

# Eastern Sun Logo Contest – Qalipu First Nation

DEADLINE: December 31<sup>st</sup>, 2021

The Eastern Sun Mi'kmaw Early Childhood Learning Program is a new program being launched by the Education and Training Department of Qalipu First Nation. The Eastern Sun Program will be available to registered daycare centers within Qalipu Ward Areas across Western and Central Newfoundland and will provide valuable Indigenous education to both Indigenous and non-Indigenous children and families.

As part of the launch of this new program, Qalipu First Nation will be launching a Logo Contest for Eastern Sun. This contest is open to both Indigenous and non-Indigenous children under the age of 11 (Grades 5 and below) within Canada. Contest submissions must be received by January 14<sup>th</sup>, 2022, 11:59pm NDT. The winner will be announced February 11<sup>th</sup>, 2022. The contest winner will receive a children's Indigenous Education Bundle (books, smudge kit, medicine pouch kit, leather rattle kit, etc.).

## Teachings on the East

There are seven sacred directions in Indigenous culture: East, South, West, North, Above, Below and Within. The seven sacred directions are all related to the medicine wheel which represents the circle of life and its continuous cycle. The medicine wheel reminds us that we are never alone. We walk in the footsteps of our ancestors who have walked the circle for thousands of years before us. The first direction of the medicine wheel is the East, it is where everyone begins their journey through life as it represents childhood. The East is the birthing place, a place of new beginnings and a place of celebration and ceremony for new life and family. Family is at the centre of the values associated with the East. Our family are our caregivers and our teachers. They show us how to nurture the four aspects of our being: the spiritual, emotional, physical, and mental. The East is where we discover our gifts as individuals and what makes us each unique. The East is the place we bond with others, develop relationships, and become aware of the world around us. It is in the East that we are free to be children, free to discover the world and free to explore the world around us. The East is also symbolic of spring, the season of new rebirth of plants, a time when birds return, and when the animals come out from hibernation. The Mi'kmaq are considered the people of the East since the Atlantic provinces are on the eastern side of Turtle Island, what is now also known as Canada.

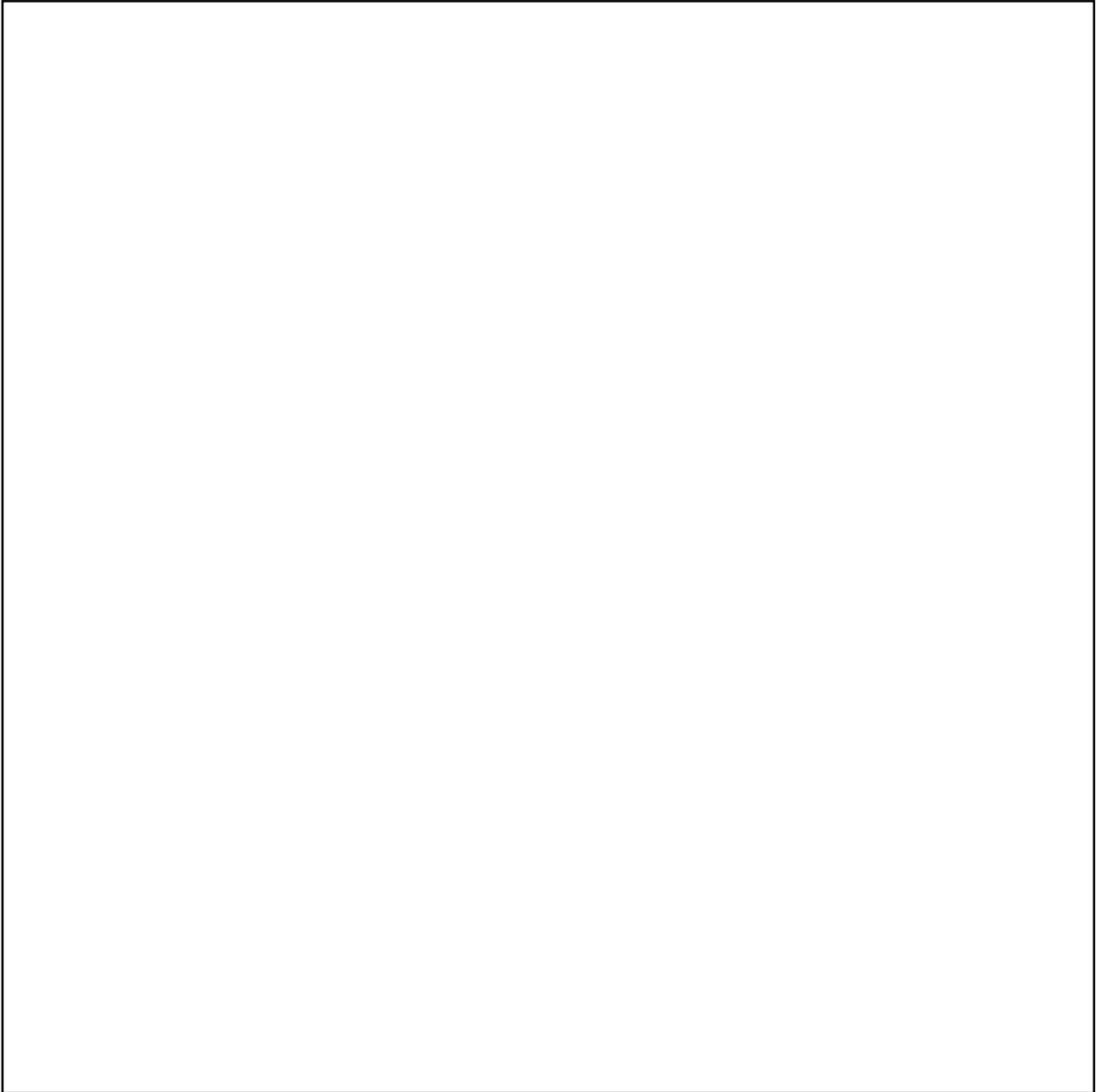
## Logo Requirements

The logo submission should be related to Indigenous culture, symbols and represent aspects of the teachings on the East as described above. Logo must be hand-drawn using any type of media/art supplies and fit within the square outline provided. No words/text should be included on the logo.

