



2025 Guidelines: San Antonio Dr. Martin Luther King, Jr. Commission March & Commemoration Student Art Contest

BACKGROUND

Since 1987, the City of San Antonio has celebrated the life and legacy of Dr. Martin Luther King, Jr. with an annual series of events leading up to one of the largest marches in the country. The 2025 March and Commemorative Program will take place in-person on Monday, January 20, 2025. Learn more at [SA.gov/MLK](https://sa.gov/mlk).

CONTEST

As part of the commemorations, the City of San Antonio is hosting its annual Student Art Contest to encourage youth to create original artwork that is inspired by the 2025 theme “We are the Dream... It takes All of Us”.

The selected artwork will be used on marketing materials to promote the 2025 March and Commemorative calendar of events. The contest is open to youth ages 18 and under in elementary, middle, and high school levels. Only Bexar County residents can submit.

PRIZE

One selected artist will receive:

- Four all-access passes to Official 2025 Dr. Martin Luther King, Jr. Commission events.
- Special recognition in communications announcing the contest winner.
- One Department of Arts & Culture gift bag.

REQUIREMENTS

Submissions that do not meet all requirements may be disqualified.

- *Important note:* the image, likeness and direct quotes of Dr. Martin Luther King, Jr. are copyrighted and should **not** be included in the submitted artwork.
- Artwork should focus on the 2025 theme. Artwork created for other lessons/purposes will not be judged.
- Contest is open to current Bexar County residents, ages 18 years and under as of the contest deadline.
- Any traditional two-dimensional artistic media (painting, watercolor, photography, computer graphics, color pencil, etc.) is acceptable.
- A.I. artwork and copyright images will not be accepted.
- No text or lettering may be used in the composition.
- All submissions must be original artworks created specifically for this contest.

- One individual student artist per entry, no collaborations or group works.
- Only one entry per student.
- Artists should not sign artwork or identify themselves on the art piece.

HOW TO SUBMIT

Submissions must be sent electronically by October 14, 2024 (5 p.m. Central Time) via email to arts@sanantonio.gov and must include:

- A high-resolution photo of the artwork taken with a smartphone or camera. We need a high-quality photograph that is not blurry. Image of artwork should be submitted as an attachment to the email, as a jpeg file.
- If the artwork is generated via computer/technology, original artwork may be submitted as long as it is high-resolution and not blurry.
- Use email subject line: 2025 MLK Poster Contest.
- In the body of the email, include the following details:
 - Artist First and Last Name
 - Artist Age
 - Artist Date of Birth
 - Artist School Name/District Name
 - Art Media Used (such as watercolor, computer graphics, color pencil, etc.)
 - *Optional* - Title of Artwork
 - If Under 18 years of age:
 - Parent/Guardian First and Last Name
 - Parent/Guardian phone number, email address and home address
 - Parent/Guardian to state in body of email *"I agree to the terms and conditions of this contest."*

ADDITIONAL INFORMATION

- Panel of judges will include a representative from:
 - Dr. Martin Luther King, Jr. Commission
 - City Council District 2
 - San Antonio Arts Commission
 - City of San Antonio's Office of Diversity, Equity, Inclusion & Accessibility
 - City of San Antonio's Department of Arts & Culture
- Judging will be based on use of 2025 theme, artistic imagery, creativity, and originality.
- By entering this competition, entrants permit the City of San Antonio full ownership of the entry for marketing and other promotional uses specific to the Dr. Martin Luther King, Jr. March and Commemorate events. Uses include, but are not limited to:
 - Inclusion in social media posts
 - Inclusion on City of San Antonio webpages
 - Printed materials
 - Media communications
- The City of San Antonio will retain ownership and full copyright of the winning artwork and its reproductions. The City of San Antonio may alter original artwork to adapt to various promotional needs.

- Selected artist will be notified individually and announced publicly by the City of San Antonio.

TIMELINE

- September 16, 2024: MLK Commission votes on 2025 theme
- September 17, 2024: Contest Opens at 10 a.m. CT
- October 14, 2024: Contest Closes at 5 p.m. CT
- October 21, 2024: MLK Commission Executive Committee/Panel Review to Determine Selected Artwork
- November 1, 2024: Announcement of Selected Artwork during News Conference at 10 a.m. CT
- Monday, January 20, 2025: March & Commemorative Events
**dates subject to change*