



2025 Día de los Muertos

Elementary School, Middle School, and High School Students

Theme: Recordar Es Vivir, To Remember is to Live

About the theme. **About the Theme:** This year's Día de los Muertos student art contest theme, "Recordar es Vivir," beautifully encapsulates the essence of honoring our departed loved ones. The tradition of Día de los Muertos invites us to create altars adorned with cherished foods, drinks, photos, and mementos that evoke memories of those we hold dear. This is how we keep their spirits alive.

Through their art, students are encouraged to reflect on how they celebrate the Mexican holiday tradition by remembering their loved ones. Whether through personal memories or stories passed down through generations, each artwork becomes a poignant tribute—a painted narrative of love, laughter, and shared experiences. Like the altars meticulously adorned with offerings, these artworks will serve as visual testaments, preserving the magic of remembrance and celebrating the enduring bond between the living and the departed.

Entry Period. Entries in the Northgate Gonzalez Market Día de los Muertos Art Contest must be submitted between April 1, 2025 and April 28th, 2025. The deadline to submit your artwork is 11:59p.m. on Monday, April 28th 2025.

Eligibility. The Art Contest is open to all grade levels; Kindergarten through 12th grade living in one of the following Southern California counties: Los Angeles, Orange, Riverside, San Bernardino and San Diego.

How to Enter. Make sure to submit your artwork electronically by using the link below by Monday, April 28th 2025. All submissions/entries shall be retained by Northgate Gonzalez, LLC, and shall be and remain the property of Northgate Gonzalez, LLC, without further permission, compensation, or notification.

Judging and Notification. There will be a total of 3 Winners in the Elementary, Middle School & High School Art Competition: one First Place Winner, one Second Place Winner, one Third Place Winner eligible entries will be judged in two rounds using the following criteria:

- Artistic technique
- Design and creative elements as it relates to the Día de los Muertos theme
- Overall impression/impact

Judging will be by qualified judges. Judging will be blind; no information regarding the entrants will be shared with the judges until all scoring has been made final. In the event of a tie, the entry with the highest score in overall impression/impact will be deemed the Winner. If there is still a tie, the judges will select the entry deemed to be the better entry overall. Potential Winners will be notified within thirty (30) days of the close of the Entry Period, by email. Each Potential Winner will be required to complete and return a Publicity Release Form, and a Release of Liability within ten (10) days of notification. If a Potential Winner does not respond to the notification or does not return the forms in the required time, the prize will go to the person with the next highest score.

1st Place Winner: Elementary School

- Artwork will be printed on Northgate Reusable Bags during DDLM program.
- Artwork will be display at various DDLM Events including Hollywood Forever Art & will be part of Forever Press Release.
- I bayan Art Supplies, 150 Deluxe Art set -Value \$38.34
- Little Partners® Deluxe Double Sided Learn 'N Play Art Center Standing Easel and Chalkboard, Magnetic Dry -Value \$149.99
- XPPen Artist Pro 14 Gen2 Drawing Tablet with Screen 14 inch Graphic Art Tablet with Full Laminated Anti-Glare Screen 16384 Pressure Levels X3 Pro Battery-Free Stylus -Value \$419.99
- Dia de Los Muertos Shirt -Value \$25
- Drawing Tablet Sleeve Protective Bag for UGEE M708, XP-Pen Deco 01 V2/ Artist12 Pro 11.6", Wacom Intuos Pro Medium PTH660, Huion H610 Pro -Value \$14.95
- Amazon Gift Card -Value \$100

