



Communities Primed for Change Contest

OFFICIAL RULES & GUIDELINES

The Contest:

Paint Oklahoma Beautiful (#POBinOK) is a Keep Oklahoma Beautiful (KOB) program designed to encourage organizations and volunteers to seek out unsightly buildings in their community and renovate them with the creative use of resources. Each participating group is given enough paint to complete the project and a stipend for supplies.

Organizations wishing to participate in #POBinOK must apply to KOB during the application window (June 1 – July 31). KOB reviews each application and selects the participants based solely on the information and photos presented in the application packet, including a before photo. Approved projects will be notified in mid-August, paint will be delivered at the end of August, and projects will take place throughout September.

At the conclusion of each project, the organization or group is required to submit a wrap-up report that includes after photos of the project described in the application.

Upon receiving all the photos from the participating organizations, KOB will then enter each into the “Communities Primed for Change” contest.

Official Rules:

ELIGIBILITY:

Submissions to the Paint Oklahoma Beautiful program are only accepted from groups/organizations who are located in Oklahoma. To be accepted into this program, organizations/groups must successfully submit a project application, “Permission to Paint”, to Keep Oklahoma Beautiful during the application period (June 1 – July 31). To be entered into the “Communities Primed for Change” contest, participants must have used **ONLY** the paint provided to them in the program and completed the structure included in their application. Use of other paint is acceptable for participation in #POBinOK but makes the participant ineligible for the contest and its associated prizes.

HOW TO ENTER CONTEST:

Organizations/groups participating in #POBinOK (hereto referred to as Participants) are required to submit “after” photos of their project by October 1 to Keep Oklahoma Beautiful via a wrap-up report. The before and after photos will then be cropped together and uploaded to the KOB Communities Primed for Change contest page.

By participating in #POBinOK and the Communities Primed for Change contest, Participants acknowledge and understand that all submissions may be posted on keepoklahomabeautiful.com, Facebook, Twitter, Youtube, or other social media and web pages of KOB and any sponsor’s website for viewing by the general public and grants KOB in perpetuity an exclusive license to publish, display, reproduce or otherwise use the submission for KOB and its designees in its sole discretion whatsoever and without further notice or compensation. KOB does not guarantee the posting of any submissions and reserves the right not to post submissions for any or no reason. All Participants’ submissions become the property of Keep Oklahoma Beautiful, Inc. and will not be returned to the participants.

Participants must submit their after photos no later than October 1 at 11:59 p.m. CST.

Selection of Winners:

JUDGING PROCESS:

KOB will upload all before and after photos to the website. An external link will be provided for the public to vote on the submissions.

The general public will then be encouraged to visit the link and vote for their favorite project. Each person choosing to vote in the contest will be eligible to vote for 1 entry every 24-hour period during the duration of the contest. Each Participant is highly encouraged to drive their community to the contest voting page, via any method of their choosing and seek their vote utilizing #POBinOK.

During the online voting phase, KOB will issue generic press releases to statewide, and local community news outlets. These releases will NOT highlight specific projects. They will serve ONLY to alert the public that an organization in their community is involved in this contest and to visit the KOB page for more information.

The top 3 (three) entries (as determined by vote count) will then be announced as Finalists in late October for the “Best Visual Impact” award. The finalist will then be invited to the annual KOB Environmental Excellence Awards Celebration, during which the winner of the Communities Primed for Change contest will be revealed.

PRIZES:

The winner of the contest will be honored during the KOB Environmental Excellence Awards Celebration, at which they will receive the Best Visual Impact award. The 2 (two) other finalists will receive finalist certificates during the celebration as well.

KOB reserves the right to change, update or otherwise amend these rules & guidelines.



WHAT IS PAINT OKLAHOMA BEAUTIFUL? #POBinOK

Paint Oklahoma Beautiful is a Keep Oklahoma Beautiful project designed to encourage volunteers to seek out unsightly community structures and renovate them with the creative use of resources. Willing volunteers will make use of paint, donated by H.I.S. Paint of Oklahoma City and a stipend for supplies, funded by the Oklahoma Department of Environmental Quality to transform that community blemish over a few days with just the application of paint and a lot of elbow grease!

A public online vote will select the top 3 winning projects from among the applications submitted with “before and after” photos. All winning projects must be painted within the same **period of time, from paint delivery to October 1**. Participants will then submit the “after” photos showing the transformation. Keep Oklahoma Beautiful will announce the top 3 Paint Oklahoma Beautiful projects that were judged to have made the *Greatest Visual Impact*. Those 3 winners will be announced in order of No. 1 through No. 3 and receive a cash prize based on their finishing, see below, during the annual Environmental Excellence Celebration in November.

- 1st Place - \$1000
- 2nd Place - \$750
- 3rd Place - \$500

PROJECT REQUIREMENTS:

- Must use only the paint provided in the 5-gallon pails.
- If a project requires primer—the group must purchase it with a stipend provided.
- Projects could be downtown buildings, schools, community buildings, playground equipment, fences, and even walls.
- For safety reasons, projects may not include heavy traffic areas, highways, or streets.

SELECTED PROJECTS RECEIVE:

- Free recycled surplus paint.
- Stipend for supplies to paint with.
- Publicity
- Paint Oklahoma Beautiful onsite banner.

EVENT CALENDAR:

- Check our website application opening and return deadline: (applications without the required “before” pictures will not be considered).
- Winning participants are notified by email when chosen by our paint provider.
- Paint delivery days: Late August/Early September--- participants must be willing to drive to certain pickup points to collect their paint. Those points will depend on the location of selected groups—so the specific details will be worked out later.

PAINTING DAYS:

- “After” photos and reports must be received no later than October 1.
- The best Visual Impact Project finalist will be announced in mid-October.