



## DRAWING CONTEST

*"A day with my family"*

### **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 2017 with the new KYODAI calendar that will promote messages of happiness and positivity.

### **ABOUT THE PROJECT:**

"A day with my family" is divided into 2 sections:

Part One: Drawing contest.

Part Two: The Calendar.

### **Part One.**

#### **DRAWING CONTEST**

Name: Drawing Contest – **"A day with my family"**

Draw what do you like about your family, could be something you like to do with them or something you like about them. For example you may enjoy the most when you go to the park, pool or beach with your family, have dinner together, play with your siblings, visit other relatives etc.

Target: Children between 3 and 12 years old living in Japan.

Nationalities: All.

Categories: Category 1: 3-5 years.  
Category 2: 6-8 years.  
Category 3: 9-12 years.

Start Date: From September 1<sup>st</sup>

Closing Date: Until October 31<sup>st</sup>.

## Announcement

Of Winners: November 4<sup>th</sup> 2016

Winners by

Category: 4 Winners by category (total 12 winners)

Awards: Certificates

Surprise gifts

Jury: Composed of personalities invited by KYODAI

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## **Part Two:**

### **CALENDAR 2017.**

The 2017 calendar is a merchandise element that would be delivered to customers and friends without charge (subject to availability) from mid-December 2016 as part of the promotional campaign of KYODAI for 2017.

2017 KYODAI Calendar will contain 12 images (one per month) with the art of the winners of the contest.

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.

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## **ANNEX**

### **DETAILS**

#### **CONTEST RULES**

How to participate

- Free technique; the kid can use colour pencils, watercolour paint, crayons or whatever he or she wants to use to create their work of art, using creativity and imagination to show a day with his or her family.
- The size of your art work must be A4 (29.7 cm x 21 cm).
- 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)

03-3280-1029 (日本語)

03-3280-1025 (Español)

- Before sending your drawing verify it is written complete children's name, age, address, phone number, nationality and name of parent or guardian at the back of the art.
- All drawings will be judged under the same criteria: creativity, composition, theme and technique; winning works will be reproduced in the 2017 Kyodai calendar.

### **Copyright**

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- All the art work must be original; participation in the contest implies that the applicant and/or parent or guardian 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](mailto:marketing@kyodai.co.jp).