Total Value: \$748.27

2nd Place Winner: Elementary School

- Artwork will be display at various DDLM Events including Hollywood Forever Art & will be part of Forever Press Release.
- I bayan Art Supplies, 150 Deluxe Art set -Value \$38.34
- Little Partners® Deluxe Double Sided Learn 'N Play Art Center Standing Easel and Chalkboard, Magnetic Dry -Value \$149.99
- XPPen Artist Pro 14 Gen2 Drawing Tablet with Screen 14 inch Graphic Art Tablet with Full Laminated Anti-Glare Screen 16384 Pressure Levels X3 Pro Battery-Free Stylus -Value \$419.99
- Dia de Los Muertos Shirt -Value \$25
- Drawing Tablet Sleeve Protective Bag for UGEE M708, XP-Pen Deco 01 V2/ Artist12 Pro 11.6", Wacom Intuos Pro Medium PTH660, Huion H610 Pro -Value \$14.95
- Amazon Gift Card -Value \$50

Total Value: \$698.27

3rd Place Winner: Elementary School

- Artwork will be display at various DDLM Events including Hollywood Forever Art & will be part of Forever Press Release.
- Ibayan Art Supplies, 150 Deluxe Art set -Value \$38.34
- Little Partners® Deluxe Double Sided Learn 'N Play Art Center Standing Easel and Chalkboard, Magnetic Dry -Value \$149.99
- XPPen Artist Pro 14 Gen2 Drawing Tablet with Screen 14 inch Graphic Art Tablet with Full Laminated Anti-Glare Screen 16384 Pressure Levels X3 Pro Battery-Free Stylus -Value \$419.99
- Dia de Los Muertos Shirt -Value \$25
- Drawing Tablet Sleeve Protective Bag for UGEE M708, XP-Pen Deco 01 V2/ Artist12 Pro 11.6", Wacom Intuos Pro Medium PTH660, Huion H610 Pro -Value \$14.95

Total Value: \$648.27

1st Place Winner: Middle School and High School

- Artwork will be printed on Northgate Reusable Bags during DDLM program.
- Artwork will be display at various DDLM Events including Hollywood Forever Art & will be part of Forever Press Release.
- Wacom Cintiq 22 Creative pen Drawing Tablet -Value \$1,299.99
- Prina 76 pack Drawing Set Sketching Kit, Pro Art Sketch Supplies w 3 Color Sketchbook -Value \$23.99
- Us Art Supply- 143 Mega Wood Box Art painting, Sketching and Drawing Set -Value \$34.99
- 149 PCs Deluxe Art Painting Set with Wood Easel -Value \$119.95
- Amazon Gift Card -Value \$100
- Dia de Los Muertos Shirt -Value \$25
- Portable Drawing Tablet Case for Wacom Cintiq 16/ Cintiq Pro 16, Wacom Carrying Bag Protective -Value \$18.30

Total Value: 1,622.22

2nd Place Winner: Middle School and High School

- Artwork will be display at various DDLM Events including Hollywood Forever Art & will be part of Forever Press Release.
- Wacom Cintiq 22 Creative pen Drawing Tablet -Value \$1,299.99
- Prina 76 pack Drawing Set Sketching Kit, Pro Art Sketch Supplies w 3 Color Sketchbook -Value \$23.99
- Us Art Supply- 143 Mega Wood Box Art painting, Sketching and Drawing Set -Value \$34.99
- 149 PCs Deluxe Art Painting Set with Wood Easel -Value \$119.95
- Portable Drawing Tablet Case for Wacom Cintiq 16/ Cintiq Pro 16, Wacom Carrying Bag Protective -Value \$18.30
- Dia de Los Muertos Shirt -Value \$25
- Amazon Gift Card -Value \$50

Total Value: \$1,572.22

3rd Place Winner: Middle School and High School

- Artwork will be display at various DDLM Events including Hollywood Forever Art & will be part of Forever Press Release.
- Wacom Cintiq 22 Creative pen Drawing Tablet -Value \$1,299.99
- Prina 76 pack Drawing Set Sketching Kit, Pro Art Sketch Supplies w 3 Color Sketchbook -Value \$23.99
- Us Art Supply- 143 Mega Wood Box Art painting, Sketching and Drawing Set -Value \$34.99
- 149 PCs Deluxe Art Painting Set with Wood Easel -Value \$119.95
- Portable Drawing Tablet Case for Wacom Cintiq 16/ Cintiq Pro 16, Wacom Carrying Bag Protective -Value \$18.30
- Dia de Los Muertos Shirt -Value \$25

Total Value: \$1,522.22

7 Top Finalist (Elementary, Middle School and High School)

- Certificate for Recognition
- Dia de los Muertos Shirt -Value \$25
- \$50 Amazon Gift Card

Total Value: \$75

Rules & Regulations.

