



World Kids Colouring Day 2026

Football, Friends & Colouring Fun

Nationwide Online Drawing & Colouring Contest

Terms & Conditions

1. This Nationwide Online Drawing & Colouring Contest is organized by STAEDTLER Marketing Sdn. Bhd., also known as STAEDTLER Malaysia (will be referred to as the Organizer)
2. This Contest is open to **children aged 3 to 12** residing in Malaysia
3. The Contest period is from **1st April to 30th June 2026**
4. This Contest has **(three) 3 categories**:
 - Category A: 3 – 6 years old
 - Category B: 7 – 9 years old
 - Category C: 10 – 12 years old
5. During submission, participants' ages should be based on **their year of birth** (Example: If born in 2016, participant's age is 10 years old)
6. Participants are required to **download the contest colouring template via the website and print the template on an A4 size paper**

(or)

draw and colour based on this year's theme: "Football, Friends & Coloring Fun" on an A4 size paper (vertically or horizontally)
7. There is **NO FEE** charged to participate in this Contest
8. Use any **STAEDTLER** products to complete the artwork/s
9. **Artwork/s MUST be hand-drawn and coloured by participants themselves.** Digital or A.I. enhanced submissions is not allowed and if detected will not qualify for judging. Please note that participants will be judged based on their



originality, creativity, and ideas. Parents, teachers, and guardians are **responsible** for ensuring that participants submit their original artworks.

10. Participants are **allowed and encouraged** to submit more than (one) 1 artwork to the Organizer
11. Participants are **not allowed** to depict or suggest any **sensitive topics that are taboo, provocative, religious, racial, political, negative, or offensive** in their artworks. Failure to comply will result in immediate disqualification from the Contest
12. To complete the submission, include the following details:
 - Participant's Full Name
 - Participant's Age (*Must follow year of birth*)
 - School Name & School Code
 - Name of Parent/Teacher/Guardian
 - Contact Number of Parent/Teacher/Guardian
 - Home/School Address
 - Email Address of Parent/Guardian/Teacher
13. Artworks can be submitted through **three (3) available online** methods as follows:

(Submission Method #1: Direct Online Upload on the Contest Website)

 - Fill in the submission form on the Contest website: www.staedtler.com/my/worldkidscolouringday
 - Upload **(Two) 2 attachments** as follows:
 - ✓ **1 clear photo** of the finished artwork (*top view, artwork must lie flat*)
 - ✓ **1 clear photo** of the participant + artwork + STAEDTLER products used

**All photo attachments MUST be in jpg. or png. format only*

(or)

(Submission Method #2: Direct E-mail to STAEDTLER Malaysia's E-mail address)

 - E-Mail submission to: Info.MY@staedtler.com
 - E-Mail title: **World Kids Colouring Day 2026**
 - In the email submission, there must be **two (2) attachments** as follows:
 - ✓ **1 clear photo** of the finished artwork (*top view, artwork must lie flat*)
 - ✓ **1 clear photo** of the participant + artwork + STAEDTLER products used

**All photo attachments MUST be in jpg. or png. format only*
 - **Include all details** as stated in point number #12

(or)

(Submission Method #3: Submission Through School via Email)



For teachers/schools interested in having their students participate in this Contest, they need to:

- Download the contest colouring template via the website and print the template on an A4 size paper
- Download student entry template via the website or request template form Organizer
- Fill in the excel template and submit via email to the Organizer
- E-Mail submission to: Info.MY@staedtlr.com
- E-Mail title: World Kids Colouring Day 2026 (Name of School and School Code)
 - ✓ A template will be made available to each participating schools. The teacher in charge will have to fill in the details accordingly (See below example of the template)

