You don’t have to be the next Picasso…

...All you need is a great idea – then WIN CASH!

Health Enhancement is looking for the next great campaign idea that focuses on safer use of alcohol among NIU students. You don’t need to submit any artwork, just put your idea on paper and turn it in! Two winners will get to work with a graphic designer to turn their ideas into reality. The NIU campus community will pick one of the two campaign prototypes to be used by Health Enhancement as part of a campus-wide, safer alcohol use campaign fall 2008.

Rules and Guidelines for Safer Drinking Campaign

1. How to enter:
   - Create a campaign idea that sends a positive message to NIU students about the safer use of alcohol for a print media campaign (posters, flyers, brochures, etc.).
   - NIU students and Student Association recognized student organizations are eligible to apply.
   - Entry forms and materials are available at Health Enhancement’s main office in Chick Evans Field House, Room 139 or on Health Enhancement’s website www.health.niu.edu.
   - Technical assistance is available to help refine your idea and improve its chances for success. Make an appointment with Steve Lux (815-753-9746 or email slux@niu.edu).
   - Completed entry forms are due at the Health Enhancement office, Room 139 in Evans Field House by 4:30 pm on February 4th. Health Enhancement reserves the right to extend the deadline if necessary.

2. Theme:

   The campaign idea must relate to one of the following topic areas:
   - Encourages safer drinking for those who choose to drink. This idea should include positive safer drinking tips and ways to protect drinkers as well as other students around them.
   - Increases knowledge of factors affecting Blood Alcohol Levels and other issues related to drinking safety. These ideas should provide information about Blood Alcohol Levels in the campaign idea.
   - Increases the number of students who are willing and able to assist intoxicated friends to prevent harm. These ideas will provide tips for friends to help keep their friends safer and how to intervene safely and effectively.
3. **Eligibility:**

This competition is open to all NIU students who are registered for the 2008 spring semester. Submissions may come from individuals and/or Student Association recognized organizations.

4. **Specifications:**

Individuals and organizations may submit as many as three campaign ideas. However, multiple submissions should be entered separately and each submission should have its own entry form.

To be considered for judging:

The entry forms must be completed in full and all entrants must sign the NIU release form available at the time of submission in Evans Field House.

5. **Evaluation of Entries:**

Entries will each be judged by a panel of NIU faculty, staff, and students. Their decisions on all matters are final. Initially, the entries will be evaluated with these criteria:

   1. Quality of positive message (40%)
   2. Uniqueness of campaign idea (30%)
   3. Clarity of presentation (20%)
   4. Technical Feasibility (10%)

After the evaluation, two campaign ideas will be chosen. These two semifinalists will notified on or about March 1, 2008. During March the semifinalists will work with a graphic design artist to create a prototype of their campaign idea. The semifinalists will each receive an award upon completion of their work with their designer.

The prototypes will then be voted on by the NIU campus community in April 2008. The final winner will be the campaign with the most votes. In the event that a semifinalist fails to meet at least once with the designer, they will forfeit their award and another finalist may be substituted (this decision will be at the sole discretion of Health Enhancement).

6. **Prize:**

The two semifinalists who meet the award criteria will each win $250, will receive campus-wide recognition of their campaign idea, and will have their campaign judged by the NIU campus community. If a semifinalist is an individual, that person will receive a check from NIU in the amount of $250. If a semifinalist is a student organization, that organization will receive a prize of equivalent value as determined by NIU in consultation with the recognized organization.
7. **Timelines:**

   The due date for submissions is Monday, February 4, 2008 at 4:30pm. If the deadline is extended for any reason, Health Enhancement will take reasonable steps to inform the campus. Ideas must be submitted in person at Evans Field House, Rm. 139. It is anticipated that judging will take place between February 5th and February 22nd 2008. Semifinalists will be notified during the week of February 25th 2008 and will begin working with a graphic designer based on mutual availability of the designer and the semifinalist. Campaigns will be submitted to the campus for judging during April, 2008.

8. **Rules and Release Form:**

   Your submission must be your own original work. Entrants must sign a release form available at the time an entry is submitted. Participation in the competition constitutes entrants’ full and unconditional agreement to and acceptance of the rules and all decisions made by Health Enhancement and the panel of judges.