



LIFESAVING SOCIETY

The Lifeguarding Experts

DATE: April 8, 2024
TO: Water Smart Partners
FROM: Lisa Hanson Ouellette, Senior Research Officer
RE: **2024 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 ***Drowning Prevention Week (July 21-27)***, 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 **3 categories** for this contest with different tasks and prizes. Below is a list of the categories, tasks and prizes.

Age Group	Contest Task	Prizes
5 & under	<i>Colouring Sheet</i>	Facility Awarded Prize Included in registration package
6-10 11-15	<i>Draw a Water Smart Super Hero!</i> Some criteria for the contest will include: <ul style="list-style-type: none">• The name of the super hero• Slogan or motto or message• Super power	Provincially Awarded Prize - 1 per age group: 1st Place – \$100 Lifesaving Society Prize Pack

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!



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2024 Water Smart® Contest Registration Form

Yes, I would like to participate in the 2024 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"/>	5 & under Colouring Contest	<input type="checkbox"/>	6-10 Draw a Water Smart Super Hero	<input type="checkbox"/>	11-15 Draw a Water Smart Super Hero
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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	Pick 2 of Buddy Catchers, Buddy Stickers or Buddy Bookmarks
<input type="checkbox"/>	1 roll of 100 Buddy Stickers	
<input type="checkbox"/>	1 package of 100 Buddy Bookmarks	
<input type="checkbox"/>	5 & under Colouring Contest 1 – Lifesaving Society included prize (Facility Awarded Prize)	

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 27, 2024**: FAX: 416 490-8766; Email – watersmart@lifeguarding.com

Please Note: Affiliate members that order a 2024 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.



2024 Water Smart Poster 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 category and each entry must provide the following information:

- Entrants name, age, email address, mailing address and phone number
- and facility name and contact information.

Affiliates may send winning entries and a copy of the entry to watersmart@lifeguarding.com with the subject line **2024 Water Smart Contest** or mail to:

The Lifesaving Society
Attn: Bianca Fazzari
400 Consumers Road,
Toronto ON, M2J 1P8

Deadline

September 6, 2024 and all finalists will be announced by March 31, 2025. Proof of age of entrant(s) and verification of identity may also be required.

Submissions

It is only one entry per participant and must:

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

Contest details

Age Group	Contest Task	Prize
6-10 11-15	<p style="text-align: center;"><i>Draw a Water Smart® Super Hero</i></p> <p>Criteria for the contest includes:</p> <ol style="list-style-type: none"> 1) The name of the super hero 2) Slogan or motto or message 3) Super power <p>Super hero's example messages:</p> <ol style="list-style-type: none"> a) Swim with a Buddy b) Wear a Lifejacket c) Stay Within Arms' Reach 	<p style="text-align: center;">Provincially Awarded Prizes – 1 per age category: 1st Place – \$100 Lifesaving Society Prize Pack</p>



Water Smart® Contest Action Steps

1. Complete the Contest Registration Form and fax, mail or email the form to the Ontario Branch office by **July 26, 2024**.
2. Select a date(s) to run the contest.
3. Receive the Contest Kit in the mail. Photocopy colouring sheets. Photocopy and hand out “Draw a Water Smart Super Hero” Entry Sheet.
4. Display “Fire Alarm” poster, “Within Arm’s Reach poster, “Buddy” poster, and “Swim to Survive” poster around your facility to promote the contest.
5. Execute the contest. Don’t forget to give each participant a Buddy Catcher or Buddy Sticker or Buddy Bookmark after submitting their entry.

Age Group	Contest Task	Prize
5 & under	Colouring Sheet	Facility Awarded Prize: Buddy T-shirt (included in Contest Kit)
6-10 11-15	<p style="text-align: center;">Draw a Water Smart® Super Hero</p> <p>Criteria for the contest includes:</p> <ol style="list-style-type: none"> 1) The name of the super hero 2) Slogan or motto or message 3) Super power <p>Super hero’s example messages:</p> <ol style="list-style-type: none"> a) Swim with a Buddy b) Wear a Lifejacket c) Stay Within Arms’ Reach 	<p>Provincially Awarded Prizes – 1 per age category:</p> <p>1st Place – \$100 Lifesaving Society Prize Pack</p>

6. Determine a winner in each age group. Don’t forget to award the winner of the 5 & under age group the facility award prize supplied with your Contest Kit.
7. Display the winners and runners up in your facility.
8. **Send the 6 – 10 and/or the 11 – 15 year old age group** winning entries to the Ontario Branch office for Provincial consideration by **September 6, 2024**. Please remember to attach the Contest Entry Form to the winning entry. You can email the entry to watersmart@lifeguarding.com.
9. Complete the brief contest evaluation form and either fax or mail it back to the Ontario Branch office.

Wear a Lifejacket

Colour the picture



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400 Consumers Road, Toronto, Ontario, M2J 1P8
E-mail: experts@lifeguarding.com
Web: www.lifesavingsociety.com



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Draw a Water Smart Super Hero

2024 Water Smart® Contest 6-10 and 10-15 year old categories

Don't forget to:

- a) Name your super hero
- b) Give him/her a slogan or motto or message, for example
 - 1) *Swim with a Buddy,* 2) *Always wear your Lifejacket,* 3) *Stay Within Arms' Reach*
- c) List his/her Super Power:

A large, empty rectangular box with a thin black border, intended for the participant to draw their Water Smart Super Hero.



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2024 Water Smart® Contest Entry Form 6 – 10 years

Please copy and paste or staple this form onto the back of the winning **6-10 years of age** entry and mail it to:

2024 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, 2024

Creator Information

Name		Age
Address		
City		Postal Code
Telephone	Email	

Affiliate Information

Name		Contact
Address		
City		Postal Code
Telephone	Email	



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2024 Water Smart® Contest Entry Form 11 – 15 years

Please copy and paste or staple this form onto the back of the winning **11-15 years of age** entry and mail it to:

2024 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, 2024

Creator Information

Name		Age
Address		
City		Postal Code
Telephone	Email	

Affiliate Information

Name		Contact
Address		
City		Postal Code
Telephone	Email	