*Nama Sekolah / Name of School : SK RAJA MUDA			
*Kod Sekolah / School Code : BBA8213			
*Nama Guru yang Bertanggungjawab/ Name of Teacher in Charge : Puan Shanti P.			
*Alamat Sekolah / School Address : Persiaran Dato Menteri, Seksyen 4, 40000 Shah Alam, Selangor			
*No. Talifon Guru / Teacher's Contact Number : 03-5519 5148 / 012-3456789			
*E-mel Guru atau Sekolah / Teacher or School Email : BBA8213@moe.edu.my			
*No	*Nama Peserta / Participant Name	*Umur / Age (Ikut tahun lahiran / Follow Year of Birth)	
1	NUR ALIA BINTI AMIDON	10	

- Schools must submit the following for each student participating in the Contest:
 - ✓ 1 clear photo of the finished artwork (top view, artwork must lie flat)
 - ✓ 1 clear photo of the participant + artwork + STAEDTLER products used
 - * All photo attachments MUST be in jpg. or png. format only
- To ensure a well-organized submission:
 - ✓ Save all required photos in separate folders
 - ✓ Name each file using the participant's shortened name and age, avoiding full names. Example: "Nur Alia A_10" instead of the full name
 - ✓ As photo file sizes may be large, schools are encouraged to use WeTransfer to upload and share the image folders
 - ✓ Do not use Google Forms or Dropbox links, as we are unable to access them
 - ✓ Please send the WeTransfer link in your email submission to the organizer

14. Artwork submissions closes on: 30th June 2026 at 11:59 PM Malaysian time

15. School Participation Incentive

- To encourage and reward active participation, six (6) schools with the highest number of valid artwork submissions will receive School Participation Incentives in the form of monetary and product support to enrich the school's art classes or programs, based on the following tiers:



Submission Tier	Number of Schools Rewarded	Incentive
2,000 submissions or more	1 school	RM1,000 monetary support + STAEDTLER products worth RM1,000
1,000 submissions or more	1 school	RM500 monetary support + STAEDTLER products worth RM1,000
500 submissions or more	2 schools	RM300 monetary support + STAEDTLER products worth RM1,000
300 submissions or more	2 schools	RM200 monetary support + STAEDTLER products worth RM1,000

- Schools will be ranked based on the total number of valid artwork submissions received during the contest period
- Each school is eligible for only one (1) incentive tier, based on the highest submission threshold achieved
- If multiple schools qualify within a tier, the schools with the highest overall number of submissions will be selected, up to the number of incentives allocated for that tier
- This incentive is open to all National Primary Schools (SK), Vernacular Primary Schools (SJK), private and international schools, as well as art schools and art centres in Malaysia
- The Organizer reserves the right to verify submission counts and determine the final eligibility of schools
- The Organizer reserves the right to adjust the incentive distribution or withhold the incentive if the eligibility criteria are not met

16. The Organizer along with a panel of internal judges will select the chosen artworks from each contest category, and the winners' placements for each contest category will be based on scorecard assessment

17. Participants whose artworks are chosen/shortlisted will be required to mail the original artwork to the Organizer within the stipulated timeframe for the final judging process. All submitted artworks will become the property of the Organizer and will not be returned

18. The Contest Prizes for each category are as follows:

Category A: 3 – 6 Years Old

- 1st Prize x 1 winner: STAEDTLER products worth RM500 + Certificate
- 2nd Prize x 1 winner: STAEDTLER products worth RM400 + Certificate
- 3rd Prize x 1 winner: STAEDTLER products worth RM300 + Certificate
- 4th Place Prize x 1 winner: STAEDTLER products worth RM200 + Certificate
- 5th Place Prize x 1 winner: STAEDTLER products worth RM100 + Certificate
- Consolation Prize x 18 winners: STAEDTLER products worth RM80 + Certificate



Category B: 7 – 9 Years Old

- 1st Prize x 1 winner: STAEDTLER products worth RM500 + Certificate
- 2nd Prize x 1 winner: STAEDTLER products worth RM400 + Certificate
- 3rd Prize x 1 winner: STAEDTLER products worth RM300 + Certificate
- 4th Place Prize x 1 winner: STAEDTLER products worth RM200 + Certificate
- 5th Place Prize x 1 winner: STAEDTLER products worth RM100 + Certificate
- Consolation Prize x 18 winners: STAEDTLER products worth RM80 + Certificate

