The Beat ‘SC Bonfire & Rally is one of UCLA’s dearest and iconic traditions. Every fall, thousands of students gather in Wilson Plaza to display their Bruin Pride as we cheer our UCLA Football team to victory in the much-anticipated football game against our rival, USC! Every year, our bonfire structure is made up of square 2 ft x 2 ft woodblocks that are designed and painted by students, free of charge. This year, we are holding a contest for the best woodblock design.

**WHAT:**

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**WHEN:**

November 2, 2015 – November 18, 2015

Beat ‘SC Bonfire & Rally: November 24, 2015, 7PM

**HOW:**

Woodblocks will be provided on a first-come, first-served basis. No other materials or supplies will be provided. Woodblocks are available for pick up at the James West Alumni Center beginning November 4th. Students will be asked to sign a check-out sheet, and will receive a contest entry form that is to be completed with the return of the woodblock. Woodblock entries are due back at the James West Alumni Center on Wednesday, November 18th at 12:00pm.

Woodblock designs can carry messages, words, pictures, graphics, etc. However, entries with profane, adult, or otherwise inappropriate content and material will not be considered. UCLA Athletics continues to strive to maintain good sportsmanship and asks that we remain appropriate when referencing USC in any woodblock.

**WHO:**

Woodblocks can be entered in one of the four following categories. Prizes are available for one winner in each category.

1. Best Individual Entry
2. Best “Hill” Entry
3. Best Fraternity/Sorority Entry
4. Best Student Group Entry

**VOTE:**

Eligible woodblock entries will be posted in an album on the SAA Facebook Page beginning Friday, November 20th. Students may vote for a design by “liking” the picture, and may vote for as many entries as they like. Voting will end on Tuesday, November 24th at 10:00am. The winning woodblock designs will be featured on the actual bonfire structure at the night of the Beat ‘SC Bonfire & Rally, which takes place Tuesday, November 24th at 7:00pm.

**Note:** Due to height constraints, not every woodblock can be used to be build the bonfire structure. However, the Student Alumni Association will do its best to feature all woodblock entries in some way.

**Questions? Visit us at the James West Alumni Center, or message us on our Facebook Page!**