

PAINT THE PLOW SCHOOL GUIDELINES



Participants

- The Paint the Plow program is open to Missouri public high schools.
- Students currently enrolled in the participating school may contribute to the design 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.

Theme

- Students must create a design that embodies their school's unique characteristics such as school colors, logos or emblems. Parts of school life in which students take particular pride should reflect a theme of school spirit. This theme can also include weather-related motifs.
- Artwork must be original and in good taste; anything deemed inappropriate (profanity, vulgarity, etc.) or not original will be disqualified from the program at the sole discretion of MoDOT. **Designs that include copyrighted or trademarked material will be disqualified.**
- Only non-partisan, non-political and non-violent material will be accepted for consideration.

Provisions

- MoDOT will deliver an approximately 12-foot-long by 4-foot-high plow to a safe, secure location at the school that can be under surveillance or lock as specified by the school's host (administrator or principal). A diagram and template of a MoDOT plow is available at modot.org/paint-plow under the Downloadable Materials section.
- The school may need to perform prep work on the plow before painting can take place, such as cleaning impurities from the surface. MoDOT staff will clean the plows as much as possible prior to delivery, but rust and other impurities may need to be further cleaned before painting can begin.
- Plows may NOT be removed from the specified location on the school's premises and cannot be modified with the addition of extra materials or ornaments.
- All submissions must be the original work of the participating school's students 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 which may arise from the school's submission and agrees to hold MoDOT harmless from such claims.
- 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 but may help extend the life of the paint. Schools may wish to confer with a local body shop for more specific recommendations.

- **MoDOT does not provide financial assistance for supplies, materials or other items associated with this program.** Participating schools are responsible for the cost of cleaning and painting their provided plow. On average, schools spend approximately \$200 for this project. Schools may wish to confer with a local body shop for more specific estimates.
- MoDOT will deliver the plow at a time specified by the school, and the department will pick up the decorated plow in early October. Specific arrangements for plow delivery and pick-up dates and times will be coordinated between the school host (teacher/administrator/principal) and a local MoDOT team member.
- **All plow designs must be submitted for approval before acceptance into the program. Once an entry has been confirmed, painting of the plow can begin.** Designs should be submitted in photo-form via the contest entry form found at modot.org/paint-plow prior to the submission deadline. MoDOT reserves the right to reject plow designs for any reason, including but not limited to plow designs which do not comply to the Paint the Plow Program guidelines. If a plow design is rejected, a school may be asked to resubmit a slightly modified plow design. Schools should submit designs as early as possible and in accordance with all guidelines, terms and conditions to prevent any delay in plow design approval.

Display & Promotion

- All area media outlets will be notified and given the opportunity for coverage. Photos will also be posted on the department's social media channels.
- All plows will be affixed to a truck assigned to a designated route within the school district and used during the winter season.

Please note: The program as outlined herein applies to the current year and is subject to change.

Additional Information

- It should be expected that the design on a given plow will wear away once the plow is put into service for snow and ice removal.
- Typically, plows are in service during the winter-weather months. In the event of an early snowstorm, MoDOT may need to retrieve the plows to remove snow from the roadway.

