

2021 VANS HIGH SCHOOL CUSTOM CULTURE FAQs

1. How does Vans Custom Culture work?

In order to compete in our competition, an art teacher or school administrator needs to register the high school on vans.com/customculture between January 4-29, 2021. See the full rules for exact times registration will be open. Once your school is registered, Vans will pick 250 schools to compete. If your school is notified that you have been selected to participate in the competition, a box of 5 pair of shoes will be sent to your school. Your students will need to design the 2 pairs of shoes around our competition themes: Hometown Pride and Head in the Clouds (one theme per pair). During the submission period, you will upload images of your completed designs and your impact document to be voted by an internal panel. Once Vans has narrowed down the Top 50 entries, there will be a public vote to determine the 5 finalists.

2. What is an Impact Document?

An impact document outlines how your students, school and/or community will be impacted by winning the \$50,000 for your art program. Non-profit group, Americans for the Arts, has outlined some thought starters to help you complete this portion of the competition. This should be completed by the teacher, with influence from the students, administration and community members.

3. Who is eligible to participate?

Vans Custom Culture is open to any public or private high schools in the US (excluding Puerto Rico). At this time, no middle, elementary, colleges or home schools are eligible to complete.

4. I'm a parent/student and my child/I want to compete; how can they/I do this?

Our competition is only open to art classes within a public or private high school. If you are interested in competing, please bring our competition to your art teacher's attention to have them gain permission from their principal/district in order to register your school.

5. We have multiple art disciplines within our high school; can multiple classes participate?

Only one registration per school is accepted. If you have multiple students interested in participating, you can a) have a Custom Culture Team that contains students from multiple classes, or b) divide the pairs of shoes up between the disciplines. Only complete submissions (both pairs of shoes reflecting both themes and an impact document) will be accepted.

5. I have one student who is interested in competing, can they participate? What is the minimum/maximum number of students who can participate?

We encourage group participation, with teams of up to 20 students. This allows for the students to collaborate on design, work to each student's strengths and manage their time in completing their submissions by the deadline. Also, as part of the public vote, students are encouraged to "campaign" in their community to earn more votes for their design. This is best accomplished in a larger group than on an individual basis.

6. What is different than previous years?

Registration is open to all public and private high schools in the US, however it will not be first come, first served registration. Registration will be an application process with fill in the blank and dropdown selection questions. After the registration phase closes, Vans will be asking all the schools to submit a digital submission. Teachers can download a Vans shoe template and have their students create on the template digitally to submit, After the digital submission phase closes, Vans will choose 250 schools to compete. Each school chosen will receive 5 pairs of shoes to designs, schools will be tasked with designing 2 pairs of shoes around the themes Hometown Pride and Head in the Clouds. Schools will also need to complete the impact document to be a complete submission. The Top 5 schools will receive prizes, including a Grand Prize of \$50,000 for the school's art program, custom codes for the design team and a visit from the Vans team to your school. Runner up schools will receive \$15,000 each.

7. What is the digital submission phase?

To ensure all schools that would like to participate in this year's program can be creative, Vans wanted to create a phase of the submission process where the teachers can get their students involved designing a shoe before the 250 schools are selected.

8. Does our school have to have a sustainably made shoe?

No, your school does not, this is just an extra incentive to challenge the students to create a shoe design with already owned materials/art products. If the teacher and students decide to submit a sustainably made shoe their school can win an additional \$500 Yoobi gift card as well as Vans will donate \$500 per school to a sustainable organization.

9. I am having trouble accessing the website. What can I do?

We've found the greatest success in accessing our site comes when using Google Chrome or Firefox. We tend to see more issues when using other internet applications.

10. When I try to register, it says I have already registered, why is this?

Since Vans can only accept one registration per school, it may not have been you to register, but another administrator from your school who has registered. Once a school name is entered for registration, any following registrations are not accepted. You can email customculture@vans.com to see who has registered your school.

11. I registered and found out my school won't let us participate. Can we un-register?

We encourage all teachers and administrators to gain permission for our competition before registration begins. If you need to "un-register", we can remove you from the list, however we'd need to know before registration closes in order to keep the spot available for other schools.

12. Why were only 250 schools chosen to submit a physical shoe design?

Due to COVID-19, Vans is aware that most students are not in the classroom learning this year. We wanted to give more shoes to each school chosen so more students had access to help create designs. The chosen 250 schools will now receive 5 pairs of shoes to design and the teacher will be choosing the top two designs to submit.

13. What supplies can we use in our design?

Any and all artistic mediums are welcome to be used in your design. The shoes DO NOT need to be wearable in your final design. Teachers from the chosen 250 schools will be given a Yoobi gift card to purchase supplies the students can use to create their designs. If your students would like, Vans is asking schools to create their Hometown Pride shoe with sustainable products – if submitted with sustainable products their school can win an additional \$500 Yoobi gift card as well as Vans will donate \$500 per school to a sustainable organization.

14. What is a complete submission?

In order to be a complete submission, both pairs of shoes need to be completed, as well as the impact document. Schools will need to upload 3 photos (1 photo of the Hometown Pride shoes, 1 photo of the Head in the Clouds shoes, 1 photo of both pairs of shoes) and their completed impact document. These submissions must be uploaded before the end date and time of the submission period.

15. How does voting work?

After Vans receives all submissions by the deadline, the shoes are screened to ensure they meet our guidelines. Then, we have our first round of voting with our internal teams who determine the Top 50 and then posted to our website for the public to vote on. The public votes and the internal votes are weighted and that will determine which 5 schools will be in our Top 5 to receive funding for their art programs.

16. What do we do with the shoes if our school doesn't advance to the Top 5?

Your school is free to keep the shoes you've designed for Vans Custom Culture. We hope you are able to display your designs at your school or within your local community to give your students recognition for their hard work.

17. Why are the prize tiers different from past years?

Vans wanted to make sure the 4 runner-up schools got more prize money to be able to dedicate to their art departments. The grand prize school will now receive \$50,000 and the four runner-up schools will be receiving \$15,000 each.

18. More questions?

Be sure to review the rules. If you still have questions, email us at customculture@vans.com