



DRAWING CONTEST

MY FAVORITE PLACE

OBJECTIVES:

- Demonstrate to our customers and friends that KYODAI as part of its mission promotes and encourages the family as the most important people in life.
- To enhance for clients and associates different reasons to be positive, at the same time that we promote a smile for everyone.
- Encourage foreign children residing in Japan through the drawing contest to integrate into their environment and society in a positive and happy way.
- To be together with customers throughout 2015 with the new KYODAI calendar that will promote messages of happiness and positivity.

ABOUT THE PROJECT:

MY FAVORITE PLACE Contest is divided into 2 sections:

Part One: Drawing contest.

Part Two: The Calendar.

Part One.

DRAWING CONTEST

Name: Drawing Contest – MY FAVORITE PLACE

Draw the place you would like to visit, or any other location you have visited and you liked it. You can also draw the spots you go with your friends or a place that has a special meaning for you.

Target: Children between 4 and 12 years old.

Nationalities: All.

Categories: Category 1: 4-6 years.

Category 2: 7-9 years.
Category 3: 10 to 12 years.
Start Date: From July 1st
Closing Date: Until September 30th.
Announcement
Of Winners: First week of October.
Winners by
Category: 4 Winners by category with a first position for each category (total 12 winners)
Awards: - Painting tools,
- Certificates,
- Bookstore gift cards for 1,000 yen.
Jury: Composed of personalities invited by KYODAI.

Part Two:
CALENDAR 2015.

The 2015 calendar is a merchandise element that would be delivered to customers and friends without charge from December 2014 as part of the promotional campaign of KYODAI for 2015.

2015 KYODAI Calendar will contain 12 images (one per month) with the art of the winners of the contest MY FAVORITE PLACE.

The goal is to show customers and friends Kyodai's mission and enthusiasm to work with foreign families in Japan with a positive message bringing joy and happiness to those who receive it.

ANNEX

DETAILS

CONTEST RULES

How to participate

- You can draw, paint, use pens, pencil, crayon, charcoal, oil, or watercolour paint to create your work of art, using creativity and imagination to show what is your favorite place.
- The size of your art work must be of A4(29.7cm x 21cm) please.
- You can use any material: paper, cardboard, etc.
- All drawings must be sent to the following address or you can leave it in any of the agencies or offices of Kyodai:

〒 169-0073

**TOKYO TO, SHINJUKU KU, HYAKUNIN CHO 2-4-8, STAIRS BLDG. 2F, TEL:
03-6869-6003 (ENGLISH)**

TEL: 03-3280-1029 (日本語)

TEL: 03-3280-1025 (ESPAÑOL)

- Please in the back of the art do not forget to add complete Children's name, age, address, phone number, nationality, name of parent or guardian and contact number.
- Kyodai will scan all the drawings and publish on the website and Facebook pages of Kyodai.
- All drawings will be judged under the same criteria: creativity, composition, theme and technique; winning works will be reproduced in the 2015 Kyodai calendar.

Copyright

- All the arts must be original; participation in the contest suggests that the person knows the rules.

- Art received and published becomes the property of Kyodai Remittance, and it can be used for advertising purposes but not commercial.
- Copyright of the materials presented for the competition must not contain photographic images of the contestant or other personal information.
- Any further question or queries please do not hesitate to contact us at marketing@kyodai.co.jp.