



## Mascot Competition

The BerkoAstro Project needs an eye-catching, instantly recognisable identity or 'brand' which will appeal to all ages --- a cheeky, fun Mascot that everyone will love and take to their hearts

***And we think YOU are the person to design and draw it for us!!!***

We've launched a competition to design and name the Mascot and the overall winner will see their entry used in every possible way as part of the promotion of the fantastic project --- including the creation of a life size Mascot to be its official 'ambassador' at events and functions!!!!

### Guidelines and Entry

Enter in one of 3 categories.

The winner in each category will be awarded a prize:

- 5 – 9 years of age Prize – 2 places (winner + friend) at Recreate holiday art course
- 10 – 13 years of age Prize – Family VIP Day to the Paradise Wildlife Park
- 13 and over (including adults) Prize – 6 Cinema Tickets

### **PLUS** an overall winner

The overall winning design selected from all 3 categories will be used as the **BerkoAstro** logo.

Entries must be received by 30<sup>th</sup> November 2009. The winners will be announced by 14th December 2009.

### ***Guidelines and Useful Hints for Entrants:***

When thinking of a design please consider the following factors:

- Keep it simple
- Make it fun
- It should be easily recognisable both close-up and from a distance
- It will be used both in colour or black and white



When designing your Mascot, remember how and where your design may be used:

- How?
  - Printed on leaflets, letters, flyers and stickers etc.
  - Made into a life size Mascot
  - Animated for use on web-sites
- Where?
  - Shop windows
  - T-shirts - Stickers – Badges – promotional material etc
  - As a life size Mascot
  - Web-sites

A selection of entries will appear on the Berkhamsted and Tring Gazette and BerkoAstro web-sites, as well as being displayed in Castles Estate Agents window in Berkhamsted High Street as part of our project display.

A Panel of 7 judges has been selected from the local community to judge this competition. *(Full details on request)*



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**Your Entry for the BerkoAstro Mascot Competition**

*Please use the space below or send your entry on an A4 sheet of paper with your details on the reverse*

*Closing date 30<sup>th</sup> November 2009*

Suggested name for your Mascot: .....

Name: \_\_\_\_\_ Age: \_\_\_\_\_ Date of Birth \_\_\_\_\_

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

Contact Tel No: \_\_\_\_\_ School \_\_\_\_\_

All entries to be returned to: M Edgecombe, c/o Ashlyns School, Chesham Rd., Herts HP4 3AH  
by 30<sup>th</sup> November 2009. Winners will be announced by 14<sup>th</sup> December 2009