Artwork Permission and Release

By submitting artwork, students and families grant the Kailee Mills Foundation permission to use, reproduce, display, and share the submitted artwork for billboard placement, promotional materials, social media, website content, newsletter content, campaign promotion, and other awareness-related purposes.

For students under the age of 18, a parent or guardian release form is required.

Important Note

Amazon is the sponsor of the National Seat Belt Day billboard campaign. The scholarship contest and scholarship award are administered and provided by the Kailee Mills Foundation.

Submission of artwork does not guarantee billboard placement. Final billboard placement and production are subject to campaign needs, design requirements, and approval by the Kailee Mills Foundation.