



LIFESAVING SOCIETY®
The Lifeguarding Experts

2025 Water Smart® Contest

Rules and 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 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 **2025 Water Smart Contest** or mail to:

2025 Water Smart Contest
c/o The Lifesaving Society
400 Consumers Road,
Toronto ON, M2J 1P8

Deadline

September 12, 2025, and all finalists will be announced by April 30, 2026. Proof of age of entrant(s) and verification of identity may also be required.

Submissions

Only one entry per participant. Each entry 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.



LIFESAVING SOCIETY®
The Lifeguarding Experts

2025 Water Smart® Contest

Rights and Usage

By submitting an entry, each entrant agrees and hereby irrevocably and perpetually grants and assigns to the Lifesaving Society Ontario 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

The Water Smart Contest is divided into three age categories. Each age group's contest is slightly different and designed to be age appropriate.

5 years of age and under: Colouring Contest

The affiliate determines their winner and awards a prize sent from the Lifesaving Society.

6-10 years old: Lifejacket Sticker Design

Affiliates host the contest and select a winning design to send the Lifesaving Society. The Society evaluates all submissions and chooses one provincial winner.

Prize value: Up to \$50.00

11-15 years old: Lifejacket Poster Design

Affiliates host the contest and select a winning design to send to the Lifesaving Society. The Society evaluates all submissions and chooses one provincial winner.

Prize value: Up to \$50.00



LIFESAVING SOCIETY®
The Lifeguarding Experts

2025 Water Smart® Contest Registration Form

To participate in the 2025 Water Smart® Contest, Affiliates complete and submit this form by July 25, 2025 to watersmart@lifeguarding.com.

Affiliate Name:

Facility Name:

Contact Name:

Telephone:

Email:

Shipping Address:

2025 Water Smart Contest Categories

Select each contest category you will participate in:

- 5 years and under Lifejacket Colouring Contest (prize will be mailed from the Society)
- 6-10 year old Lifejacket Sticker Contest
- 11-15 year old Lifejacket Poster Contest

Contest Materials

Select your items for a no-cost Contest Kit. Each kit includes one Buddy the Lifeguard Dog Poster and your choice of any two of the following:

Pick any **two**:

- 1 pkg – 100 Buddy Stickers
- 1 pkg – 100 Buddy Catchers
- 1 pkg – 100 Water Smart Tip Cards (Choosing Lifejackets and PFDs)

Order additional materials:

- 1 pkg – 100 Buddy Stickers @ \$10.00 per package
- 1 pkg – 100 Buddy Catchers @ \$10.50 per package
- 1 pkg – 100 Water Smart Tip Cards (Choosing Lifejackets and PFDs) @ \$9.50 per package

*Please indicate your language choice:

Please Note: Affiliate members that order a 2025 Water Smart® Contest Kit and do not return an entry to the Lifesaving Society will be required to return the unused Kit or will be charged \$33.00 per age group.



LIFESAVING SOCIETY®

The Lifeguarding Experts

2025 Water Smart® Contest Entry Form

Include this form with each winning submission for each age category from your facility. Contest entries can be sent by email to watersmart@lifeguarding.com with the subject line **2025 Water Smart Contest** or mail to:

2025 Water Smart Contest
c/o The Lifesaving Society
400 Consumers Road,
Toronto ON, M2J 1P8

Entries must be received on or before the deadline: **September 12, 2025.**

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

Creator Information

Name:

Age:

Phone Number:

Email:

Mailing address:

Affiliate Information

Name:

Age:

Phone Number:

Email:

Mailing address:



