



LifeSmarts

Learn it. Live it.

Anti-Counterfeiting Digital Poster Contest

Teams competing in the 2026 Varsity National LifeSmarts Championship have the opportunity to create and share an informational poster to communicate their knowledge of fake products. The ten (10) teams with the highest poster scores will win \$500 travel stipends for their winning designs.

LifeSmarts is excited to partner with Amazon to provide students and educators with a deeper understanding of this global issue and its impact on individuals, communities, and economies.

PROCEDURE:

- The contest is open to all LifeSmarts Varsity teams competing in the 2026 Varsity National LifeSmarts Championship.
- Working as a team, develop and design your own unique message about any area of anti-counterfeiting.
- Create a digital poster featuring your anti-counterfeiting message.
- Only one entry is allowed per team.
- Upload your poster to to: <https://lifesmarts.org/poster-contest-form/>
- Submit your poster by: **11:55 PM, March 16, 2026**
- The ten (10) teams with the highest scores will receive a \$500 travel stipend
- Important: The top ten teams will be notified on or by March 23, 2026

DIGITAL POSTER & SUBMISSIONS FORMAT

- Digital Poster file must be no larger than 50 MB.
- Digital Poster should be submitted in .PDF file format.
- Poster must be original work of the team and not an AI design or AI assisted design
- Poster should not include any copyrighted, trademarked or branded marks or logos other than the LifeSmarts logo.
- Credit should be given to graphics used from other sources.
- Be prepared to provide short answers to the following questions on the entry form:
 - What is the main anti-counterfeiting message of your poster?
 - Describe the intended audience for your poster.
 - How did your team share or how does your team plan to share your poster with others?

- What did you learn about counterfeiting while doing this project?

RUBRIC

Poster submissions will be judged equally on these six criteria:

1. Content and Message Effectiveness
 - The content of the poster grabs the viewer's attention and successfully delivers an effective message about counterfeit goods.
2. Information Content and Accuracy
 - All facts displayed on the poster are accurate and advance the poster's educational message.
3. Theme and Creativity
 - The poster reflects an exceptional degree of team creativity and the use of original ideas with an effective theme.
4. Attractiveness
 - The poster is exceptionally attractive in terms of design, layout, and neatness.
 - The overall organization and use of color, fonts, and space make the poster interesting.
5. Use of Graphics
 - All graphics are attractive, relate to the topic, and increase understanding.
 - Original graphics are used. All borrowed graphics have a source citation.
6. Grammar and Mechanics
 - There are no grammatical mistakes on the poster. Capitalization and punctuation are correct.

QUESTIONS

Email Elena Robertson at Elenar@nclnet.org