

Because your world isn't black & white.

Add some color to your branding efforts by sponsoring a coloring and drawing contest for children. Calendars filled with childrens' artwork make creative and fun gifts for customers or employees. These calendars always become keepsakes, increasing the reach of your message.



To begin, determine some general rules for your contest:

- The start date and end date for picture submissions.
- Who will accept/manage picture submissions.
- The judging criteria and who will judge the entries.
- Date for results announcement.
- Number and type of contest prizes (first place, second place, etc.).
- Age groups/categories.
- Will you be showing a small inset picture of the child and information about them? If so, you will want a space on the entry sheet for this information.



A Colorful Idea...

Supply paper (usually 8.5" x 11") to serve as a canvas for the childrens' artwork. Include rules and contest information on the back side. By supplying paper for the artwork, the sizes of contest submissions will be consistent and you will avoid the problem of receiving artwork that is either too big or too small for the calendar.

Once you have chosen the winners:

- Choose image/images for each month of the calendar.
- Determine if you will submit original drawings or digital files for the calendar.
- Select a calendar grid design.
- Pick the colors that will be used to print the calendar grid.
- Submit logos & ad information.
- Give any additional instructions—typetypes wanted, etc.
- Submit all artwork for the calendar and include titles for the pictures.



Once all artwork is received, a pre-production proof is created (8 working days). The proof will need to be approved. After you return the proof with proof approval, the calendar will move into production (11 working days). The calendars will then ship to one location, or they can be individually mailed or sent out in drop shipments.

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