## Where to Submit?

Contest entries and the accompanying media release form signed by a parent/guardian must be received by January 14<sup>th</sup>, 2022, 11:59pm NDT. All entries and media release forms can be scanned and emailed to [eastern-sun@qalipu.ca](mailto:eastern-sun@qalipu.ca), dropped off at any Qalipu First Nation Office, or be mailed to Qalipu First Nation, ATTN: Kathryn White – Eastern Sun, 3 Church Street, Corner Brook, NL A2H 274. Late entries will not be accepted. Winner will be announced February 11<sup>th</sup>, 2022.

**Please draw your Logo within the box below!**

A large, empty rectangular box with a thin black border, intended for drawing a logo.

Name: \_\_\_\_\_

Grade: \_\_\_\_\_

School: \_\_\_\_\_

## **CONTEST TERMS, CONDITIONS AND RULES:**

1. To be eligible, each entrant must be a resident of Canada, be between the ages of 2 – 11 and/or be enrolled in the fifth grade or less.
2. Only one submission per entrant.
3. All submitted work must be the original work of the entrant(s) and must not include, be based on, or derived from any pre-existing or third-party designs, trademarks, or copyrighted images
4. All entries will become the property of Qalipu First Nation. By submitting an entry, each entrant agrees that all intellectual property rights in the logo design are deemed assigned to Qalipu First Nation.
5. An entry submission and accompanying media release form into this contest constitutes permission to use the winner's name, likeness, prize information, and information provided on the media release form for publicity purposes, without further permission or compensation.
6. Qalipu First Nation reserves the right to modify the winning logo to better fit the needs of the logo requirements.
7. The decisions of the Selection Committee will be final.
8. The selected design must be hand-drawn within the box on the submission page. The winning design will be digitized so that it is adaptable to electronic and print media, to reproduction on small and large surfaces, and to use in color or in grayscale.

## **HOW TO ENTER**

To enter the Eastern Sun Logo Contest, eligible participants must:

- Submit a Media Release form signed by the entrant's parent/guardian;
- Submit an original logo drawn within the box on the submission page;
- Submit the completed media release form and logo design by email to [eastern-sun@qalipu.ca](mailto:eastern-sun@qalipu.ca), or drop off at any Qalipu First Nation Office, or mail to Qalipu First Nation, ATTN: Kathryn White – Eastern Sun, 3 Church Street, Corner Brook, NL A2H 274. All entries must be received by Friday January 14<sup>th</sup>, 2022, 11:59pm NDT.

## **SELECTION CRITERIA**

A Selection Committee will be comprised of three Qalipu Education and Training Staff in addition to the Director of Education and Training. The selection committee will evaluate all entries based on the following criteria (though other criteria may be considered):

- Relevance – Does the entry align with the theme, goals, and purpose of the Eastern Sun Early Childhood Education Program?
- Originality – Does the design exhibit original design, creativity, and imagination?
- Aesthetic Quality – Does the submission command attention? Does it display visual balance and color coordination? Do all the elements work together to create a unified and appealing design?

The winner will receive a children's Indigenous Education Bundle (books, smudge kit, medicine pouch kit, leather rattle kit, etc.). The Selection Committee reserves the right not to select a winner, if in its sole discretion, no suitable entries are received.

# Media Release Form

This form is to acknowledge and grant permission to Qalipu First Nation and their Partner organizations to use images (photographs and/or video) of the Participant listed below in Section A or B in media productions including:

- Photography
- Print Advertising
- Print Materials/Production
- Internet & Social Media
- Education Programming
- Television Production
- Video Production
- Radio Production

I hereby certify that I am over nineteen years of age. If I am under nineteen years of age, my parents or legal guardians have read this document and have given their consent by signing below.

By signing this form, I acknowledge that I have completely read and fully understand the above consent and release. I understand that my participation is voluntary.

Please complete Section A or Section B and sign below:

<b>Section A:</b> Please complete this section if you wish to provide media consent.	
<input type="checkbox"/> By checking this form, I certify that the Qalipu First Nation and/or a third-party organization <b><u>DOES</u></b> have the right to use a reproduction of the likeness of (or images of).	
Participant Name:	Age (if under 19):
Signature of Participant (if over the age of 19):	
Name of Parent/Guardian (if Participant is under the age of 19):	
Signature of Parent/Guardian (if Participant is under the age of 19):	

<b>Section B:</b> Please complete this section if you <u>do not</u> wish to provide media consent.	
<input type="checkbox"/> By checking this form, I certify that the Qalipu First Nation and/or a third-party organization <b><u>DOES NOT</u></b> have the right to use a reproduction of the likeness of (or images of).	
Participant Name:	Age (if under 19):
Signature of Participant (if over the age of 19):	
Name of Parent/Guardian (if Participant is under the age of 19):	
Signature of Parent/Guardian (if Participant is under the age of 19):	

For more information, please contact Qalipu First Nation's Education & Training Department  
3 Church Street, Corner Brook, NL A2H 2Z4  
709-634-0996