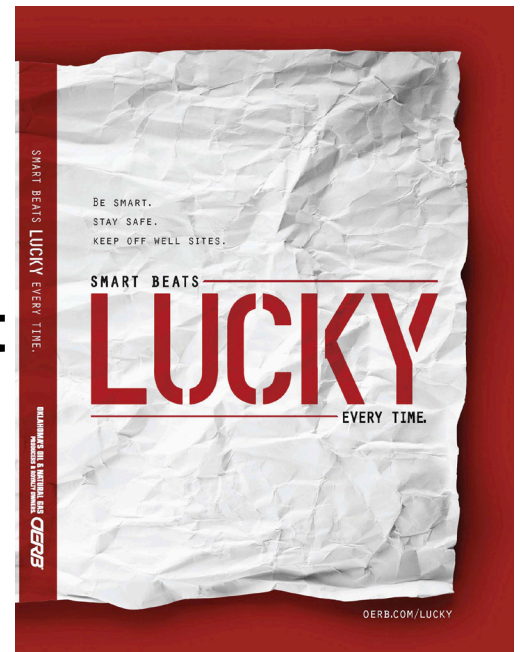




# 2018 Well Site Safety Advertising / Snapchat Contest

The OERB is seeking Advertising and Snapchat material created by students to promote Well Site Safety to Oklahoma teens. This contest is part of the OERB's Well Site Safety Week, which is being held April 16-20, 2018.



## **Details:**

Deadline for submissions: All entries must be submitted by March 30, 2018 at 11:59pm CST.

Students may enter as individuals or groups. Group size can be no larger than 5 students.

Two divisions: 7th-9th grade and 10th-12th grade.

One winner will be selected from each division. The winning individual/group will receive:

- + \$250 cash prize
- + \$250 cash prize for winning classroom
- + An assembly at their school to showcase their campaign with additional prizes and giveaways

If winning entry is a Snapchat geofilter it will be available for use during the annual Well Site Safety Day at the State Capitol (April 19, 2018) and during the school assembly hosted at the winning school.

## **Entry:**

1. Create a hand drawn or computer generated print advertisement or a Snapchat geofilter educating teens about the importance of staying away from well sites and all oil field equipment.
2. A copy of the official entry form must be legibly completed and submitted with every entry.
3. The OERB reserves all rights to the entries submitted for the contest. All entries will become the property of the OERB for internal and external use.

## **Winners:**

A panel of judges will decide the winning entries. All judges' decisions will be final.

Submissions are judged by message, creativity/originality, content and accuracy.

Winners and the faculty/teacher supervisor will be contacted by April 6, 2018.

## **Guidelines:**

All entries must focus on educating fellow students about the dangers of well sites and why it is important to stay away from them. **Do not go to a well site to complete the project. Students trespassing on a well site will be disqualified from the contest. No exceptions!**

Students can use the background information provided and/or visit [OERB.com/safety](http://OERB.com/safety) to view additional factual information about well site safety.

All campaigns must be created solely by students under the guidance of a teacher or faculty member.

Students must submit **ONE** of the following:

### **OPTION 1 - Print advertisement (hand drawn or computer generated)**

- + Must be no smaller than 8 1/2" x 11" and no larger than 14" x 18".
- + Media may include: marker, crayon, watercolor, ink, acrylic, or tempera painting. Electronic and digitally enhanced images will be accepted.
- + Entries must be flat. Please do not fold, mat, mount, laminate, or frame entries.
- + Submissions must not incorporate or include anything that violates any law or the copyright, trademark, publicity right, privacy right or other right of any third party.
- + A copy of the official entry form must be legibly completed and submitted with entry.

### **OPTION 2 - Snapchat geofilter**

- + Create a visually appealing geofilter that measures 1080 pixels wide by 1920 pixels tall. Must have a transparent background and be submitted as a .PNG file under 300 KB in size. Can use any program to create geofilter such as Photoshop or Illustrator.
- + No photographs of people, phone numbers, emails, URLs, Snapcodes, download instructions, social media usernames or personal information.
- + No more than two lines of non-stylized text. Don't cover too much of the screen.
- + No inappropriate or offensive content.
- + All graphics must be 100 percent original. Be creative and have fun!
- + Preview your entry prior to submission by visiting the Snapchat purchase tool preview page. It will not cost to preview the geofilter and once a winner is chosen the OERB will submit the geofilter.
- + A copy of the official entry form must be legibly completed and submitted with entry.

**Note: Snapchat is not a contest sponsor and has not promised to create the geofilters.**

# LUCKY

SMART BEATS LUCKY EVERY TIME.

[OERB.COM/LUCKY](http://OERB.COM/LUCKY)



# WELL SITE SAFETY ADVERTISING / SNAPCHAT ENTRY FORM 2018

Entry Deadline: March 30, 2018 at 11:59pm CST

Student Name(s): \_\_\_\_\_ Grade Level: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Entry Division:  7th-9th Grade  10th-12th Grade

School: \_\_\_\_\_ School City: \_\_\_\_\_

Teacher/Faculty Supervisor: \_\_\_\_\_

Teacher/Faculty Supervisor's Email: \_\_\_\_\_

Teacher/Faculty Supervisor's Phone: \_\_\_\_\_

**Print advertisement entries must be postmarked by March 30, 2018 and mailed to:**

OERB  
Safety Ad Campaign Contest  
500 NE 4th St., Ste. 100  
Oklahoma City, OK 73104

**Snapchat filter entries must be emailed to [teachers@oerb.com](mailto:teachers@oerb.com) by March 30, 2018 at 11:59 CST.**

For questions or more information, contact us at 800-664-1301, ext 233 or [teachers@oerb.com](mailto:teachers@oerb.com)