

CHRISTMAS CARDS TO THE COMMUNITY SCHOOL INFORMATION PACKET



Christmas in Roseland is the premiere holiday event in the ArkLaTex! The American Rose Center established Christmas in Roseland in 1983 to extend enjoyment of the garden well into the winter season.

Christmas Cards to the Community art program began 29 years ago to create a unique opportunity highlighting the creative talents of local students. Since that time, this program has become a cornerstone of our event. Every year, thousands of visitors enjoy the creativity and beauty shown by area school children.

Cash prizes are awarded to the top three designs in elementary, middle and high school divisions, and one best of show. Don't forget another opportunity to win People's Choice Award - tell all your friends and family to go out and vote during their visit to Christmas in Roseland.

We have space to display 50 cards, so be sure to sign up today!

GENERAL RULES

- All Caddo and Bossier Parish elementary, middle, high schools, public, private or home schools, may enter the contest.
- Prizes are awarded to the top three designs in elementary, middle and high school divisions and one best of show.
- Entries must be a student effort and will be judged accordingly.
- Each school may enter only one card (Exception: Schools with elementary/middle/high school combinations; may enter one per division)
- The American Rose Center provides an unpainted 4'x8' piece of plywood to make your Christmas Card. **Plywood will be available for pick up during the business week from Sept. 20-24.** Participants are responsible for all other materials needed and use of materials is at school's discretion. The American Rose Center will not be responsible for materials damaged in transport or display.
- The back of the card must be painted black and your school's name and grade level must be painted on the back of the card in the upper right hand corner with white exterior enamel paint.
- All cards must be able to weather typical Shreveport weather for late November and December. The cards will be displayed for four weeks. We recommend using a primer to ensure quality paint coverage and to help prevent the wood from warping.
- Do not use lights or any other features that require electrical power.
- All entries will be displayed throughout Christmas in Roseland and will be spotlighted with the school's name displayed on a sign in front of each card, after judging. The American Rose Center will provide the sign.
- Schools are able to retrieve their cards following the completion of Christmas in Roseland. Cards need to be retrieved during the business weeks of January 10-14, 2022.

DESIGN & THEMES

- Cards should be appropriate Christmas subject matter, secular or religious.
- **All must incorporate a rose or roses within the design.**
- Do not use the school name or mascot in the design.

- Please paint the back of the card black and paint your school's name and grade level on the back of the card in the upper right hand corner with white exterior enamel paint.
- All designs must be original artwork; no copyrighted material may be used (i.e., holiday greeting cards, Disney characters, etc.)
- The design and workmanship should be by the students. Teachers and coordinators are to act as supervisors only except in the event the student design requires adult intervention such as cutting or drilling or any other design element that requires an adult's involvement.
- Content and themes are open. Cards will be judged on their creativity, not content.

ENTRY DEADLINE

- **Entry forms must be RECEIVED by FRIDAY, September 17, 2021 at 4:00 PM.** If accepted, any entries received after this deadline, will require schools to purchase their own plywood.
- **SEND ENTRY FORMS TO:** American Rose Center, P.O. Box 30000, Shreveport, LA 71130 or email to beth@rose.org or fax to 318-938-5405. For questions, call 318-938-5402 to speak with Beth Smiley.

JUDGING CRITERIA

- Judging is based on a 10-point scale; 1: Good - 10: Outstanding
- The card receiving the most points wins
- Judges include local professional artists, educators and business professionals

CATEGORIES THAT WILL BE JUDGED FOR EACH CARD

1. Appropriateness to age level. Does the card reflect the appropriate work level of the category in which it was submitted?
2. Are there roses or a rose incorporated into the design? If yes, award an automatic 10 points.
3. Durability of design. How well will materials and design hold up to the environment.
4. Use of Color: Appropriate use of color for grade level. Appeal (aesthetics). How well is color incorporated into the design?
5. Creativity of Theme: How well did they execute the creativity of their chosen theme? Cards should not be judged on content but how well they executed creativity and their theme.
6. Design and Overall Workmanship: Overall appeal (aesthetics) of the design. Workmanship and finish based on appropriateness of grade level.

