“Drive Safe NY!”

New York State Poster Challenge Rules & Terms

Commitment to Traffic Safety across New York State

The New York State Governor’s Traffic Safety Committee (GTSC) coordinates traffic safety activities in the state and shares useful, timely information about traffic safety and the state’s highway safety grant program.

The Safety Programs Group is responsible for programs that make New York State’s roadways safer for all highway users, young and old. The staff implements and coordinates new programs and is responsible for oversight of ongoing traffic safety activities. The staff oversees New York State’s highway safety programs: STOP-DWI, traffic restraint, pedestrian and wheel sport safety, all areas of safe driver behavior, police traffic enforcement and traffic records management. Program Representatives provide local government officials, community groups and safety organizations with support in creating highway safety programs and projects as well as with grant development and administration.

1. ELIGIBILITY

The “Drive Safe New York!” Poster Challenge (the “Challenge” or the “Contest”) is open to ALL high school juniors and seniors during the 2026/2027 school year who reside in New York State or who attend school in New York State. Students may work individually or with a team. If entering as part of a team, the team must designate one person as the group’s designated leader for purposes of the Challenge. For the purposes of these Official Rules, where a poster (as defined below) is submitted on behalf of a single individual, it means the individual whose name and contact information are entered on the entry form. If an entrant or the group’s designated leader is under the age of 18, a parent or legal guardian will be required to sign on behalf of said individual.

2. CHALLENGE PERIOD

The “Drive Safe New York!” Poster Challenge ends on **11/20/2026** at 11:59:59 p.m. EST.

3. HOW TO ENTER

To enter, complete the following steps:

Step 1: During the Challenge Period, visit the Challenge webpage located at trafficsafety.ny.gov and read the poster submission rules, requirements, tips, and background about the Challenge.

Step 2: Create a poster raising awareness to prevent “unsafe driving habits” as the driver, the passenger, or recognizing an “unsafe driver” on the road. The poster should encourage people to make safe choices before getting in the car and while on the road. The poster should be a high-res JPEG or PNG. Files should not be more than 10 MB and must meet the Entry Criteria and Objectives in Paragraph 4 below.

Step 3: Review and accept the Official Rules & Terms of the Challenge and submit entry through trafficsafety.ny.gov. Submission of the Submission/Artwork Release Form annexed hereto with the poster submission is also required. Students may enter individually or can work with a team. If entering as part of a team, the team's lead student must submit their contact information on the entry form and will be the person authorized to receive the award on behalf of the team. Once the poster is created, submit the poster for entry into the Challenge by 11:59:59pm on 11/20/2026. To submit the poster, complete the Artwork Release Form with your name, the region you attend school in, email address and phone number, and, in the case of an individual under the age of 18, the name of the parent or guardian. Any poster submitted after the deadline will not be eligible for consideration.

LIMIT: One entry per person, regardless of whether a participant made an individual entry or worked with a team.

4. ENTRY CRITERIA AND OBJECTIVES

The Poster Challenge has multiple themes based on the region where you attend school.To find your assigned region, please visit the GTSC website at trafficsafety.ny.gov. The themes are:

- Occupant Protection (regions 1-3)
- Speeding (regions 4-7)
- Underage Drinking/Impaired Driving (region 8)
- Distracted Driving (regions 9-10)

The poster should focus on raising awareness of the unique dangers of not wearing a seat belt (occupant protection), distracted driving, speeding, and underage drinking/impaired driving, and encouraging people to make safe choices on the road. The poster should target younger drivers and express the designated theme. If the poster includes any facts and statistics, those facts and/or statistics must be obtained from https://www.nhtsa.gov/, https://www.itsmr.org/tssr/, or http://www.ghsa.org/. These websites provide up-to-date and factually accurate data related to driving safety.

Poster submission guidelines:

- Should be a high-res JPEG or PNG, and files should not be more than 10 MB.
- Be original. No Artificial Intelligence (AI) allowed.
- Must include somewhere in the poster submission the phrase "Drive Safe New York"
- Adhere to the following technical specifications:
    - Resolution for all artwork must be high-resolution JPEG or PNG. Files should not be more than 10 MB.
    - When submitting physical artwork, 11"x17" horizontally
    - Overall, please select the highest resolution possible
    - Poster can be submitted as a digital email to dmv.sm.TrafficSafetyChallenge@dmv.ny.gov or physical artwork sent to the address below, postmarked on or before 11/20/2026:

        Governor's Traffic Safety Committee
        ATTN: Traffic Safety Poster Challenge
        6 Empire State Plaza
        Room 410B
        Albany, NY 12228

The poster may not:

- Contain the word "accident". Use of the word "crash", "collision", "wreck", or the equivalent is acceptable.
- Show any artwork that does not depict occupant protection, distracted driving, speeding, or drinking underage/ impaired driving.

