

“Marketer in the Making”



The Alberta Student Transportation Advisory Council (ASTAC) is seeking out passionate high school marketing/digital arts students across the province of Alberta to create the ultimate School Bus Driver recruitment ads.

Be the one to design the perfect recruitment ad for school bus drivers using Multi-Media or Print Design for province-wide distribution, and you could win cash for you and for your class!

To design ads for school bus driver recruitment, consider both multi-media and print options. Multi-media ads could include social media promotions, digital display ads, and video content. Print ads could be placed in local newspapers or on community bulletin boards. When creating the ads, highlight the benefits of being a school bus driver, such as flexible schedules and the opportunity to impact children’s lives positively. Emphasize the need for safe and reliable transportation for students. Use eye-catching visuals and clear messaging to attract potential candidates. Consider targeting individuals who may be looking for part-time work or a flexible schedule, such as retirees or stay-at-home parents.

Entry Details

Entries can be on an individual or team basis. Teams can only have two members each. Students will form their own teams. Each student/team can only make one submission.

1. Submissions must be written and spoken in English.
2. The submission briefing and instructions are intended to serve as suggested guidelines only and, as a result, will not be the sole judging criteria utilized by the judging panel.
3. All students/teams must submit up to and no more than a 1-minute multi-media ad or a print ad that is compatible with social media sites for the purpose of recruitment of School Bus Drivers. Entries cannot exceed 1GB.

The entry deadline is **May 15, 2024, at 11:59 p.m.** Go to <https://rebrand.ly/ASTACcontest> and fill out the Google Form to enter. The form will ask you to upload your digital marketing entry.

Entries that do not have a complete Google Form will be disqualified. If you have any questions concerning submission, you can send an email to astac.alberta@gmail.com. ASTAC is not responsible for any technical glitches that result in delayed upload of submissions.

All submissions shall automatically become the property of ASTAC.

Each participant agrees to waive any copyrights and moral rights in any material and information submitted to ASTAC.

Each participant warrants that they are the sole owner of the submitted work and that the work does not infringe on the intellectual property rights of another party.

Each participant further warrants that all material used in the participant's submission, whose intellectual property rights belong to another party, has been appropriately acknowledged and permission for use has been sought and granted.

ASTAC reserves the right to modify elements of the competition, rules, regulations, and prizes during the contest. If any modification becomes necessary, reasonable notice and communication will be given with an explanation to all participants. It is the responsibility of the participant to check their email and the competition website/social media pages to make note of any changes.

By participating in the contest, by entering, and accepting the terms in this document, each participant hereby releases and holds harmless ASTAC, the directors of the competition and all of their respective affiliates and agencies from and against any and all liability, claims, damages, actions, and costs, arising out of or in connection with ASTAC. All submissions become the property of ASTAC.

Eligibility

Students must be registered full-time students in one of the following programs to be eligible to compete:

- A. High School Media Arts
- B. Digital Arts 9 (Design 9)
- C. Fine Arts (10-12)

Reproduction of Contents

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Termination of Competition

ASTAC reserves the right to terminate or modify in any manner the Are You a “Marketer in the Making” competition and/or any part of the related terms, conditions, and prizes. Such right of termination includes a force majeure arising from fire, flood, any act of God, the King or His enemies (whether foreign or domestic), war (whether or not declared), riot or other civil disturbance, labour dispute, or by any other causes similarly beyond the control of the organizers of the competition.

Prizes

1st place - student/team will be awarded a total prize amount of \$200.00 cash and a \$500 donation to your school to go towards a class field trip.

2nd place - student/team will be awarded a total prize amount of \$100.00 cash and a \$300 donation to your school to go towards a class field trip.

3rd place - student/team will be awarded a total prize amount of \$50.00 cash and a \$150 donation to your school to go towards a class field trip.

All winning entries will have their digital recruitment ads shared Province-wide with school divisions and school transportation companies. The prize must be accepted as described in the contest rules and regulations and may not be transferred to another person or substituted for another prize. Prize substitution in whole or in part is at the sole discretion of ASTAC.