LIFESAVING SOCIETY®

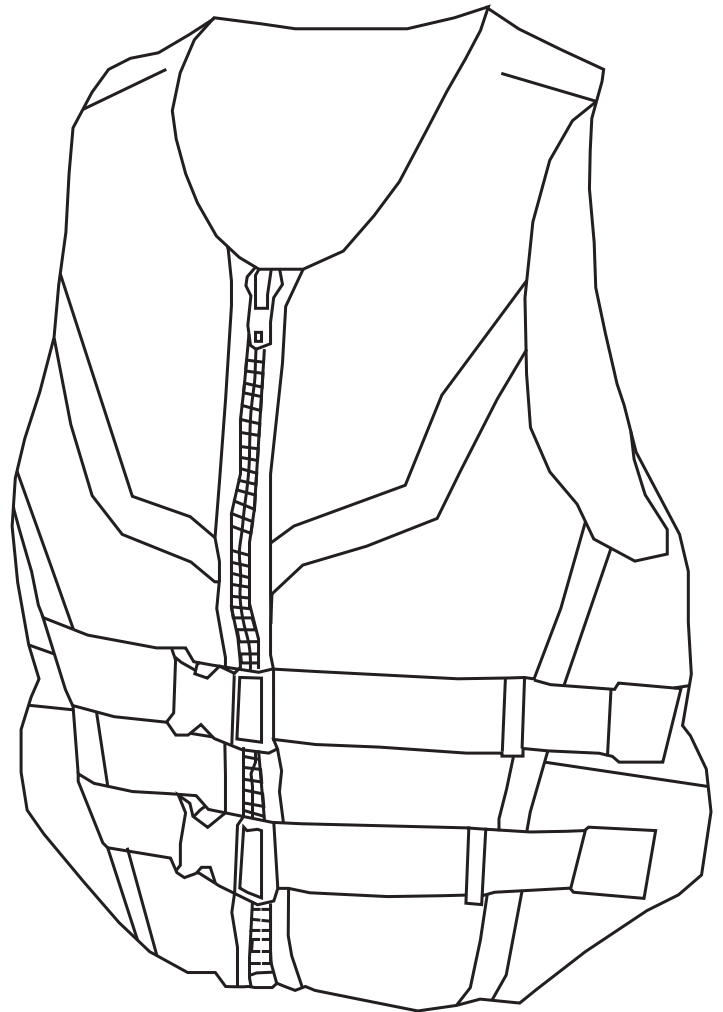
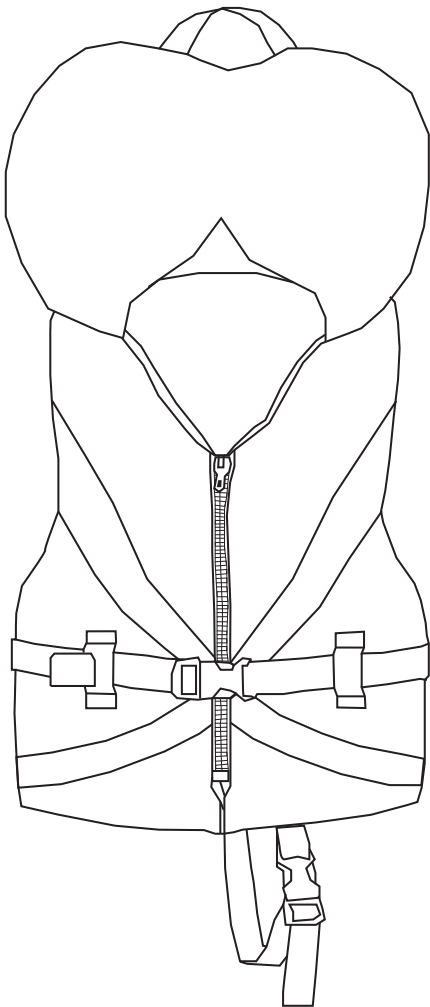
The Lifeguarding Experts

2025 Water Smart® Colouring Contest

(5 years and under)

Lif jackets help you float, keep your face out of the water and keep you warm in cold water. Everyone should wear a lifejacket on a boat. Brightly coloured lifejackets allow you to be seen. Red, orange and yellow lifejackets are the easiest colours to see in water.

Colour the child and adult lifejackets in bright colours.



Choose it. Use it.

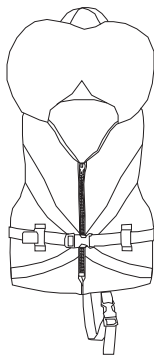
Share your art with us by tagging Lifesaving Society Ontario on social media **#WaterSmart** or take a photo of your art and email it to watersmart@lifeguarding.com.