The rules and regulations included herein apply to the 2025 Northgate Gonzalez Market Día de los Muertos Art Contest. Artwork must be the creation of a single student. Students may not collaborate on an entry.

Artwork must be two-dimensional.

Art Dimensions.

15" Wide x 10" High

Art Mediums.

Paintings, drawings and collages, prints (etching, lithography, screen-print and woodcut), or 2-dimensional mixed media. Any sort of digital media is excluded from the contest.

Any entry that has been copied from an existing photo or image (including a painting, graphic, or advertisement) that was created by someone other than the student, or was created using a deep learning AI is a violation of the competition rules and will not be accepted. For more information on copyright laws, we recommend you visit the Scholastic website:

<http://www.artandwriting.org/wp-content/uploads/2012/08/AGuideto-Copyright-and-Plagiarism.pdf>

Work entered must be in the original medium (that is, not a scanned reproduction of a painting or drawing). Students should only submit artwork they will not need for other purposes. Artwork depicting subjects of contemporary political controversy, or a sensationalistic or gruesome nature is not allowed.

Student Publicity Release.

By signing their name below, each entrant (or their parent/guardian if the entrant is a minor) voluntarily consents and authorizes the release and publication of the entrant’s artwork, including the entrant’s voice and image, by Northgate Gonzalez, LLC (and its related entities), who may use the entrant’s artwork, voice or image at their discretion (including by publishing it on social media, the Internet, websites, newspapers and magazines) to further its mission to promote excellence in education and student development. By providing permission herein and signing below, you are granting a perpetual, irrevocable and royalty-free license of the use of the entrant’s artwork, voice or image, and to have and use any copyright, right of publicity and other rights associated with the entrant’s artwork, voice or image, and you are releasing Northgate Gonzalez, LLC (and its related entities) from any and all claims (including invasion of privacy) in connection with the use of the entrant’s artwork, voice or image.

Detailed Description of Artwork

The entrant (or their parent/guardian if the entrant is a minor) hereby acknowledges and certifies. that the entrant’s artwork is original in design and execution and is the entrant’s own original artwork. A detailed description of this artwork is described below which clearly identifies the major elements of the artwork (for example, “self-portrait” or “a picture of two people” would be unacceptable, since many artworks would fit those descriptions. The following is an example of a useful description: “A painting of two people; the person on the left wears a green sweater and khaki pants; the person on the right wears a black shirt and a striped skirt. A dog sits at their feet”). The description must be a minimum of 4 detailed sentences.

This form contains a legal release and a certification that the artwork is original in design and

execution. The student’s parent or guardian must sign below where appropriate acknowledging this. Entries without signed originality certifications and artwork releases may not be accepted.

Signature of Entrant or Parent/Guardian

By signing below, the undersigned entrant (or their parent/guardian if the entrant is under 18 years of age) hereby grants to Northgate Gonzalez Market, its licensees, and designees, the worldwide, irrevocable, perpetual, royalty-free right to use the entry in publications, on Northgate Gonzalez Market’s websites, in Northgate Gonzalez Market’s digital products, and in ads promoting future competitions. All submissions/entries shall be retained by Northgate Gonzalez, LLC and shall be and remain the property of Northgate Gonzalez, LLC, without further permission, compensation or notification. The undersigned entrant (or their parent/guardian if the entrant is a minor) further agrees that Northgate González, LLC shall have the right, but not the obligation, to use student’s name and/or photograph for the same purposes.