- Contain material that violates or infringes another's rights, including but not limited to privacy, publicity, or intellectual property rights, or that constitutes copyright infringement.
- Feature brand names or trademarks, including on clothing depicted in the artwork.
- Contain artwork not created by participants. No Artificial Intelligence allowed.
- Include content that is inappropriate, indecent, obscene, sexually provocative, hateful, tortious, defamatory, slanderous or libelous.
- Contain content that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age.
- Contain unlawful material, in violation of or contrary to the laws or regulations of the United States and the State of New York. Participants selected as a winning entry must provide GTSC with their poster in its original format, as the first-place winning entry may be considered for use as traffic safety messaging in the sole discretion of GTSC or other entities with which GTSC may collaborate to produce the poster. All artwork submitted for judging in the Challenge is and shall be the sole and exclusive property of GTSC.

5. JUDGING CRITERIA

All eligible entries received will be judged by a panel of judges comprised of traffic safety and communication experts based on the following criteria (worth 20% each):

- Ability to capture attention of others – message should resonate with all drivers, specifically focusing on younger drivers.
- Ability to persuade others to alter bad driving habits – the poster must resonate with young adults and adults alike and move them to be better drivers.
- Clarity of message – there needs to be an understandable, well-structured message in your poster.
- Representation – the poster should strive to depict a representative sample of the population. This representation should be unbiased and be reflective of communities across the State.
- Creative expression – the poster should show creativity and personal expression.

Quality of work – Artwork should have good production quality and meet specifications:

- High-resolution JPEG or PNG.
- Files cannot be more than 10 MB.
- Physical artwork, 11"x17" horizontally

Judges will be screened for potential conflicts of interest, and where appropriate, will recuse themselves.

In the case of a tie, the DMV Acting Commissioner/Commissioner will make the final decision.

6. NOTIFICATION AND VERIFICATION

The participant selected as a winning entry will be notified via the phone number and/or email address provided by the participant during registration. If the winning entry cannot be reached or does not respond to notification within forty-eight (48) hours, fails to sign and return a completely executed entry form within the designated time period, or fails to comply with the official rules, the winning entry may be disqualified, in the sole discretion of GTSC ("Challenge Sponsors"). If a winning entry is disqualified for any reason, then the Challenge Sponsors will choose the participant with the next highest score as the alternate winning selection. In the event of a dispute as to the identity of a participant, the entry will be deemed made by the authorized account holder of the email address submitted at the time of entry. The "authorized

account holder" is the person who is assigned to the email address by an internet access provider, online service provider, or other organization that is responsible for assigning email addresses or the domain associated with the submitted email addresses or the domain associated with the submitted email address. Winning selections may be required to show proof of being the authorized account holder.

If an individual is under eighteen (18) years of age, a parent or legal guardian must execute and return all required documents on behalf of said individual.

7. AWARD

Selection of winners: One (1) winner from each region will receive a ThinkFast presentation for their school. Their poster will be submitted by GTSC to other agencies and partners to display across various platforms such as billboards and posters in schools throughout New York State.

8. AWARD CONDITIONS

No substitution for any award is offered. In the event of waiver or forfeiture of an award, the sponsor may substitute or select an alternative potential winner. Any individual submitting a winning poster must sign agreements waiving any fees for the display of the poster in such forms as may be required by GTSC before the artwork can be considered for potential display as a poster. Failure to sign such forms may result in disqualification at GTSC's sole discretion. If an individual is under eighteen (18) years of age, a parent or legal guardian must execute and return all required documents on behalf of said individual.

9. GRANT OF RIGHTS AND PUBLICITY

Each participant (either individually or on behalf of a team) who submits artwork for a poster in this Challenge, including in the case of a entrant under the age of eighteen (18) years of age through the consent of the entrant's parent or legal guardian, hereby grants to GTSC an exclusive worldwide, perpetual, unlimited, irrevocable, royalty-free right and license (the "License") to use, edit, adapt, modify, reproduce, publicly display, publish, publicly perform, sub-license, transcode, make derivative works from, or otherwise make any use of their artwork for the poster in any media and content whether now existing or later invented without any restrictions, right of approval or advance notification to the participants of any kind, for commercial or non-commercial purposes, including without limitation, in future trade, publicity and/or advertising for such Challenge Sponsors' products and/or services and the Challenge Sponsors' partners or other agencies' products and/or services, unless prohibited by law. The participants selected as winning, including in the case of a entrant under the age of eighteen (18) years of age through the consent of the entrant's parent or legal guardian, hereby further grant to the Challenge Sponsors the right to use the individual's name (first and last initial) and hometown in connection with the Challenge and/or the artwork produced in any manner and in any media and content whether now existing or later invented without any restrictions, right of approval or advance notification to the participants of any kind, for commercial or non-commercial purposes, including without limitation, in future trade, publicity and/or advertising for such Challenge Sponsors' products and/or services, and the Challenge Sponsors' partners or other agencies' products and/or services, unless prohibited by law.

