

The Society for AIDS Care  
**Mask Design Contest Guidelines**

1. Background

The Society for AIDS Care organizes the first Mask Design Contest in 2011. Mask is used as a symbol of identity protection for people living with HIV/AIDS (PLHIV) due to the fear of discrimination. Participants are invited to learn more about HIV/AIDS and the challenges PLHIV faced through creating masks, thus to eliminate misconceptions and discrimination. The masks will be given to participants of AIDS Walk and other public education events, to encourage them to experience the stress caused by invisible masks of PLHIV.

2. Objectives

- (a) Promote acceptance to PLHIV through art creation;
- (b) Strengthen participants' knowledge of HIV/AIDS.

3. Theme

Participants should design a mask surrounding the theme of **“Say No to Discrimination!”**.

4. Divisions

- (a) Secondary School Division
- (b) Public Division

5. Registration

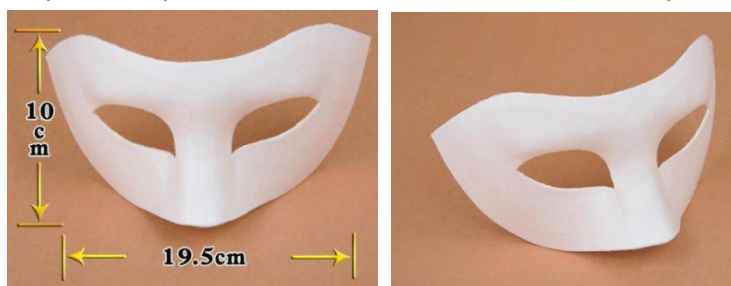
(a) Secondary School Division

Participants of Secondary School Division should register through respective schools. Schools should fill out the School Application Form attached and submit it on **or before 20<sup>th</sup> October 2018**

by: Email: [edupub@aids care.com.hk](mailto:edupub@aids care.com.hk) Fax : 2521-7668

Each school will be given at the most 50 free-of-charge blank masks. Schools can order additional masks from us with \$5 each, or purchase blank masks of any style as long as they can be worn. Payment can be made by cheque, cash or deposit.

Schools can arrange staff or representative to pick up the requested masks on or before 10<sup>th</sup> November 2018. A standard administrative fee of \$50 will be charged if schools request to post the masks. The masks will be posted after payment received.



(Mask design and size reference, spot punch with hair band)

(b) Public Division

Participants should contact us by email or phone to arrange pick up of a blank mask at our center **on or before 20<sup>th</sup> October 2018**, or purchase a blank mask elsewhere.

Email: [edupub@aidscare.com.hk](mailto:edupub@aidscare.com.hk)

Phone: 2559-2006

6. Submission

Participants of Secondary School Division should submit their masks through respective schools. Teachers are advised to collect all the submissions and return them to us. All submissions should be made, by post or in person, **on or before 20<sup>th</sup> December 2018**. To avoid wastage, teachers are encouraged to return all unused masks when submitting the entries. Address: 18/F, Win Century Centre, 2A Mongkok Road, Mongkok, Kowloon

All participants are required to **complete an online application form**, and **write a reference code at the back of all submission**. The reference code for Secondary School Division should include School Code\*, Class and class number, while submissions for Public Division should include contact number. If reference code is not found at the back or online application form is not submitted by the deadline, the work will not be eligible to enter the competition. All submission will not be returned.

Online application form:

<https://docs.google.com/forms/d/e/1FAIpQLSdSPFB4SHvf3ojk1tKWtCX7r1rtXwj1NHokvJh8CRdiGTyY6Q/viewform> (School Division)

<https://docs.google.com/forms/d/e/1FAIpQLSeoWsxnnqQY2-Gl9IIBKmqmBd9YcpJ4YP6iGRf5w8iazxTRdQ/viewform> (Division)

\*Information regarding School Code will be notified to teacher-in-charge after application.

7. Awards

(a) Personal Awards

The following awards will be chosen for each division (No. of award):

- Champion (1)
- 1<sup>st</sup> Runner-up (1)
- 2<sup>nd</sup> Runner-up (1)
- Outstanding Award (3)
- Facebook Most Popular Award (1): Participants can take a photo of their masks, name the photo with the reference code and upload to the online application form or email it to [edupub@aidscare.com.hk](mailto:edupub@aidscare.com.hk) on or before the submission deadline. Photos received will be uploaded to Facebook on every Friday (for photos collected on the last Fri till Thur the week). The award would be given to the submission with the most number of “likes”. Only the submissions with online registration form handed in will be uploaded. Participants should fill in the form on time.

