



Three Kings Day Celebration Parade Banner Contest 2025

The objective of the Three Kings Day Parade School Banner Contest is to engage K-12 schools in celebrating the rich cultural and historical significance of Three Kings Day.

This year's theme, *The Arts Open Paths: Celebrating the Transformative Power of the Arts* (Abriendo Caminos, Celebrando el Poder Transformativo de las Artes), celebrates the power of Latinx, Caribbean, and Latin American art to connect cultures and uplift communities. We celebrate its role in bridging cultural divides, strengthening our communities, and honoring the rich contributions of Latinx, Caribbean, and Latin American Art and culture to the United States.

Through designing and creating banners, students will:

1. Gain a deeper understanding of the traditions and history associated with Three Kings Day.
2. Promote school spirit by showcasing their school pride and collaborative efforts in a public setting.
3. Develop and display their artistic talents through banner design.
4. Experience the joy of friendly competition and recognition for their creative efforts.

By participating, schools and students contribute to the vibrancy and success of the parade, making it a memorable and meaningful celebration for all involved. But most importantly this year there's a prize!

1. Eligibility:

- Open to all K-12 schools participating in the Three Kings Day Parade on Monday, January 6 organized by El Museo del Barrio.
- Each school is allowed to submit **one** banner entry.

2. Banner Design Guidelines:

- New designs should be submitted; please do not recycle banners used in previous years.
- The design should reflect the theme of the Three Kings Day celebration, *The Arts Open Paths: Celebrating the Transformative Power of the Arts* (Abriendo Caminos, Celebrando el Poder Transformativo de las Artes)
- Banners must include the school's name clearly visible in the design.
- Banners should be made of durable materials suitable for outdoor display.
 - We suggest adding a rod to stabilize it for the wind and to ease carrying the banner.
 - Please be aware that it can get windy. Consider adding an air/wind vent.

Materials can be provided on a limited, first-come, first-served basis for schools in need. For more information or assistance, please reach out to threekings@elmuseo.org.

3. Submission Guidelines:

- A photo of the completed banner must be submitted by **December 16, 2024**, to threekings@elmuseo.org.
- Along with the photo, submit a brief description (no more than 200 words) explaining the design and who created it.
- The physical banner must be brought to the parade on the day of the event.

4. Judging Criteria: The banners will be judged by members of El Museo's Three Kings Day Steering Committee using the following criteria.

- Creativity and Originality (30 points): How unique and original is the banner design?
- Relevance to Theme (30 points): How well does the banner reflect the Three Kings Day theme?
- Craftsmanship (20 points): Quality and neatness of the construction.
- Presentation (20 points): Overall visual impact and clarity of the message.

5. Parade Participation:

- All participating schools must carry their banners during the parade on Monday January 6, 2025.
- Each school should ensure the banner is held securely and displayed prominently during the march.

6. Prizes:

- The winning class of the Banner Contest will enjoy the honor of leading the parade in the first spot designated for schools, proudly displaying their artwork. The winning classroom will also receive a bundle of art supplies from El Museo, as well as a special gift for their teacher. This is a unique chance to celebrate creativity and be at the forefront of the festivities!

General Conditions:

- By participating, schools agree to allow El Museo del Barrio to use photos and descriptions of their banners for educational and promotional purposes.
- Decisions of the judges are final and binding in all respects.

9. Contact Information:

- For any questions or concerns, please contact threekings@elmuseo.org

We look forward to seeing the creative and vibrant banners your schools will create to celebrate this wonderful cultural tradition!