

Paint the Plow Program Guidelines

The Paint the Plow Program is an opportunity for the Van Buren County Road Commission (VBCRC) to partner with local school districts and community members to promote winter driving safety and general road safety, as well as creating awareness of transportation career opportunities. Students are invited to paint creative, original artwork onto a VBCRC snowplow blade. The idea is that the decorative blades reflect each school individually, while promoting a selected VBCRC safety theme. Snowplow blades will be visible during winter snow removal months on roads throughout Van Buren County.

Each year, schools can submit their artwork based on VBCRC's selected theme. Final artwork designs will be approved by VBCRC staff.

Photos of each painted plow will be posted on VBCRC's website for public viewing. Schools may have the opportunity to showcase their designed plow at a school-represented event.

Deadlines for participation are set by the VBCRC. For details, visit www.VBCRC.org/painttheplow.

Information and Guidelines

The VBCRC's Paint the Plow is a community outreach program in which students are invited to paint a VBCRC snowplow blade with original artwork that represents their individual school, as well as VBCRC's yearly theme. The goals of this program are to promote road safety, educate young drivers about safe driving behaviors, create awareness for transportation careers, and foster greater appreciation of both VBCRC and the school's art program.

School Participants

- The Paint the Plow program is open to local schools and community members in Van Buren County, Michigan.
- Only students who are currently enrolled in the applicant school may participate in the execution and completion of the art project.
- School officials, such as faculty, general staff and/or administrators, may direct the selection of the design and students; however, they are not permitted to implement the design or participate in the performance of the work.
- Parents must complete a photo release for all students involved in the project. The photo release will be e-mailed to the teacher or parent at the start of the program.

Yearly Theme

- The VBCRC will select a new safety theme each year. Students are encouraged to create a design that incorporates this theme while also incorporating imagery that embodies their school's unique characteristics, parts of school life that they enjoy or in which they take pride. They may also include patriotic, state/local or weather-related motifs.
- Students may incorporate their school's logo, emblem or mascot into the design.
- Artwork must be original and in good taste; anything deemed inappropriate or not original will be precluded from the program at the sole discretion of VBCRC.
- Only non-partisan, non-political and non-violent material will be accepted.

Terms and Conditions

Provisions

- VBCRC will deliver a "V" plow to a secure location at the school as specified by the school's staff. The "V" plow has 2 paintable sides, each approximately 8 ½ feet long, and 6 feet tall tapering to 3 feet wide,

meeting in a convex center point.

- Students may paint each side of the plow with the same design, or they may create one continuous design that flows from one side of the plow to the other.
- Plow blades may NOT be removed from the specified location on the school's premises, and they cannot be modified with the addition of extra materials or ornaments.
- All submissions must be the original work of the submitter and must not infringe on the rights of third parties, including but not limited to intellectual property rights. By participating in the program, the school accepts responsibility for any third-party intellectual property claims that may arise from the school's submission and agrees to hold the VBCRC harmless from such claims.
- Design ideas can be sent via email to the VBCRC's Program Coordinator, Alyssa McAndrew, at AlyssaMcAndrew@vbcrc.org.
- VBCRC reserves the right to reject blade designs for any reason, including but not limited to blade designs that are not in accordance with these terms and conditions. If a blade design is rejected, a school may submit a new blade design. The VBCRC will use reasonable efforts to review the new blade design to accommodate program participation. Schools should submit designs as early as possible and in accordance with these terms and conditions to prevent any delay in blade design approval.
- Selection of paint materials to be used will be up to the students and faculty; however, consideration should be given to durable, enamel paints that will provide for coverage and better wear. A final clear coat is optional and may help the life of the paint and design.
Note: VBCRC does not provide financial assistance for supplies, materials, or other items associated with this program. However, reaching out to local booster clubs or social organizations for support is permissible.
- The VBCRC will deliver the blade at a time specified by the school, and the department will pick up the blade based on the deadline set by the VBCRC. Arrangements for blade delivery and pickup dates and times will be coordinated between the school host (teacher/principal) and the Paint the Plow Program Coordinator, Alyssa McAndrew.
- It should be expected that the design on a given plow blade will wear away once the blade is put into service for snow and ice removal.

Display and Promotion

- Local area media outlets will be notified and given the opportunity for coverage. A news release and photos will also be disseminated to these media outlets as well. Pictures will also be posted on the VBCRC's social media accounts, such as Facebook, Twitter/X, Instagram, and Threads.
- Participating schools are encouraged to let the Program Coordinator know of any school events and/or parades in which they would like the plow blade to be displayed. While the Road Commission cannot guarantee participation, the VBCRC will attempt to be as present as possible.
- The Paint the Plow program is subject to change at any time.

VAN BUREN COUNTY ROAD COMMISSION