



The PRISM Project is a state-wide art competition in schools across Montana asking students to create a suicide prevention message that will reduce the stigma of mental illness by offering hope and referring people to help. The competition offers students the opportunity to participate in a community effort to reduce suicide, as well as the chance to win prizes for their artistic messages. PRISM is a project sponsored by Mental Health America of Montana, a state-wide non-profit organization located in Bozeman.

This year's contest theme is "Friends Ask!" Using this slogan, or their own suicide prevention message, students are asked to use their creativity and imagination to produce an artistic advertisement for suicide prevention. Their advertisement may be created in any form: billboard, posters, stickers, painting, etc. The more creative the medium, the better!

Contest Rules

- The PRISM Campaign Contest is **only** open to registered students of Montana middle schools, high schools, and universities. Email vista@mhaofmt.org to see if you qualify.

Entries must be of the Visual Arts medium (i.e., painting, drawing, print, or graphic design)*

- Entries can be submitted in either physical or digital format. If your art work was created physically (i.e., a painting), you are allowed to take a high-quality picture capturing only this art piece and submit it digitally.
- Physical pieces must be mounted on a sturdy mat board, foam core board, cardboard, or poster board that is suitable for display.
- Entries can be no larger than 24" x 36" inches and no smaller than 4" x 6".
- All digital entries must be submitted in PDF format.
- Do not laminate entries.
- No picture frames, slides or transparencies accepted.

Please note: Entries must not include any copyrighted material (or material produced by a third party, such as pictures or photographs) other than the entrant's own work unless permission has been granted by the author, in which case written permission must be included with the entry form*.

- There must be evidence that time and effort were put into each submission in order to qualify for the contest/related prizes
- All qualifying entries must have a positive suicide prevention message
- Offensive or insensitive messages will not qualify for the contest
- Participants in group entries may not also submit individual entries
- Each entry must be the *original work* of the student or team of students submitting the artwork.
- Entries must not have been or currently in other art contests
- All interpretations of rules will be made by the Mental Health America of Montana and its decisions shall be final

Additional Conditions

- Contest is not open to family members or friends of contest judges, or family members of Mental Health America staff
- Prizes awarded may constitute income under applicable federal, state and local tax laws and winners shall be solely responsible for payment of any and all taxes which may be due with respect to acceptance of prize.
- By submitting an entry, each contestant agrees they have read and understand and will comply with these official rules

**Use of copyrighted material without permission automatically disqualifies the entry*

Judging criteria, awards, resources, and additional information can be found on the projects website (montanamentalhealth.org/prism) and should be consulted before starting your media piece.

How to Enter

Each participant must submit a completed registration form. Registration opens January 14th and closes May 1st, 2013. All materials for the project must be completed and submitted by May 1st, 2013.

Registration forms can be turned in to your local participating school, or to:

Sarah Connor
Mental Health America of MT
PO BOX 88 Bozeman, MT 59771
587-7774
vista@mhaofmt.org

Check www.mentalhealthamerica.org/prism.html for more details.

Official Release Form for Parent/Guardian or Adult Contestant Consent

I/We hereby authorize Mental Health America of Montana's PRISM contest to utilize _____'s (contestant name) artistic submission (painting, drawing, print, graphic design or any other type art work submission) for use in any manner or medium for any purpose in connection with the activities and/or promotion of the PRISM campaign

Contestant's name and age may be released to the media. Additional requirements are contained in the contest rules which can be found on the PRISM contest website www.montanamentalhealth.org/prism and are expressly incorporated by reference herein.

If you accept these terms and conditions, please complete and sign this form to accompany the contestant artistic submission for entry into Mental Health America's PRISM contest.

In exchange for and in consideration of the advertised prize(s) each winner of Mental Health America of Montana's PRISM contest agrees to assign to Mental Health America of Montana (MHA-MT) all copyright, trademark and other intellectual property rights in the artwork, including but not limited to the rights to modify, reproduce, publish, display, distribute, make derivative works of and otherwise use and exploit the entry materials and artwork in perpetuity and throughout the world, in any manner or medium and to obtain all revenue from sale, lease and use of such materials and artwork.

In addition the contestant, guardian (if contestant is under 18) or educational institution will relinquish rights to any form of separate compensation pertaining to the modification, reproduction, publication, display, distribution, or any other form of use pertaining to the submitted artwork performed by MHA-MT.

In exchange for all copyright, trademark and other intellectual property rights in the artwork, the artwork may be temporarily shown or temporarily displayed at the behest of the contestant/guardian (if contestant is under 18) or educational institution with notice to and with written or electronic mail approval of the executive director of MHA-MT. MHA-MT hereby agrees to relinquish proceeds gained from the contestant/guardian (if contestant is under 18) or educational institution temporary showing or temporary display of said artwork to the contestant/guardian (if contestant is under 18) or educational institution.

By entering the PRISM contest, an adult contestant or a youth contestant's parent or guardian warrant and represent that the artwork is the adult or youth contestant's original work product and they agree to indemnify and hold harmless Mental Health America of Montana and its directors, officers, employees, trustees, volunteers, agents, attorneys, and their successors and assigns from and against any and all damages and expenses of any kind (including reasonable attorney's fees, costs and litigation expenses) arising out of any claim or cause of action related to the creation, and display of entrant's artwork and/or the entry limited to indemnification for any copyright, trademark, right of privacy, right of publicity, or other intellectual claims or arising from the creation, display, reproduction, use or publication of the artwork or entrants participation in the contest.



I, a contestant or the parent or guardian of a child contestant, have carefully read the above Authorized Release Form for Parental/Guardian or Adult Contestant Consent, the "Release." I understand the contest of the Release and agree to abide by its terms and conditions.

2013 PRISM Project Registration Form

Contestant's Name (print): _____ Date: _____

Mailing Address: _____

Phone Number: _____ Email: _____

Current school, county, and grade: _____

Contestant's status as a student (circle one): Middle School High School University

Contestant's Signature: _____

Signature Parent/Guardian (if contestant is under 18): _____

Team name (if applicable): _____