

SingTel Asian Picture Book Award

The National Book Development Council of Singapore is delighted to announce the inaugural **SingTel Asian Picture Book Award**. Beginning in 2013, the award will be presented annually for an outstanding unpublished picture book with a distinctly Asian theme.

The objectives of the SingTel Asian Picture Book Award are as follows:

- a) To encourage and inspire the publications of more Asian-themed picture books
- b) To stimulate public interest and support for picture books with Asian themes
- c) To recognise and award a prize to an excellent picture book with Asian theme each year

The SingTel Asian Picture Book Award offers a total of S\$10,000 for the First Prize consisting of S\$5,000 for an author and S\$5,000 for an illustrator. These will be individually known as the SingTel Asian Picture Book Award - Author, and the SingTel Asian Picture Book Award - Illustrator.

The first award will be given in May 2013, during the Asian Festival of Children's Content – the Council's flagship programme which is organised annually.

1. Organisers

The SingTel Asian Picture Book Award is the joint initiative of the National Book Development Council of Singapore (NBDCS) and SingTel Singapore. The NBDCS founded in 1969 promotes reading and literature and champions literary works of Singaporean and Asians. Apart from organising a series of arts-related programmes, it currently manages the Singapore Literature Prize, the Hedwig Anuar Children's Book Award and the Scholastic Asian Book Award.

SingTel Singapore is Asia's leading communications group with operations and investments in more than 20 countries and territories around the world.

2. Eligibility

The Contestant:

- i) Entries will be accepted from writers and/or illustrators of **any nationality** and from **any country** who are 18 years of age and above.
- ii) Entries can be submitted from individual authors; or authors and (illustrators) in collaboration.

The Picture Book:

- i) Is targeted at children of ages 0 to 6 years.
- ii) Story must be **Asian in theme**
- iii) Must be unpublished or uncontracted to a publisher until the prize is announced.
- iv) All submissions must be in English
- v) Previously published authors/illustrators can submit unpublished work
- vi) The work must be original.
- vii) Maximum word length 500 words.

Submissions:

- i) Manuscripts can be submitted with or without illustrations. Please retain the original copy of your manuscript.
- ii) Manuscripts must be double spaced and printed on one side of A4 size paper and submitted (digitally) and in hard copy.
- iii) Manuscripts submitted with illustrations must also include a proposed storyboard and a digital copy of two sample illustrations. Please do not submit original artwork or manuscripts. The NBDCS will not be responsible for original artwork or manuscripts.
- iv) Hard copy and digital copy of manuscripts and illustrations are required. Do NOT email submissions.

Guidelines:

- i) Ensure your story has a strong plot with a beginning, middle, and an end.
- ii) Picture books are usually based on one very strong idea/theme which often reflects the child's world.
- iii) Avoid preaching by adult characters in the story.
- iv) Avoid too many characters. Create a distinctive character of your own.
- v) For this age text is generally between 300 – 500 words.

Materials that are not eligible:

Titles such as children's non-fiction, books targeted at the educational market, colouring books, activity-based books such as trivia and quiz books as well as instructional, self-help and personal development books for children are **NOT** eligible.

3. The Prize

- i) The SingTel Asian Picture Book Award offers a total of S\$10,000 for the First Prize consisting of S\$5,000 for an author and S\$5,000 for an illustrator.

These will be individually known as

- I) the SingTel Asian Picture Book Award - Author, and
 - II) the SingTel Asian Picture Book Award - Illustrator.
- ii) The winning author and illustrator may be from the same submitted picture book or from separately submitted picture books.
 - iii) There will also be non-monetary awards for first and second runner-up.
 - iv) The judges reserve the right to not award either prize should the entries fail, in the judges' opinion, to meet the required standard. Judges could also decide not to award the prize to consecutive winners.
 - v) SingTel reserves the first right of refusal for online publication for the award-winning picture book and the first and second runners-up.
 - vi) The judges reserve the right to submit the winning manuscripts to digital and print publishers for publishing considerations. If publication is forthcoming then acknowledgement will be assigned to the SingTel Asian Picture Book Award.

4. Number of entries

Limited to ONE (1) submission per contestant.

5. Selection

The Book Council will check details concerning the eligibility of the contestant and the picture book submitted. Only manuscripts from picture book creators, who meet the criteria will be accepted and sent to the judges. An independent panel of five judges, who are experts in the field of children's picture books, will select the winner from the manuscripts submitted by the Council. The judges' decision is final, and no appeals or correspondence will be entertained at any point.

6. Shortlist

The Organising Committee will announce a short list of works considered for the SingTel Asian Picture Book Award in April 2013. Shortlisted candidates are expected to be present at the Award Ceremony in May 2013.

7. Award Presentation

The award will be presented at a prize-giving ceremony during the Asian Festival of Children's Content (AFCC), to be held in Singapore in May, each year. Prize winners will be invited for the awards ceremony.

8. The Award

The inaugural SingTel Asian Picture Book Award will be awarded in May 2013, at the AFCC, in Singapore.

9. Media Promotion

The award details will be separately and officially announced in newspapers and other media in all countries, particularly countries in Asia. The details of the award will also be disseminated to interested people and organizations.

10. Conditions of Entry

- i) Each entry must include the following:
 - a) An official entry form, duly filled in
 - b) SIX (6) copies of the picture book manuscript and / or SIX (6) copies of the illustrations in hard form as well as one copy digitally.
 - c) A recent photograph on CD or flash drive.
 - d) A short biography (100 words) and a summary of the picture book (50 words) should be submitted on CD or flash drive.
- ii) Entries can be submitted either by the author or illustrator.
- iii) Entries will not be returned. Entrants MUST keep a copy of their work.

11. Submission

An acknowledgement column is to be included, as example shown below:

Registration Form

YOUR DETAILS

(Entries received with incomplete or illegible entry forms will be disqualified)

Name: _____

Date of Birth: _____ Country: _____

Gender: Male Female Nationality: _____

Address: _____

Tel No. (with area code): _____ Fax: _____

Email: _____

This entry consist of _____ pages.

Title of Manuscript: _____

I understand that by submitting this form I take full responsibility for my entry. I certify that it is my own work and does not contain material copied or plagiarised from another source.

Signature: _____ Date: _____

Acknowledgement (For official use)

I acknowledge receipt of your entry submitted for the SingTel Asian Picture Book Award 2013.

Thank you.

Title of Manuscript: _____ No of Pages: _____

National Book Development Council of Singapore

Date

All entries must be submitted in hard copy and sent through registered post or delivered by hand in a parcel marked "SingTel Asian Picture Book Award" and addressed to :

National Book Development Council of Singapore

Geylang East Public Library

50 Geylang East Avenue 1

Singapore 389777

The closing date for the submission is 31st December 2012.

If you do not hear from the National Book Development council of Singapore within 1 week of submission, kindly contact info@bookcouncil.sg

Entries that fail to comply with any of the above rules and conditions of entry will be ineligible.