



CHRISTMAS CARDS TO THE COMMUNITY SCHOOL INFORMATION

Christmas in Roseland is the premiere holiday event in the Ark-La-Tex! The American Rose Center established Christmas in Roseland in 1983 to extend enjoyment of the garden well into the winter season. 2023 is our 40th year!

Christmas Cards to the Community art program began 31 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.

GENERAL RULES

- All Bossier, Caddo and Desoto Parish elementary, middle, high schools, public, private or home schools, may enter.
- 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' x 8' piece of plywood to make your Christmas Card. Plywood will be available for pick up during the business week from Sept. 5-8. 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 six 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 3-12, 2024. *If you do not need your card we would appreciate being able to use the wood for projects in the gardens. Please let us know on your entry form.*

DESIGN & THEMES

- Cards should be appropriate Christmas subject matter, secular or religious.
- **All cards 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 THURSDAY, AUGUST 31, 2023 at 3:00 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 may also send a photo of the completed form to beth@rose.org. 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 **THURSDAY, NOVEMBER 9 BY 5 P.M.** Cards can be accepted after this date, but may not be eligible for judging and prizes. Please sign that you have dropped off the card. *PLEASE NOTE: The ARC is closed on Friday, November 10 in observance of Veteran's Day.*

JUDGING DATE

Christmas Cards will be judged November 13-14, 2023. Winners will be notified on Wednesday, November 15. Winners will be announced on Friday, November 17, 2023 by press release and will be listed on our website, www.christmasinroseland.org.

RECEPTION

A reception for participating students and teachers will be held on Thursday, November 16, 2023 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 15, 2023 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 15, 2023)

TO ENTER

Entry forms must be received by Thursday, August 31, by 5 PM. If accepted, any entries received after this deadline, will require schools to purchase their own plywood.

SEND ENTRY FORMS TO: beth@rose.org or send a photo of the completed form to beth@rose.org. Call 318-938-5402 with questions.

CONTACT

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

T: (318) 938-5402 • E: beth@rose.org

2023 CHRISTMAS CARDS TO THE COMMUNITY TIMELINE:

- August 1:** Distribution of entry packets to Bossier, Caddo and DeSoto schools.
- August 31, 5 PM:** Deadline for entries to qualify for FREE sheet of plywood. Caddo Parish School Board Warehouse picks up wood and delivers to participating schools.
- September 5-8:** Plywood available for pick up.
- November 6-9:** Caddo Parish School Board Warehouse picks up completed cards and delivers to ARC.
- November 9, 5 PM:** 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 American Rose Center. Please sign that you have dropped it off.
- November 13-14:** Card judging at the American Rose Center.
- November 15:** Card winners notified, invited to reception.
- November 16:** Card Winner Reception. Please RSVP by Nov. 16, 4 PM. Guests must RSVP to beth@rose.org
- November 17:** Card winners announced at www.christmasinroseland.org and via email to winners, press release to local and regional press outlets.
- December 15:** People's Choice Winner announced at www.christmasinroseland.org and via email to winners, press release to local and regional press outlets.
- January 3-12, 2024:** Cards may be retrieved at the American Rose Center. Please sign that you have picked up your card. *Cards not retrieved by 1/12/24 will be used for projects at ARC.*



**2023 CHRISTMAS CARDS TO THE COMMUNITY
ENTRY FORM**

School Name: _____

Address: _____

City/State/Zip: _____

Category: _____ **Elementary School**

_____ **Middle School**

_____ **High School**

CONTACT INFORMATION

Teacher/Project Supervisor Name: _____

School Phone Number: _____

Secondary Phone Number: _____

Email (Required): _____

_____ **You may keep our card for projects at the American Rose Center. *Thank you!***

- **Entry forms must be received by Friday, August 31, at 5:00 PM.**
- **Completed cards due at American Rose Center by Thursday, November 9, at 5:00 PM.**

**American Rose Society • P.O. Box 30,000 • Shreveport, LA 71130 • 318-938-5402
E-mail: beth@rose.org**