



LIFESAVING SOCIETY

The Lifeguarding Experts

DATE: May 6, 2022
TO: Water Smart Partners
FROM: Barbara Byers, Public Education Director
RE: **2022 Water Smart® Contest**

We want to provide you with the elements to conduct the Water Smart contest this year from your facility or through your website.

The purpose of the Contest is to spread the Society's Water Smart messages which in turn will help save lives.

The Water Smart Contest is easy to do, you can implement it during **National Drowning Prevention Week (July 17– 23)**, or offer it during a day camp, have a special Water Smart® Contest day or promote it online. It's flexible, and can be implemented in any way – whatever works best for your facility.

It's easy and doesn't require a lot of planning. You can give it to your summer staff as a fun summer project! A Water Smart® Contest Action Steps sheet is enclosed to assist the organizer in this task.

This year there are **three age categories** for this contest with different tasks and prizes. Below is a list of the age groups, tasks and prizes.

Age Group	Contest Task	Prizes
7 & under	Colouring Sheet	Facility Awarded Prize Included in registration package
8 – 12	Draw a Water Smart® Poster – Wear a Lifejacket Some criteria for the contest will include: <ul style="list-style-type: none">Name and Age of participantPicture describing Water Smart message Create a New Slogan or Motto or message to describe your message *Should not exceed 8 1/2 x 11*	Provincially Awarded Prizes: 1st Place – \$100 Lifesaving Society Prize Pack 2nd & 3rd Place – \$35 Lifesaving Society Prize Pack
Any	Instagram Photo Contest – Wear a Lifejacket Some criteria for the contest will include: <ul style="list-style-type: none">Follow @lifesavingon	Provincially Awarded Prize: 1st Place – your photo in Lifeliner

	<ul style="list-style-type: none">• Send a DM with your photo that represents the <i>Wear a Lifejacket</i> message• Confirm permission for us to use your photo	
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Please see the official Rules & Regulations for more information regarding the Water Smart Contest. Ensure you register for the contest in order to receive prizes and resources, see attached registration form and email completed for to watersmart@lifeguarding.com. For more information on the contest read the Water Smart Contest Action Steps, which includes all contest rules and regulations.

We encourage you to use the Water Smart® Contest as part of your Water Smart® Affiliate Award submission.

If you have any questions please contact us at watersmart@lifeguarding.com.

Thank you for your support of our Water Smart® campaign!

Have a fun and Water Smart summer!



2022 Water Smart® Contest Registration Form

Yes, I would like to participate in the 2022 Water Smart® Contest!

Affiliate Name:	
Facility Name:	Contact Name:
Telephone:	Email:
Ship To:	

I am registering for the following Water Smart Contests (check all that apply)

<input type="checkbox"/> 7 & under Colouring Contest	<input type="checkbox"/> 8-12 Poster Contest	<input type="checkbox"/> All Ages – Photo Contest
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I require the following to run the contest (pick and choose what you need or order the entire kit):

<input type="checkbox"/>	1 entire contest kit! (2 of stickers, catchers, or bookmarks, please indicate below)
<input type="checkbox"/>	1 Poster each “Fire Alarm”, Buddy the Lifeguard, Swim to Survive and Within Arm’s Reach
<input type="checkbox"/>	1 package of 100 Buddy Catchers
<input type="checkbox"/>	1 roll of 100 Buddy Stickers
<input type="checkbox"/>	1 package of 100 Buddy Bookmarks
<input type="checkbox"/>	1 package of 100 Lifejacket Tip Card
<input type="checkbox"/>	7 & under Colouring Contest 1 – Lifesaving Society included prize (Facility Awarded Prize)
<input type="checkbox"/>	8 – 12 “Draw a Water Smart Poster” Contest

AND

<input type="checkbox"/>	Package(s) of Buddy bookmarks @ \$9.60 per package (100 bookmarks)
<input type="checkbox"/>	Additional Buddy stickers @ \$9.60 per roll (100 stickers)
<input type="checkbox"/>	Additional Buddy Catchers @ \$9.60 per package (100 sheets)

Send this form to Lifesaving Society by **July 5, 2022**: FAX: 416 490-8766; Email – watersmart@lifeguarding.com

Please Note: Affiliate members that order a 2022 Water Smart® Contest Kit and do not return an entry to the Lifesaving Society will be required to return the unused contest kit or will be charged \$30.00 per age group.



