

## The Society for AIDS Care

### Mask Design Contest Guidelines

#### 1. Background

The Society for AIDS Care organized 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 their fear of discrimination. Participants are invited to learn more about HIV/AIDS and the challenges faced by PLHIV through designing masks, thereby eliminating misconceptions and discrimination. The masks will then be distributed to participants of the AIDS Walk and other public education events, allowing them to better understand the emotional burden symbolized by the invisible masks worn by PLHIV.

#### 2. Objectives

- (a) Promote acceptance of 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 in the Secondary School Division should register through their respective schools. Schools should fill out the School Registration Form attached and submit it **on or before 28<sup>th</sup> November 2025** via:

Email: [edupub@aidscare.com.hk](mailto:edupub@aidscare.com.hk) OR Fax: 2521-7668

Each school will receive up to 30 free-of-charge blank masks (on a first-come, first-served basis). If necessary, schools may purchase additional blank masks in any style as long as they can be worn.

Schools may arrange for staff or representatives to **pick up the requested masks between 2<sup>nd</sup> October 2025 and 28<sup>th</sup> November 2025**. If courier delivery is requested (via S.F. Express), the recipient will be responsible for all associated costs.



(The above images display the mask provided by SAC, along with size references.)

(b) Public Division

Participants should contact us via email or phone on or before 28<sup>th</sup> November 2025 to arrange a pick-up of blank masks **between 2<sup>nd</sup> October 2025 and 28<sup>th</sup> November 2025**.

Alternatively, participants may choose to purchase blank masks from other sources.

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

Phone: 2559-2006

6. Submission

Participants in the Secondary School Division should submit their masks through their respective schools. Teachers are advised to collect all entries and return them to us. All submissions should be made—either by post or in person—**on or before 19<sup>th</sup> December 2025 by 5:00 PM**. To minimize waste, teachers are encouraged to return all unused masks along with the participating entries.

Address: 18/F, Win Century Center, 2A Mongkok Road, Mongkok, Kowloon.

**All participants are required to complete an online application form and write their unique reference code on the back of each submission.** For the Secondary School Division, the reference code should include the School Code, Class, and Class Number. For the Public Division, the reference code should be the participant's contact number. Mask submissions without a reference code at the back or/and a completed online application form submitted by the deadline will not be eligible for the competition. **Please note that submissions will not be returned and may be displayed at our promotional events for educational purposes.**

(Please copy the below links and search.)

**Secondary School Division Online Application form:**

<https://forms.gle/exCg5BaWdB35U5ee7>

**Secondary School Division School Code List\*:**

<https://docs.google.com/spreadsheets/d/1iKPxiXqqZz5TnkaEkvArbQ9awo7wywO4jEQPQNwxmi/edit?usp=sharing>

**Public Division Online Application form:**

<https://forms.gle/RMB12qrZt84qvHgw6>

**\*If your school code is not on the above list, please contact us.**

7. Awards

(a) Personal Awards

The following awards will be presented in each division (number of awards):

- 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 must take a photo of their mask, name the file (in JPG/PNG) using their reference code, and email it to

edupub@aidscare.com.hk on or before the submission deadline. Submitted photos will be uploaded to our Facebook page every Friday, featuring entries received from the previous Friday through Thursday. The 'Facebook Most Popular Award' will be given to the submission that receives the highest number of 'likes.' Only photos submitted by participants who have completed the online application form by the deadline will be eligible for upload. Participants are reminded to submit the form on time.

(b) School Award

The 'Most Active Participation School Award' will be presented to the school with the highest number of completed submissions.

8. Results Announcement and Award Ceremony

All submissions will be reviewed by our panel. The list of shortlisted entries will be emailed to teachers and Public Division participants by February 2026. Final results will be announced in March 2026. All winning entries, along with the first 100 selected submissions, will be exhibited. Awardees or their representatives are encouraged to attend the award ceremony to collect certificates and prizes, as no alternative collection arrangements will be provided.

9. Enquiry

For enquiries, please contact Ms. Julia at 2559 2006 or [edupub@aidscare.com.hk](mailto:edupub@aidscare.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, personal attack and any other inappropriate contents, 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 19<sup>th</sup> December 2025 (5:00 PM)**. 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 promotional use. Submissions will not be returned to participants.
- 5) Participants are allowed to make only ONE submission.
- 6) The list of shortlisted entries will be emailed to respective schools and Public Division participants by February 2026.
- 7) All participants, teachers and parents/guardians will be invited to attend the Award Ceremony in March 2026. Awardees or representatives should collect certificates and prizes at the Ceremony on that 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 results, awards, and other related arrangements.
- 9) All submitted personal information will be treated confidentially for liaison and verification of personal identification purposes.



## **“Say No to Discrimination!” Mask Design Contest**

### **Secondary School Division Registration Form**

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

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

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

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

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

#### **Quantity of Masks Requested (\*Please book an appointment before pick-up)**

Maximum of 30 masks per school (free-of-charge; on a first-come, first-served basis)	<input type="checkbox"/> Yes <input type="checkbox"/> No
Methods of mask pick-up	<input type="checkbox"/> Arrange for staff to pick up masks from the SAC Centre (free-of-charge) *Pick-up Date: _____
	<input type="checkbox"/> Courier delivery via S.F. Express (paid by the participating school)

Remarks: Please arrange for staff to pick up masks from the SAC Centre. If courier delivery is requested (via S.F. Express), the participating school will be responsible for all associated costs.

**Mask pick-up address: 18/F, Win Century Center, 2A Mongkok Road, Mongkok, Kowloon.**

**Mask pick-up period: 2<sup>nd</sup> October 2025 - 28<sup>th</sup> November 2025**

**(Centre opening hours: Monday to Friday, 10:00 AM to 5:00 PM; closed on public holidays)**

#### **Submission of the Secondary School Division School Registration Form**

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

**The deadline for submitting the Public Division Registration Form is 28<sup>th</sup> November 2025.** Applications will be confirmed via email within three working days. Masks will be dispatched or available for pick-up from 2 October to 28 November 2025. All competing mask artworks must be received by 5:00 PM on 19 December 2025. Please ensure that each mask artwork has the reference code clearly written on the back, and that the online application form at [www.aidscares.com.hk/mask-design-contest](http://www.aidscares.com.hk/mask-design-contest) has been completed on or before the deadline. (\*For further details, please refer to Section 6 in the attached guidelines.)

**Enquiry: Ms. Julia at 2559-2006**