Category C: 10 – 12 Years Old

- 1st Prize x 1 winner: STAEDTLER products worth RM500 + Certificate
- 2nd Prize x 1 winner: STAEDTLER products worth RM400 + Certificate
- 3rd Prize x 1 winner: STAEDTLER products worth RM300 + Certificate
- 4th Place Prize x 1 winner: STAEDTLER products worth RM200 + Certificate
- 5th Place Prize x 1 winner: STAEDTLER products worth RM100 + Certificate
- Consolation Prize x 18 winners: STAEDTLER products worth RM80 + Certificate

19. Prizes are non-transferable. The Organizer reserves the right to substitute or provide alternative prizes of similar value or specification if circumstances beyond the Organizer's control necessitate this
20. Winners will be notified via email and/or telephone call. Prizes will be sent via courier to the winners
21. **PAJSK Marks:** Participants of this Contest are eligible to receive PAJSK (Pentaksiran Aktiviti Jasmani Sukan & Kokurikulum) marks Tahap 2. To facilitate the reporting process, please ensure that the participant's **name, age, school name, and school code** are correctly stated during submission
22. The decision of the winners is final and will be announced and uploaded on the STAEDTLER Malaysia website and social media pages (Facebook & Instagram)
23. All participants of this Contest will receive a Digital Certificate
24. This Contest is fully sponsored by STAEDTLER Malaysia and is not affiliated with Facebook or any social media platform or charitable partner
25. The Organizer reserves the right to amend, add, or remove any of the above without prior notice. By submitting an entry, participants and their parents or guardians agree to abide by these rules. Failure to comply with any of the above rules will result in automatic disqualification of the participant and entry from the Contest



26. Contest entries and any information or images submitted by participants become the property of the Organizer, sponsor, and/or their affiliates and will not be returned
27. By entering, participants agree to the Organizer collecting and using their personal information and photos for this contest. Participants' personal data (e.g., name, school, email) will be collected and used by the Organizer solely for Contest purposes, including prize distribution and winner announcements. Data will be deleted after the Contest ends, and participants can cancel data use by contacting Info.MY@staedtler.com which will terminate their participation. For more details on data protection, visit <https://www.staedtler.com/intl/en/legal/privacy-policy/>
28. By participating in this Contest, participants grant the Organizer permission to use and share their information, artworks, and images for the promotion of this Contest/campaign, as well as for future Contests and campaigns. The Organizer will not be held responsible for any injuries, personal data breaches, losses, costs, or damages of any kind—including death or property damage—that may occur, whether directly or indirectly, as a result of:
- Downloading/Printing/Creating and submitting an entry
 - Participating in the Contest
 - Receiving, owning, using, or misusing a prize

Participants agree to hold the Organizer harmless from any such liabilities

29. In addition to these terms of participation, the relationship between the Organizer, Participants, and Facebook or Instagram is governed by the **terms of use and privacy policy** of Facebook (<https://www.facebook.com/legal/terms>) and Instagram (<https://www.facebook.com/help/instagram/478745558852511>)
30. The Organizer reserves the right to cancel or terminate the Contest at any time. This applies if:
- a) **The terms of use or policies** of Facebook or Instagram are changed during the Contest, and the Contest is no longer allowed to be conducted under the terms of Facebook or Instagram at that time, technical issues make this necessary
- (or)
- b) **Manipulation is detected** or otherwise the proper conduct of the Contest is no longer ensured, particularly if hardware or software failures occur, programming errors, computer viruses, unauthorized third-party interference as well as mechanical, technical, or legal problems
31. The Organizer reserves the right to change, amend, delete or add any of these Terms and Conditions without prior notice and Eligible Participants will be bound by such changes



32. By participating in the Contest, you hereby represent and warrant that you have read these Rules and fully understand their contents

33. This Contest, rules, and Terms and Conditions are governed by and construed in accordance with the laws of Malaysia

Have any questions?

Send an email to: Info.MY@staedtler.com (Email subject: World Kids Colouring Day 2026)