By submitting artwork for consideration, each participant further agrees:

(i) That Challenge Sponsors may exercise any and all rights hereunder without attribution, notification or compensation to the selected winning entry, to the team members, or any person involved with the artwork;

(ii) That Challenge Sponsors shall have the right to freely assign their rights hereunder, in whole or in part, to any other person or entity, without notification or approval by participant;

(iii) That Challenge Sponsors shall have no obligation (express or implied) to use the poster entry in any manner, and

participants shall not be entitled to any damages or other relief by reason of Challenge Sponsors' use or non-use of participant's artwork submission;

(iv) To be bound by these Official Rules and the decisions of the judges;

(v) That participants may be contacted by Challenge Sponsors by telephone, mail or email regarding this Challenge; and

(vi) To sign and deliver to Challenge Sponsors such documents as Challenge Sponsors may reasonably require to effectuate the rights granted herein. If an individual is under eighteen (18) years of age, a parent or legal guardian must execute and return all required documents on behalf of said individual.

10. REPRESENTATIONS AND WARRANTIES AND INDEMNIFICATION

Participants represent and warrant that:

(i) The artwork is participant's original work and does not contain Artificial Intelligence (AI);

(ii) The poster does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity;

(iii) Participants have obtained written permission from each person whose name, likeness, voice or other intellectual property is used in the poster; and

(iv) The publication of the poster (or related artwork) by Challenge Sponsors will not infringe the rights of any third party. Participants will indemnify and hold harmless each of the Challenge Sponsors from any third-party claims to the contrary and any third-party claims arising out of or related to the participants' poster (or related artwork) or participation in the Challenge.

(v) If an individual is under eighteen (18) years of age, a parent or legal guardian has consented to the participant's entrance into the Contest and to the rules, terms and conditions contained herein.

11. LIMITATIONS OF LIABILITY AND RELEASE

Challenge Sponsors are not responsible for:

(i) Technical problems or technical malfunctions which may affect the operation of the Challenge, including, but not limited to, any of the following occurrences:

a) hardware or software errors;

b) faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other online communication problems;

c) errors or limitations of any Internet Service Provider ("ISP"), servers, hosts or providers;

d) garbled, jumbled or faulty data transmissions;

e) failure of any e-mail transmissions to be sent to or received;

f) any inability to upload or download any information in connection with participation in the Challenge; or

g) inaccessibility of the webpage, in whole or in part for any reason;

h) lost, late, delayed, corrupted or intercepted e-mail or poster transmissions;

(ii) Unauthorized human or non-human intervention in the operation of the Challenge, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, or worms.

(iii) destruction of any aspect of the Challenge, or loss, miscount, misdirection, inaccessibility or unavailability of an account used in connection with the Challenge, including but not limited to, undeliverable contact attempts that result from any form of active or passive e-mail filtering or for insufficient space in participant's account to receive e-mail.

(iv) Any typographical errors in the announcement of prizes or these Official Rules, or any inaccurate or incorrect data contained on the webpage; and

(v) any personal injury, or property damage or losses of any kind which may be sustained to user's or any other person's computer equipment resulting from participation in the Challenge, use of the webpage, or downloading any information from the webpage.

BY PARTICIPATING IN THE CONTEST, EACH PARTICIPANT(INCLUDING TEAM MEMBERS), AND IF THE ENTRANT IS UNDER EIGHTEEN (18) YEARS OF AGE, THE ENTRANT'S PARENT OR LEGAL GUARDIAN ON THE ENTRANT'S BEHALF, INCLUDING AN ENTRANT'SHEIRS, EXECUTORS, AND ADMINISTRATORS, AGREE TO RELEASE AND HOLD HARMLESS THE CHALLENGE SPONSORS, OUTDOOR ADVERTISING FOUNDATION OF NY THINKFAST, THEIR SUBSIDIARIES, AND THEIR RESPECTIVE AFFILIATES, PARENTS, OWNERS, FRANCHISEES, OFFICERS, DIRECTORS AND EMPLOYEES (COLLECTIVELY, THE "RELEASED PARTIES") FROM AND AGAINST ANY LIABILITY, CLAIM OR CAUSE OF ACTION (INCLUDING WITHOUT LIMITATION, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES), INCLUDING, BUT NOT LIMITED TO, PERSONAL INJURY, DEATH, OR DAMAGE TO OR LOSS OF PROPERTY, WHETHER CAUSED BY NEGLIGENCE OR NOT, ARISING OUT OF PARTICIPATION IN THE CHALLENGE OR RECEIPT OR USE OR MISUSE OF ANY PORTION OF THE PRIZE, ENTRY OR PARTICIPATION IN THE CHALLENGE OR IN ANY CHALLENGE OR PRIZE RELATED ACTIVITY, OR ANY ACCESS TO OR USE OF THE CHALLENGE WEBPAGE, OR ANY CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION OR INVASION OF PRIVACY, MISAPPROPRIATION OR INFRINGEMENT OF INTELLECTUAL PROPERTY, OR MERCHANDISE DELIVERY.