Water Smart® Contest Action Steps

1. Select a date(s) to run the contest.
2. Photocopy colouring sheets. Photocopy and hand out “Wear a Lifejacket” colouring sheets.
3. Execute the contest.

Age Group	Contest Task	Prize
7 & under	Colouring Sheet	Facility Award Prize Provided in registration package
8-12	<p style="text-align: center;"><i>Draw a Water Smart® Poster – Wear a Lifejacket</i></p> <p>Some criteria for the contest will include:</p> <ul style="list-style-type: none"> • Name and Age of participant • Picture describing Water Smart message <p style="text-align: center;">Create a New Slogan or Motto or message to describe your message</p> <p style="text-align: center;">*Should not exceed 8 1/2 x 11*</p>	<p style="text-align: center;">Provincially Awarded Prizes:</p> <p style="text-align: center;">1st Place – \$100 Lifesaving Society Prize Pack</p> <p style="text-align: center;">2nd & 3rd Place – \$35 Lifesaving Society Prize Pack</p>
All ages	<p style="text-align: center;"><i>Instagram Photo Contest – Wear a Lifejacket</i></p> <p>Some criteria for the contest will include:</p> <ul style="list-style-type: none"> • Follow @lifesavingon • Send a DM with your photo that represents the <i>Wear a Lifejacket</i> message • Confirm permission for us to use your photo 	<p style="text-align: center;">Provincially Awarded Prize:</p> <p style="text-align: center;">1st Place – your photo in Lifeline</p>

4. Determine a winner in each age group.
5. Display the winners and runners up in your facility.
6. Send the **8–12 year-old** winning entries to the Ontario Branch office for Provincial consideration by **September 6, 2022**. Please remember to attach the Contest Entry Form to the winning entry. You can email the entry to watersmart@lifeguarding.com.

2022 Water Smart Contest Rules & Regulations

By submitting an entry into the contest, you are guaranteeing that you have read and agree to the Rules and Regulations of the contest and you grant the Lifesaving Society, Ontario Branch the right to contact you/the entrant regarding the entry, publicize the entry, promote the entry for any other purpose related to the Contest and/or broadcast of the entry.

Affiliates may only submit one entry per age group (8–12, and Any) and each entry must provide the following information:

- Entrants name, age, email address, mailing address and phone number
- and facility name and contact information if being sent in by facility

Affiliates may send winning entries and a copy of the entry to watersmart@lifeguarding.com with the subject line **2022 Water Smart Contest** or mail to:

Attn: Lori Groves - The Lifesaving Society
400 Consumers Road,
Toronto ON, M2J 1P8

Deadline

September 6, 2022 and all finalists will be announced by March 31, 2023. Proof of age of entrant(s) and verification of identity may also be required.

Submissions

It is only one entry per participant and must:

