

Water Bottle Label Design Contest

SUBMISSIONS DUE: AUGUST 21, 2026

All Elementary and Middle Students that reside in St. Charles, IL are invited to design their own label. The winning design will be featured on 1,600+ water bottles at 2026 Scarecrow Weekend!

Art Requirements:

- Format: Hand-drawn or digital
- Theme: Alignment with Scarecrow Weekend (think fall, pumpkins, scarecrows, etc. – get creative!
- Your submitted artwork must be an original design.
 - Do not use AI or copyrighted materials, trademarks, service marks, or artwork.
- Your design must account for Theriault Booth's logo to be added
- Please design your artwork using the provided water bottle template.



Online Submissions: stcalliance.org/waterbottlecontest
In Person Submissions: St. Charles Municipal Building
(2 E. Main Street, St. Charles, IL 60174)

Contest Details

**Contest Opens:
May 11**

**Deadline:
August 21**

**Choose Winner:
August 25**

What is the criteria for judging?

The criteria for judging will be based on:

- Creativity - Unique and visually appealing design.
- Relevance - Alignment with the St. Charles Scarecrow Weekend theme.
- Execution - Quality and clarity of the artwork.

What format should your design be?

You can either print out the template and hand draw your design or submit any of the following formats:

- Drawing
- PDF (preferred)
- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Acrobat

When will a winner be chosen?

A winner will be chosen and notified via email on August 25th. Following the selection, the St. Charles Business will request a photo of the winner for event signage. It is encouraged that the winner makes an appearance at the event for a photo with the sponsor.

When is 2026 Scarecrow Weekend

Friday, October 9th - Sunday, October 11th

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Submission Form

Please have a parent or guardian fill out the following form to enter the contest. Please note that the St. Charles Business Alliance and Theriault Booth LLC. Attorney's at Law reserve the right to not accept any design that is deemed offensive or inappropriate.

Student First & Last Name: Student

Year in School: _____

School Name: _____

Parent/Guardian Phone Number: _____

Parent/Guardian Email: _____

- By Entering a submission, contestant grants Theriault Booth, LLC and the St. Charles Business Alliance an exclusive, royalty-free license to use, reproduce, and display the submitted artwork ("Artwork") for marketing purposes ("Contest") in various promotional materials including but not limited to:
- Displaying the Artwork on water bottles and other promotional materials; and,
 - Posting the Artwork on social media.
- Contestant agrees that Theriault Booth, LLC and the St. Charles Business Alliance may credit the Licensee as the creator of the Artwork whenever the Artwork is used.
- Contestant warrants that no copyright material was used in the creation of the design.

Parent/Guardian Signature: _____

Online Submissions:

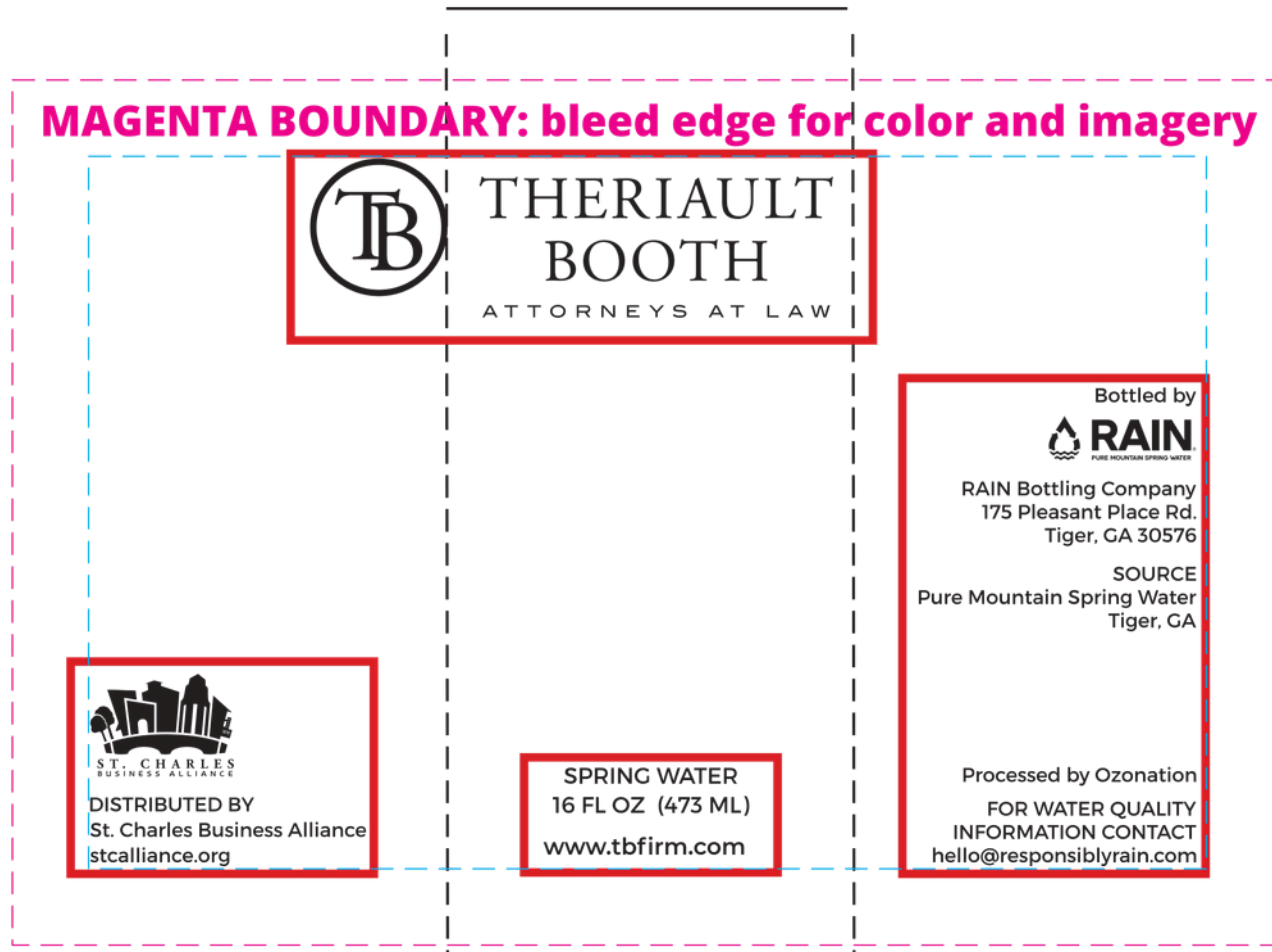
stcalliance.org/waterbottlecontest In Person

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Template Guide

When creating your design, please use the blank template provided and avoid drawing over the printed text version. Keep in mind that the text will be added later, so consider placement carefully to ensure your artwork doesn't interfere with it.

Front Of Bottle



Blank Template: Due 5/11

Use this template to create your design.
Make sure your artwork stays within the pink dotted lines

Front Of Bottle