Name of Student: _____

Student’s Signature (if over 18 years.): _____

Parent/Guardian’s Signature (if under 18 years): _____

Date: _____

RELEASE AND AUTHORIZATION OF CONTESTANT, PARENT AND GUARDIAN TO USE ARTWORK FROM NORTHGATE GONZALEZ MARKETS

**2025 DÍA DE LOS MUERTOS ELEMENTARY, MIDDLE SCHOOL & HIGH SCHOOL
ART CONTEST**

The undersigned, as a Contestant/Entrant and/or the Parent/Guardian of the Contestant/Entrant, hereby releases, authorizes and provides Northgate Gonzalez, LLC, a California limited liability company, hereinafter referred to as Northgate Gonzalez Markets, as well as all of its affiliate companies, licensees, and designees (collectively “Northgate”), the worldwide, irrevocable, perpetual, royalty-free right to use the Contestant’s artwork submitted for the Northgate 2024 Día De Los Muertos Elementary, Middle School & High School Art Contest, as well as the Contestant/Entrant’s image and likeness in any store merchandise, publications, videos, photographs, advertisements, press releases, promotional materials, marketing on Northgate’s websites, in Northgate’s digital products, testimonials, on social media and to promote future competitions, without further permission, compensation or notification. Contestant/Entrant and his/her Parent and/or Guardian agree that Northgate shall have the right, but not the obligation, to use Contestant’s name, likeness, image, photograph and/or video for the same purposes. All submissions/entries shall be retained by Northgate Gonzalez, LLC and shall be and remain the property of Northgate Gonzalez, LLC, without further permission, compensation or notification.

**WE HAVE READ THE RELEASE AND AUTHORIZATION CONTAINED HEREIN.
WE FULLY UNDERSTAND ALL OF ITS TERMS AND HAVE EXECUTED THIS
RELEASE AND AUTHORIZATION VOLUNTARILY WITH FULL KNOWLEDGE OF
ITS SIGNIFICANCE.**

Signature of Contestant

Signature of Parent/Guardian

Print Name of Contestant

Print Name of Parent/Guardian

Street Address

Street Address

City, State & Zip Code

City, State & Zip Code

Mobile Phone Number

Mobile Phone Number



DÍA DE LOS MUERTOS

FIFTH ANNUAL ART CONTEST

• 2025 •

GRADES K-12

Theme:

RECORDAR ES VIVIR

To remember is to live.

1ST PLACE

Wacom Cintiq 22 Creative Pen Display Drawing Tablet

Prima 76 Pack Drawing Set Sketching Kit, Pro Art Sketch Supplies with 3-Color Sketchbook, Include Tutorial, Colored, Graphite, Charcoal, Watercolor & Metallic Pencil for Artists Adults Teens Beginner

U.S. Art Supply 143-Piece Mega Wood Box Art Painting, Sketching and Drawing Set in Storage Case - 24 Watercolor Paint Colors, 24 Oil Pastels, 24 Colored Pencils, 60 Crayons, 2 Brushes, Artist Kit

149 Pcs. Deluxe Artist Painting Set with Aluminum and Solid Beech Wood Easel, 96 Paints, Stretched Canvas and Accessories, Art Paint Supplies for Artists, Beginner & Adults

Elementary School
Total Value = \$748.27

Middle & High School
Total Value = \$1,622.22

2ND PLACE

Wacom Cintiq 16 Creative Pen Display Drawing Tablet

Prima 76 Pack Drawing Set Sketching Kit, Pro Art Sketch Supplies with 3-Color Sketchbook, Include Tutorial, Colored, Graphite, Charcoal, Watercolor & Metallic Pencil for Artists Adults Teens Beginner

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SUBMISSION DEADLINE
APR. 28
Monday