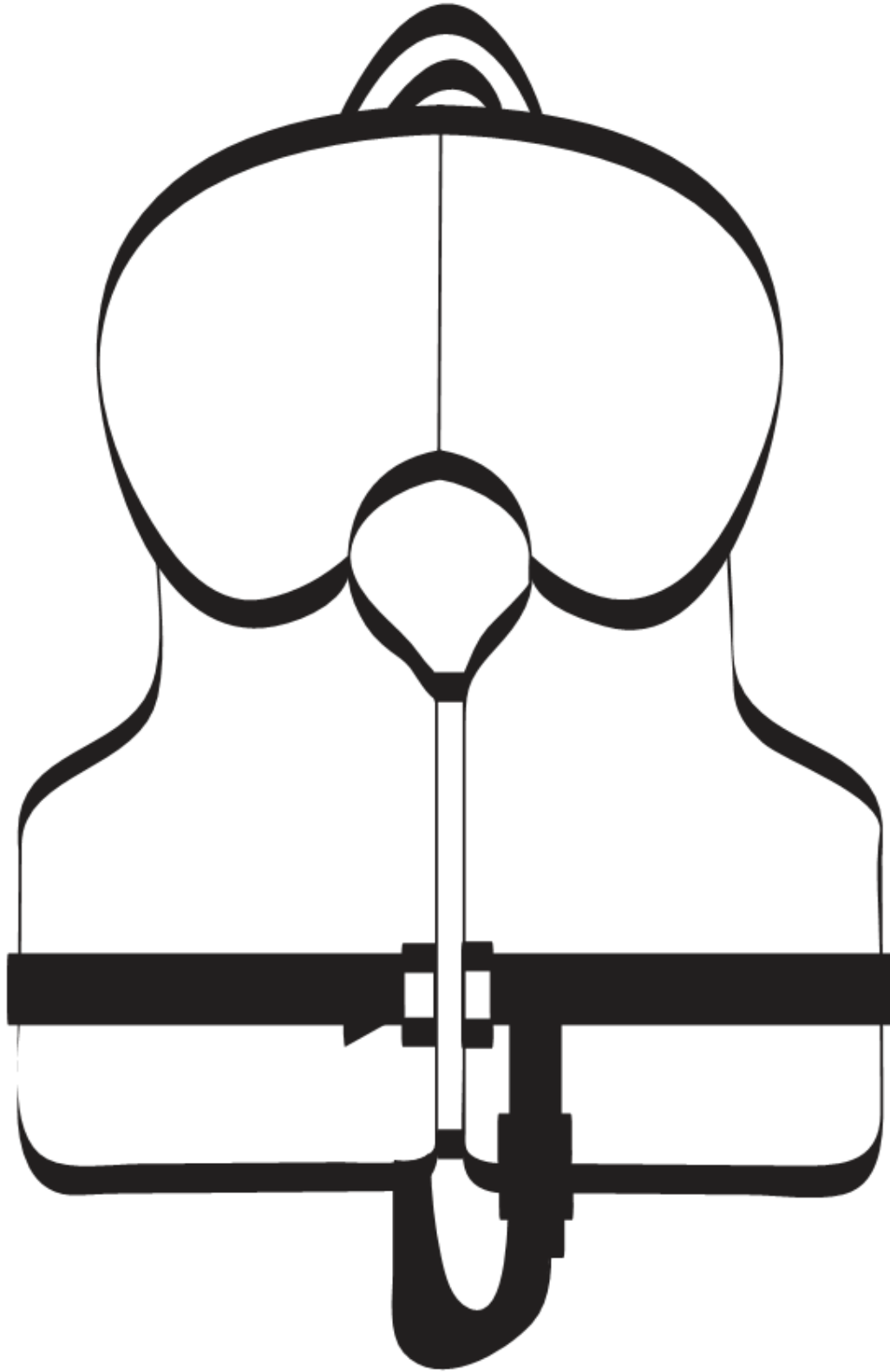
- a) be the original creation of the entrant(s)
- b) not be defamatory, libelous, obscene, lewd, offensive, pornographic, sexually explicit, disparaging or otherwise illegal, objectionable or inappropriate
- c) not violate or infringe any copyright, trademark, privacy or publicity right or other proprietary or intellectual property right of any person or entity
- d) not contain any copyrighted material not in the public domain or for which you have not obtained the rights to use;
- e) not contain any artwork for which you have not obtained the rights to use;

All entries must be appropriate for all audiences. Entries referencing sex, drugs, or violence will not be accepted as entries. Any entry that includes content that is deemed inappropriate, indecent, obscene, as determined by the Lifesaving Society in its sole discretion, will not be eligible.

Rights and stuff

By submitting an entry, each entrant agrees and hereby irrevocably and perpetually grants and assigns to the Lifesaving Society, Ontario Branch complete ownership and marketing rights to the content, along with the right to use entrant's name, likeness, image and biographical information in any manner and medium in connection with the Water Smart Contest and without any additional compensation. The Lifesaving Society may: (a) edit and/or format the content, (b) create derivative works from the content or any portion thereof, and (c) reproduce, publish, display and distribute any of the content or derivative works in any medium now or hereafter existing, including without limitation, posting on The Lifesaving Society's website or any other website or platform for purposes of the competition and for any general promotional purpose of The Lifesaving Society.

Colour the Lifejacket



LIFESAVING SOCIETY
The Lifeguarding Experts

Contact Us:

400 Consumers Road, Toronto, Ontario M2J 1P8

E-mail: experts@lifeguarding.com

Web: www.lifesavingsociety.com



LIFESAVING SOCIETY

The Lifeguarding Experts

2022 Water Smart® Contest Entry Form

Draw a Water Smart Poster Ages 8–12

Please copy and paste or staple this form onto the back of the winning entry and mail it to:

2022 Water Smart® Contest
Lifesaving Society
400 Consumers Road
Toronto, ON M2J 1P8

All entries become the property of the Lifesaving Society, which reserves the right to print or otherwise use the submission.

Deadline for entries is September 6, 2022

Creator Information

Name		Age	
Address			
City		Postal Code	
Telephone		Email	

Affiliate Information

Name		Contact	
Address			
City		Postal Code	
Telephone		Email	