**Each awardee will receive a trophy and gift set.**

(b) School Award

A “Most Active Participation School Award” will be given to school according to the

number of submissions received and attendance at AIDS Walk.

#### 8. Results Announcement and Prize Presentation Ceremony

Every submission will be reviewed by our panel. The list of shortlisted submissions will be sent to teachers by email or fax, and to participants of Public Division by email on or before end of January 2019. Results will be announced during AIDS Walk opening ceremony. All winning and first 100 shortlisted submissions will be exhibited during the event.

Details of AIDS Walk:

Date: 10<sup>th</sup> March, 2019 (Sunday)

Venue: Peak Galleria

Awardees or representatives are encouraged to collect certificates and prizes at the ceremony, collection afterwards will not be arranged.

#### 9. Transportation Arrangement for Prize Presentation Ceremony

Participants are encouraged to join our AIDS Walk and experience the stress brought by the invisible masks of PLHIV. Transportation from Admiralty to The Peak will be arranged for participants and teachers. Details will be released later.

#### 10. Enquiry

For enquiries, please contact Ms. Lilian Leung or Ms. Yan Lee at 2559 2006 or [edupub@aidscares.com.hk](mailto:edupub@aidscares.com.hk).

### **Terms and Conditions for Competition**

- 1) Submissions must be the original works of participants without infringing the intellectual property rights of others. Submissions must not contain plagiarism, violence, blasphemy, pornography, smearing and personal attack, or they will be disqualified.
- 2) Submissions shall be the first time to enter a competition, and have never been awarded in any competitions before. The participant must be the sole designer and copyright owner of the submission and the copyright has not been assigned to other persons.
- 3) Participants should submit the mask and an online application form **by 20<sup>th</sup> December 2018**. Reference code should be printed or written clearly on the back of the mask. If the requirements are not met, submissions will not be entered into competition.
- 4) The Society for AIDS Care reserves the right to edit, publish, copy, distribute and exhibit submissions for promotion use. Submissions will not be returned to participants.
- 5) Participants are allowed to make only ONE submission.
- 6) The list of shortlisted submissions will be released on or before end of January 2019 to respective schools and participants of Public Division through email or fax.
- 7) All participants, teachers and parents/guardians will be invited to attend the Award Presentation Ceremony on 10<sup>th</sup> March 2019 (Sunday). Awardees or representatives should collect certificates and prizes there on the day; collection afterwards will not be arranged.
- 8) The Society for AIDS Care reserves the right for all final decisions in cases of disputes, including but not limited to the result, awards and other related arrangements.
- 9) All submitted personal information will be treated confidentially for liaison and verification of personal identification purpose.

## Mask Design Contest: Say No to Discrimination!

### Secondary School Application Form

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

Contact Person : \_\_\_\_\_

Contact Number : \_\_\_\_\_

Email Address : \_\_\_\_\_

Mailing Address : \_\_\_\_\_

#### Quantity of Masks Requested

First 50 (free-of-charge)	
Additional order, \$5 each (Optional)	
Methods of mask pick up	<input type="checkbox"/> Arrange staff to pick up masks from SAC Centre (Free of Charge) *Pick up Date: _____
	<input type="checkbox"/> Postage: \$50 administrative fee
<b>Total</b>	

Remarks: Please arrange staff to pick up masks from SAC Centre. A standard administrative fee of \$50 will be charged if schools request to post the masks. The masks will be posted after payment received. Mask pick up period: 20<sup>th</sup> October to 10<sup>th</sup> November 2018 (Centre opening hours: 9a.m. to 6p.m., Mondays to Fridays, except public holiday)

#### Submission of the application form

1) Fax : 2521-7668    2) Email : [edupub@aids scare.com.hk](mailto:edupub@aids scare.com.hk)

#### Payment Method

- Submit a crossed cheque payable to “The Society for AIDS Care Limited” along with this form
- Direct Deposit:  
BEA 015-228-10-400465-6    OR    HSBC 096-158233-838    (Please send us the receipt)
- Pay in cash or by cheque when picking up masks at our centre.

Deadline for submission of Secondary School Application Form is **20<sup>th</sup> October 2018**. We will confirm your application through email within 3 working days. Masks will be dispatched or ready for pick up on or before 10<sup>th</sup> November 2018. Deadline for masks submission is **20<sup>th</sup> December 2018**. Please submit the masks with submission codes at the back and instruct students to submit an online application form at [www.aids scare.com.hk/mask-design-contest](http://www.aids scare.com.hk/mask-design-contest) on or before the deadline. (Please refer to the attached guidelines for details.)

**Enquiry: Ms. Lilian Leung / Ms. Yan Lee at 2559-2006**