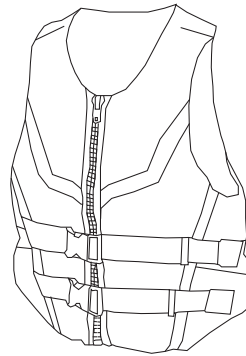
LIFESAVING SOCIETY®
The Lifeguarding Experts

2025 Water Smart® Contest: Lifejacket Sticker Design (6–10 years and older)

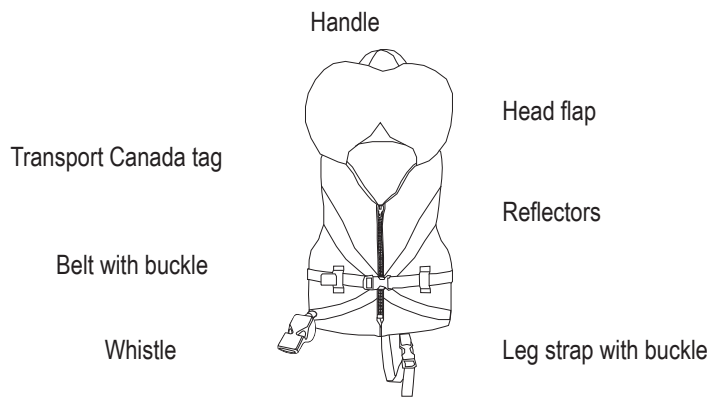
A lifejacket is one of many safety items boaters must have to stay safe on the water.
Everyone should wear a lifejacket in a boat. **Choose it. Use it.**



Infant: 20-30lbs Chest: 16"–22"
Child small: 30-60lbs Chest: 20"–26"
Child medium: 30-60lbs Chest: 21"–26"
Child large: 60-90lbs Chest: 27"–32"



Adult XS-M: 90+lbs Chest: 28"–40"
Adult M-XL: 90+lbs Chest: 36"–48"
Adult XL-3XL: 90+lbs Chest: 44"–56"



Colour the sticker that features lifejackets and include the safety message.

1. Colour the lifejacket with bright, easy to see colours. E.g., red, orange and yellow.
2. Clearly print the water safety message: **Choose it. Use it.**

Enter the 2025 Water Smart Contest at your local pool, beach or camp for a chance to win a prize!

Share your art with us by tagging Lifesaving Society Ontario on social media **#WaterSmart** or take a photo of your art and email it to watersmart@lifeguarding.com.



