



SADD Liquor Bag Campaign

Design Contest Details

Share your designs on **Instagram** to be entered for prizes! **#saddbag25**



How to enter:

- All contest submissions must be posted to Instagram and the post must include the hashtag **#SADDbag25** or **#saddbag25**

Who can enter?

- The Liquor Bag Contest is open to any Alberta student currently in Grade 1 to Grade 12.
- SADD Alberta reserves the right to accept or decline any entry.

What are the prizes?

- Each week, between November 24, 2025 and December 19, 2025, **3 Weekly Winners** will be selected, as well as **1 Random Winner**.
- Each winner will be awarded a \$50 gift card of their choice (a selection of options will be provided).
- There will be a total of 16 winners selected by the end of the contest.

Theme:

- Student designs must contain images and/or messaging relating to the prevention of, or the risks associated with, driving while impaired by alcohol (i.e. drinking & driving) to participate in this contest.
- Submissions targeted toward a specific event/holiday season (Christmas, etc.) will also be accepted.

Design Requirements:

- All submissions must be created on the SADD paper liquor bags provided to schools.
- All submissions must be the sole work of the student. (We understand that planning and encouragement may come from teachers, parents or friends however, all entries must be completed only by the students' hand).
- No commercially created or sponsored entries will be considered.
- No part of the entry design or message shall be copyrighted material, trademark material, etc. This includes images, photographs, clip art, etc. Entries that include copyright material(s) will not be accepted.
- Only designs on the front of the bag will be considered for judging (pre-printed side with SADD logo).
- No student information should be present on the liquor bag itself, other than the name of the school.
- All entries must reflect the contest theme and be appropriate for further distribution.

Submission Details:

- All entries must be posted to Instagram only. No other social media platforms will be monitored for entries.
- All entries must include the hashtag **#SADDbag25 or #saddbag25**
- Entries must be posted using a "public" account. "Private" accounts cannot be monitored for entries. If students don't have an account, we recommend a teacher create a temporary account just for the contest.
- Be sure to adjust your settings to be notified of any Instagram messages, as SADD will send a direct message to winning submissions directly on Instagram.
- Entries can be submitted using a school account, parent's account, or campaign coordinator's account.
- Students can submit multiple entries, but can only win once.
- Once an entry has been submitted, it will be considered for judging during any subsequent weeks, if it did not win during the week it was submitted (so you have a better chance of winning if you submit your entry early!!).
- There will not be a limit on the number of winning bags from a specific school, however judge's discretion may apply.
- There will not be a specific number of prizes awarded to different grade categories, however judge's discretion may apply.
- Winners will be contacted via direct message on Instagram for winning bag entrant's contact information. If no response is received within 48 hours, another bag may be selected.

Recommendations for a good contest submission:

- Make sure there is good lighting and that your message is easy to read.
- Place the bag on a neutral or dark background. Try to avoid other items in the background of the picture. Stand directly above the bag; avoid angle-shot pictures.
- Be sure to capture the whole bag in your post.
- Only submit one bag per post. Avoid taking pictures of multiple bags.

