

# 24<sup>th</sup> Annual Colgate Bright Smiles, Bright Futures®

## Awards Competition

Colgate®

**BRIGHT SMILES,  
BRIGHT FUTURES™**



A Children's Oral Health Improvement Program

Two winning NDA chapters will each receive an engraved plaque and \$1,000 Awards will be presented at the NDA Presidents' Luncheon Sunday, July 24, 2016, Atlanta, Georgia. For the twenty fourth year, Colgate and the NDA will recognize NDA chapter(s) for their outstanding contributions to community outreach and oral health scholarships respectively. Applications are being accepted now. Please see details below about the Colgate Bright Smiles, Bright Futures® Award Competition.

- AWARDS:** Two awards will be presented. One will recognize the NDA chapter that has demonstrated outstanding achievement in community outreach. The second award will honor the chapter that has shown the greatest commitment to minority oral health scholarships.
- ELIGIBILITY:** The competition is open to all current NDA chapters.
- DEADLINE:** All entries must be received no later than July 1, 2016.
- JUDGING:** Entries will be judged by a distinguished panel of independent authorities.

Winning entries will be selected on the basis of the criteria listed below:

### Community Outreach

Entries will be evaluated on their originality, quality and relevance to improved oral health. Submissions should include a complete written description of the program, results or research, if available, and any visual aids (photos, slides, etc.) that can enhance understanding of the entry. Only programs in operation during the period beginning June 30, 2015 and ending June 15, 2016 are eligible.

### Oral Health Scholarship

Entries will be evaluated on their level of commitment to minority scholarships. Submissions must include a description of the fund raising activity and the total dollar amount implemented in minority scholarships for the period beginning June 30, 2015 and ending June 15, 2016.

#### SUBMIT ENTRIES TO:

National Dental Association (NDA),  
6411 Ivy Lane Suite 703  
Greenbelt, MD 20770  
Attn: BSBF Awards  
Fax # 240.297.9181.

Materials submitted will not be returned.

**RULES:** One winner per category. The decisions of the judges are final, binding and conclusive in all matters.

### OFFICIAL RULES

- 1) COMPETITION.** The "Colgate Bright Smiles, Bright Futures Awards Competition" is open to all current National Dental Association (NDA) chapters in good standing. Two awards will be presented. One will recognize the NDA chapter that has demonstrated outstanding achievement in community outreach. The second award will honor the chapter that has shown the greatest commitment to minority oral health scholarships.
- 2) HOW TO ENTER.** Submissions must be typewritten and include a cover sheet with the NDA chapter, name, address, contact person, telephone number, date program ran, and a brief synopsis of the program. Submit entries to the National Dental Association (NDA), 6411 Ivy Lane Suite 703, Greenbelt, MD 20770. Attn: BSBF Awards Fax 240-297.9181. The NDA, Colgate-Palmolive and its agencies are not responsible for damaged, lost, late illegible, incomplete, postage due or misdirected entries. All entries must be received no later than July 1, 2016.
- 3) SUBMISSIONS.** Submissions may be in any format and must include a complete written description of the program. Accompanying visual aids (photos, slides, etc.) are welcomed. Only programs in operation during the period between June 30, 2015 and June 15, 2016 are eligible. All submissions and accompanying materials received will be returned. Community Outreach submissions must include if available, a statement of results or research and visual aids that can enhance understanding of the entry. Oral Health Scholarship submissions must include a description of the fund raising activity and the total dollar amount implemented in minority scholarships for the period beginning June 30, 2015 and ending June 15, 2016.
- 4) JUDGING:** Community Outreach submissions will be judged equally on their originality, quality and the program's relevance to improved oral health among minorities in the community. Oral Health Scholarship submissions will be evaluated on their level of commitment to minority scholarships, based on the chapter's success in its fund raising activities for minority scholarships, as measured by the total dollar amount implemented for the period beginning June 30, 2015 and ending June 15, 2016 and the number of students who benefited from the scholarship program. Originality of the program will also be taken in consideration. Judging will begin about July 7, 2016 by a distinguished panel of judges including independent authorities prominent in the areas of community outreach and oral health. Decisions of the judges are final, binding and conclusive in all matters.
- 5) AWARDS.** A commemorative engraved plaque will be awarded in each of the two categories. Community Outreach and Oral Health Scholarship. In addition, two cash awards will be presented: 1) Community Outreach - \$1,000 will be awarded to the NDA chapter submitting the best program based on the criteria stated above; and two (2) Oral Health Scholarship - \$1,000 will be awarded to the NDA chapter with the best program based on the criteria stated above. One prize per category. Limit one prize per chapter. Prizes are non-transferable; no prize substitutions.
- 6) OTHER CONDITIONS.** Chapter winners will be announced and awards presented at the NDA Presidents' Luncheon on Sunday, July 24, 2016, at the Atlanta Marriott Marquis, Georgia. An authorized representative from each winning chapter must be present to accept the award or an alternative winner will be selected. Winners will be responsible for all costs associated with their attendance at the NDA Meeting. Chapter winners will be required to sign and return an affidavit of eligibility and publicity and other appropriate releases as a condition of receiving a prize. By accepting prizes, winners release Colgate-Palmolive, its respective affiliates, subsidiaries, advertising, promotion and other coordinating agencies, from any and all liability including but not limited to injuries or damages of any kind sustained in connection with the receipt, ownership, or use of the prize or while traveling to, preparing for, or participating in any prize-related activities. By entering this contest, each entrant agrees to abide by these Official Rules. Contest is void where prohibited.
- 7) ELIGIBILITY.** Contest open to all current NDA chapters in good standing. Employees of Colgate-Palmolive, its respective affiliates, subsidiaries, advertising, promotion and other coordinating agencies involved in this competition and the immediate families of each are not eligible to participate.