12. GENERAL TERMS

GTSC or its designated representative has the right, but not the obligation, to monitor and screen artwork submissions. By entering, participants acknowledge that Challenge Sponsors have no obligation to use or post any poster submission. If for any reason the Challenge is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Challenge, the Challenge Sponsors reserve the right, at its sole discretion, to cancel, modify or terminate the Challenge or any portion thereof.

ANY ATTEMPT BY A PARTICIPANT OR OTHER INDIVIDUAL TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS CHALLENGE, INCLUDING BUT NOT LIMITED TO ANY FRAUDULENT CLAIMS, MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS – AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING CRIMINAL PROSECUTION.

Proof of making an entry will not be deemed to be proof of receipt by GTSC.

Any use of robotic, automatic, programmed or like entry methods will void all entries affected by such methods and be deemed tampering. Persons engaging in any of the foregoing activities may be disqualified. GTSC's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. By participating, participants agree to be bound by these Official Rules and the decisions of GTSC and the judges and waive any right to claim ambiguity in the Challenge or these Official Rules. Sponsor reserves the right to make changes or additions to these Official Rules and/or change the dates of the Challenge at any time.

14. PRIVACY POLICY

To administer the Contest, GTSC may collect information submitted by entrants, including:

- Student name
- School name and grade level

- Parent or legal guardian name (for entrants under 18 years of age)
- Mailing address
- Email address
- Telephone number
- Contest submission materials, including Poster and artwork.

Information collected through the Contest will be used to:

- Verify eligibility
- Evaluate contest entries
- Contact entrants, parents, guardians, schools, and winders;
- Administer and award prizes;
- Promote the Contest and related educational and public awareness initiatives; and
- Comply with applicable legal and recordkeeping requirements.

Information submitted in connection with the Contest may be disclosed to GTSC employees, Contest administrators, judges/evaluators, and GTSC's partners or other governmental agencies.

Winning entries, the individual names, and school may be publicly announced and displayed unless otherwise prohibited by law.

Student Information: For entrants under eighteen (18) years of age, a parent or legal guardian must consent to participation and the collection and use of the entrant's information as described in these Challenge Rules and Terms.

Public Records: GTSC is subject to the New York Freedom of Information Law (FOIL. Contest submissions and related records may be subject to disclosure to the extent required by law.

Data Retention: Contest entries and related records will be retained and disposed of in accordance with applicable New York State records retention requirements.

15. LIST OF SELECTED POSTERS

The winning posters will be displayed on the GTSC Poster Challenge webpage after the selected winners are notified and verified.

16. CHOICE OF LAW AND CHOICE OF FORUM

All controversies concerning the Contest must be resolved by a court of competent jurisdiction in New York State. Without regard to any conflicts of law principles, the Contest and all controversies concerning the Contest shall be governed by the laws of the State of New York, except where the Federal supremacy clause requires otherwise.

17. NON-DISCRIMINATION

New York State is dedicated to ensuring that all individuals are treated equally, regardless of their age, race, creed, color, national origin, sexual orientation, gender identity, military status, sex, marital status, disability, or other protected basis.

18. ACCESSIBILITY

GTSC is committed to providing all individuals an equal opportunity to participate in this Contest. Individuals requiring accommodations or alternative formats to participate in the contest should contact dmv.sm.TrafficSafetyChallenge@dmv.ny.gov as soon as possible and preferably no later than 14 days before the applicable deadline. Requests for accommodations will be evaluated and addressed in accordance with applicable federal and New York State laws.

19.

I have read the New York State Poster Challenge Rules & Terms, I understand it, and I agree to be bound by it. Failure to comply with the Rules and Terms will result in disqualification or removal from the New York State Poster Challenge Rules & Terms. I also warrant that I am eighteen (18) years old, or, if I am under 18 years old, that my parent or guardian has also signed the Submission/Artwork Release Form attached hereto.

Please Print:

Student/Individual Name:

_____

Student/Individual Signature: Date:

_____ _____

Parent Name:

_____

Parent Signature (required for students under age 18): Date:

_____ _____