LIFESAVING SOCIETY®

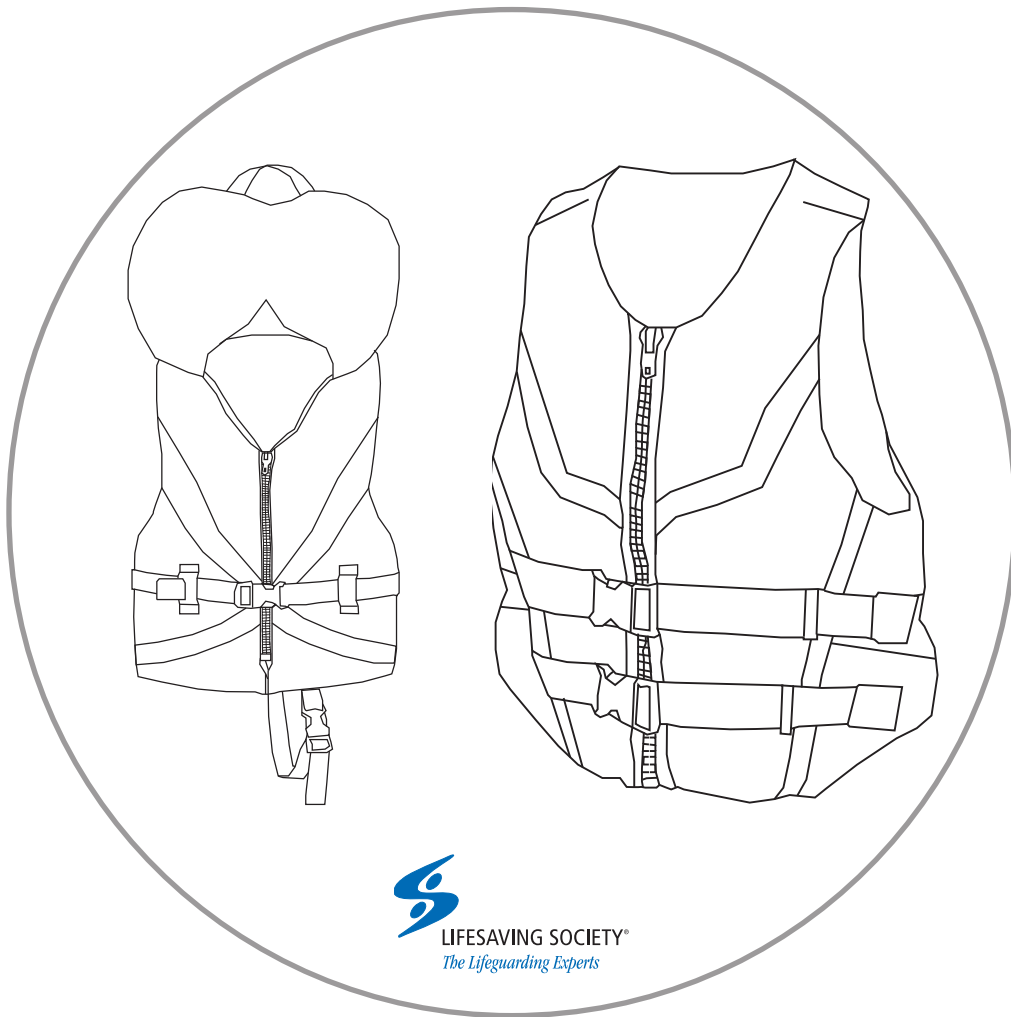
The Lifeguarding Experts

2025 Water Smart® Contest: Lifejacket Sticker Design

(6–10 years and under)

Colour the sticker or draw your own sticker on the back of this page featuring lifejackets.

Write the safety message: **Choose it. Use it.**



Enter the 2025 Water Smart Contest at your local pool, beach or camp for a chance to win a prize!

Share your art with us by tagging Lifesaving Society Ontario on social media **#WaterSmart** or take a photo of your art and email it to watersmart@lifeguarding.com.



LIFESAVING SOCIETY®
The Lifeguarding Experts

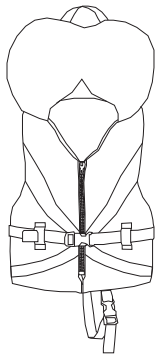
2025 Water Smart® Contest: Lifejacket Poster Design

(11–16 years and older)

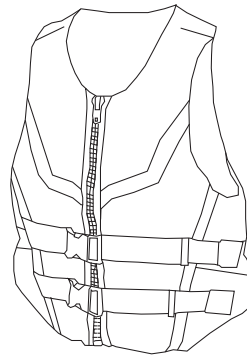
Everyone should wear a lifejacket in a boat. A lifejacket is one of many safety items boaters must have to stay safe on the water. **Choose it. Use it.**

Design a 8.5"x11" poster that features you and an adult/guardian wearing lifejackets while demonstrating how to be safe while in, on and around water. The poster should include the safety message and Lifesaving Society logo.

1. Choose the style that fits you and your parent/guardian best:

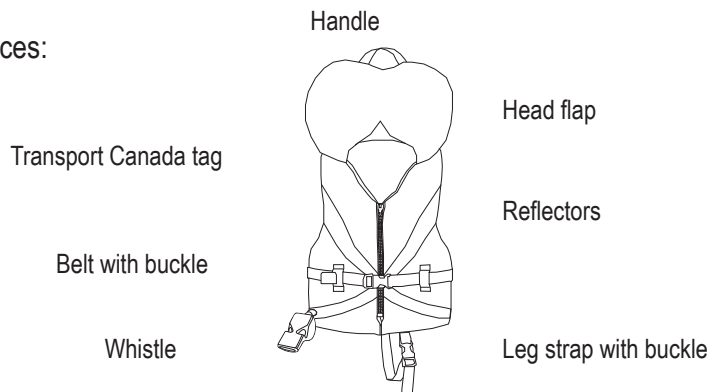


Infant: 20-30lbs Chest: 16"–22"
Child small: 30-60lbs Chest: 20"–26"
Child medium: 30-60lbs Chest: 21"–26"
Child large: 60-90lbs Chest: 27"–32"



Adult XS-M: 90+lbs Chest: 28"–40"
Adult M-XL: 90+lbs Chest: 36"–48"
Adult XL-3XL: 90+lbs Chest: 44"–56"

2. Add safety pieces:



3. Colour the lifejackets with bright easy to see colours e.g., red, orange and yellow.
4. Clearly print the water safety message: **Choose it. Use it.**

Enter the 2025 Water Smart Contest at your local pool, beach or camp for a chance to win a prize!

Share your art with us by tagging Lifesaving Society Ontario on social media **#WaterSmart** or take a photo of your art and email it to watersmart@lifeguarding.com.

