



# *Holiday Card* **CONTEST**

AND SHOWCASE GUIDELINES



## **CONTEST**

Residents who wish to take part in our holiday card contest will design, draw or paint their entry on paper, card stock or canvas.

Each community will choose their own winner and will submit one resident's artwork per community [here](#), saved as "[Community Name] Holiday Card." Each region will nominate one winner judged by the regional support team. The top three nominations will then be judged by the Solstice support team to determine the overall winner of the contest.

The winner's artwork will become the Solstice holiday card! Each community will receive those cards to send to prospects, families, professional partners, etc.

## **RESIDENT ACTIVITY**

Schedule the activity by Aug. 1 to meet the deadline to submit your community's winning resident's artwork by close of business on Sept. 20. Use the Resident Holiday Card Contest flyer to promote the event to your residents. Only the nominees saved in the shared folder, linked above, will be considered.

## WHAT TO WEAR

Purchase painting smocks for residents to wear while creating their art and to the celebration.

## MUSIC

Choose music that is inspiring for the holidays and to set the mood for attendees.

## REFRESHMENTS AND DECORATIONS

Create a culinary experience that honors the memories of spending the holidays at home.

Coordinate holiday-themed decorations with your team.

## SOLSTICE HOLIDAY CARD SHOWCASE

A Solstice Holiday Card Showcase Event will be held in late November or December. During the event, all participating residents' artwork will be displayed. Have each resident pose next to their piece to discuss it with other attendees.

Invite residents, families, prospects and professional referral sources. Use the Solstice Holiday Card Showcase flyer to promote this event.

Ensure that your community offers holiday refreshments, music and decorations.

The winner submitted from your community will be honored during the event. You can provide a trophy, flowers, a certificate, etc.

If your resident is the winner of the Solstice Holiday Card Contest, you will want to make sure that you are celebrating them and making them a focal point during your gallery/showcase.

## MEDIA COVERAGE

There are many opportunities to highlight the residents taking part in the Solstice Holiday Card Contest! Be sure to post pictures during the activity and the event. Please work with MP&F, your DSM, your RDSM and your ED to gain media attention from local news stations, newspapers and online publications. Post all residents' artwork, through the creation process to finished product, on your community's Facebook page and other social media.

