



Dear Art Teachers,

Kick off the new school year with a fun and creative opportunity

for your students and for you. We invite your school to participate in the Ben Franklin Transit 2018 Art Contest. This contest, which will begin November 1 and end on December 14, is an excellent opportunity for your students to use their artistic abilities and be publicly acknowledged for their creative skill. The contest is open to ANY student in grades 6–12 in Kennewick, Pasco, Richland, West Richland, Finley, Benton City and Prosser.

Participation in this contest is completely free, and there are also some great incentives and prizes available—just for participating, we will send your class Prismacolor colored pencils and all the poster paper you will need. The theme is:

“Transit Builds Community!”

Students are encouraged to be creative in how they interpret the theme:

How is Ben Franklin Transit connecting our community? How do the buses allow our community to build on itself? The Tri-Cities community is building in many ways: expanding Queensgate Shopping Center and building the Duportail bridge in Richland, developing the Southridge area and downtown in Kennewick, and embracing and expanding on the culture and community that exists in Pasco. How do your students think Ben Franklin Transit is helping to connect and grow these areas?

Judging is based on originality, theme presentation and artistic quality. And remember: This is Ben Franklin Transit—not the school bus.

The Grand Prize winner will receive a NEW bicycle and a \$100 gift card for art supplies, and the top three posters will be displayed on the side of a Ben Franklin Transit bus. The art teacher of the grand prize winner will receive \$500 for classroom supplies. The second and third place student winners will receive \$100 gift cards for art supplies, and their teachers will each also receive a \$250 gift card for classroom supplies. There will also be 13 honorable mention winners, whose submissions will be featured in a 2019-20 calendar.

Please send a participation confirmation email no later than October 24 to delliott@bft.org, or call us at 509.735.5100. Please include your contact information, your school, and your classroom number. Also, please include the number of students that will be participating. This will ensure we send enough supplies to you and your students.

Once we have received your participation confirmation, we will mail your supply kit by October 26 for a fun and successful poster contest.

Attached you will find the materials to start getting your students ready while we prepare the art supplies you all will need. Please feel free to print and post the attached flyer or share it with your students to start getting some interest in this wonderful opportunity.

Best Regards,

Daniel Elliott
Marketing Coordinator

Joanna Morse
Senior Marketing
Communications Specialist



Transit Builds Community

2018 Art Contest

GETTING STARTED

- Get the **11" x 17" poster paper** from your teacher.
- Create an original poster using a **horizontal layout** with the theme **"Transit Builds Community"**
- **Hand draw, color or paint the poster.** Computer generated artwork is not acceptable.
- Try using felt tip marker, colored pencil, tempera paint, color sticks, oils, bright watercolor or chalk pastels since they show up well. Remember that your poster is going to be viewed from a distance, so make it **CREATIVE, BOLD & BRIGHT!**
- Turn in your finished product to your **art teacher** no later than **December 14**; winners will be announced in **early 2019**.

Win Prizes

- **First place** will receive a **new bicycle, funds for more art supplies, and a Ben Franklin Transit summer pass.**
 - The **teacher of the first place winner** will receive **\$500 for art supplies** for their classroom.
- **Second and third place winners** will receive **funds for art supplies and a Ben Franklin Transit summer pass.**
 - The **teachers of the second and third place winners** will receive **\$250 for art supplies** for their classroom.
- The **top three winners** will have their posters **showcased on the side of a bus**, and the **first place winner** will have their art on the **front cover of the next published transit guide.**
- **The top 16 finalists** will receive a **Ben Franklin Transit summer pass**, and a copy of **Ben Franklin Transit's annual calendar with their artwork featured.**

Get Inspired!

What does the phrase "Transit Builds Community" mean to you? What does it make you think of? Where do you picture our community growing? What new buildings or ideas are going to be incorporated into the Tri-Cities over the next few years? If you could choose what industry or event we could build on in the Tri-Cities, what would it be?

Whatever ways you think the Tri-Cities is or should be building and growing, how is Ben Franklin Transit assisting in that effort? How can riding the bus make these changes and improvements to the community possible? Whether that idea is realistic is completely up to you! Don't let the phrase box you in—be as creative as possible with your ideas!

What Not to Do

- Do not attach anything to the poster.
- Do not put your name on the front of the poster, just on the back.
- Do not use the names of real sports teams, companies, stores or restaurants.
- Do not use real book, movie or TV show titles on the poster.
- Do not draw real cartoon, comic, movie or TV characters.
- Do not use any real logos, slogans or advertised products.*
*Ben Franklin Transit logo use is approved

**Entry Deadline is
December 14!**