



# VANS CUSTOM CULTURE 2016

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**JAN 4-FEB 12**

## REGISTRATION BEGINS

- Open to certified national high schools (public or private)
- Must be registered by a teacher or an authorized school administrator

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**FEB 22-FEB 26**

## BLANK SHOES SENT OUT

- 4 pairs of blank white Vans (Slip On, Authentics, Sk8-His and 106s) will be sent to your school.
- Customize your shoes around 4 themes (art, music, action sports and local flavor). Note all shoes and all themes must be represented.
- Note your design cannot contain any copyright infringement, including logos, bands, and celebrity likeness.

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**FEB 29-APRIL 8**

## SUBMISSIONS

- Keep visuals from your design process, as these may be used at the Final Event.
- Take a photo of each individual pair of shoes, as well as a group shot of your shoes. Make sure these are clear photos and showcase all aspects of your design. Collages of your shoes will be accepted, however DO NOT include your school's name or the theme the shoes represent
- An optional 1-2 minute video may be included with your submission.
- Upload your images to [vans.com/customculture](http://vans.com/customculture).

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**APRIL 11-15**

## TOP 50 VOTING (INTERNAL VOTE)

- Our internal team will narrow down the submissions to the Top 50, giving a rank to each submission.
- The Top 10 schools from each region will be available for a public vote.

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**APRIL 27-MAY 11**

## PUBLIC VOTING

- The Top 10 schools from each region will begin campaigning for votes.
- The Top 5 Finalists, determined by internal vote and public vote, will be announced on May 12. These schools will be invited to join us for our final event in June to select the Grand Prize winner.

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**SECOND WEEK OF JUNE, 2016**

## FINAL EVENT

- Schools will be invited to celebrate their designs and participate in various activities, including our Final Event

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