BEST OF SHOW

- Judges select one overall card from the entire show (all levels) as the overall favorite.

DROP OFF DEADLINE

Cards are due at the ARC by **Friday, November 12, 2021, 4 PM.** *Please note the American Rose Center will be closed on Wed. Nov. 11, 2020.* Cards can be accepted after this date, but will not be eligible for judging and prizes. Please sign that you have dropped off the card.

JUDGING DATE

- Christmas Cards will be judged **November 15-16, 2021.** Winners will be announced on Friday, November 19, 2021 by email and will be listed on our website, www.christmasinroseland.org.

RECEPTION

- A reception for participating students and teachers will be held on **Thursday, November 18, 2021** from 6:00-7:30 p.m. at the American Rose Center. Guests for the reception must RSVP to beth@rose.org or by calling 318-938-5402 by November 17, 2021 at 4 PM.

PRIZES

There are three divisions, elementary, middle and high school divisions. Each division receives the following:

- 1st Place: \$100 Cash Prize
- 2nd Place: \$50 Cash Prize
- 3rd Place: \$25 Cash Prize

There will be one prize for each of the following awarded:

- Best in Show: \$125 Cash Prize
- People's Choice: \$100 Cash Prize (announced on December 17, 2021)

TO ENTER

- Entry forms must be received by **Friday, September 17, 2021 at 4:00 PM**. If accepted, any entries received after this deadline, will require schools to purchase their own plywood.
- SEND ENTRY FORMS TO: American Rose Center, P.O. Box 30000, Shreveport, LA 71130 or email to beth@rose.org. You can take a photo of your completed entry form and email it to beth@rose.org. Call 318-938-5402 with any questions.

CONTACT

Beth Smiley - American Rose Society — P.O. Box 30000 — Shreveport, LA 71130

T: (318) 938-5402 E: beth@rose.org

2021 CHRISTMAS CARDS TO THE COMMUNITY TIMELINE:

- September 1: Distribution of entry packets to area schools.
- September 17: Deadline for entries to qualify for FREE sheet of plywood.
- September 20-24: Plywood available for pick up at **Spell Brother's Wholesale, 1321 Martin Lane, Bossier City, LA, 8-5.**
- November 8-12: Caddo Parish School Board Warehouse pick up completed cards and deliver to American Rose Center
- November 12: **DROP OFF DEADLINE.**
Cards received after this date are accepted, but not eligible for judging.
Please drop off cards at Administration Building in back of Rose Center.
Please sign that you have dropped it off.
- November 15-16: Card judging at the American Rose Center.
- November 18: Card Winner Reception. Please RSVP by Nov. 17, 4 PM.
Guests must RSVP to beth@rose.org or call 318-938-5402
- November 19: Card winners announced at www.christmasinroseland.org and via email to winners, press release to local and regional press outlets.
- December 17: People's Choice Winner announced at www.christmasinroseland.org and via email to winners, press release to local and regional press outlets.
- January 10-14, 2022 Cards may be retrieved at the American Rose Center. Please sign that you have picked up your card.



**2021 CHRISTMAS CARDS TO THE COMMUNITY
ENTRY FORM**

School Name: _____

Address: _____

City/State/Zip: _____

Category:

- Elementary, Grade Level _____
- Middle, Grade Level _____
- High, Grade Level _____

CONTACT INFORMATION

Teacher(s)/
Project Supervisor Name(s): _____

Title/Department: _____

School Phone Number: _____

Secondary Phone Number: _____

Email (Required): _____

Entry forms must be received by FRIDAY SEPTEMBER 17, at 4:00 PM
Cards due at American Rose Center by FRIDAY NOVEMBER 12, at 4:00 PM

Beth Smiley
American Rose Society
P.O. Box 30,000 • Shreveport, LA 71130
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