

## Promotion & Display



The INDOT district will notify local media outlets of the school's participation in the Paint the Plow program and invite them to cover the plow drop-off, pickup, or highlight the finished artwork. INDOT media outreach will include a news release and photo.

INDOT will display finished plow blades at local festivals and events within the school's city or county as requested and upon availability. Additionally, INDOT may organize a contest involving local competitors, with the winning entry recognized.

Photos of the finished snow plows will be displayed on INDOT's social media platforms: Facebook, Twitter and Instagram.

Painted plow blades will be placed back into service during the winter weather months, typically from mid- to late-November to late March.

The expectation is that the plow artwork will wear away once the blades are put into service for winter operations.



We are excited to have your school participate in INDOT's Paint the Plow program. Contact INDOT Customer Service to join the Paint the Plow program in your district and begin this fun activity for your students, classes, clubs and programs.



### INDOT Customer Service:

855-463-6848  
INDOT4U.com  
INDOT@indot.in.gov



Indiana Department of Transportation  
100 North Senate Avenue, Room N755  
Indianapolis, IN 46204  
[www.in.gov/indot](http://www.in.gov/indot)



Paint the Plow is a community outreach program in which public or private school art students, classes, clubs and programs are invited to paint an Indiana Department of Transportation snow plow blade with original artwork.



## Participation & Guidelines



INDOT's Paint the Plow program is open to all public and private middle schools, high schools, career-technical schools and colleges. Only students who are currently enrolled in the applicant school and complete an INDOT release and waiver of liability form may participate in the art project.

In addition to being seen in full service during the winter weather months, the painted snow plow blades will be displayed at events within the school's community to enhance public awareness, promote safety, and foster a greater appreciation of both the school's art program and INDOT.

## Program Guidelines



- ◆ There is no specific theme for entries.
- ◆ Students are encouraged to create designs based on the themes of patriotism, the state of Indiana, transportation, and/or winter weather safety.
- ◆ Students are encouraged to incorporate the school logo, emblem or mascot into the design.
- ◆ Artwork must be original and in good taste; anything deemed inappropriate will be excluded.
- ◆ Designs incorporating movie, television, cartoon or any other characters or depictions from entertainment media should not be used due to copyright infringement.
- ◆ Only non-partisan, non-political, and non-religious designs will be accepted.

## Painting the Plow

School art teachers, program instructors or class representatives should contact INDOT to submit an application to participate in the Paint the Plow program.

Once your group is approved for the program, your local INDOT district will deliver a clean, primed snow plow blade, measuring approximately 12 feet long by 4 feet high and weighing 1,000 pounds, to a secure location at the school as specified by your group leader or teacher.



Each school is required to sign a hold harmless agreement, and every student who works on the plow at any time **must** complete a waiver of liability form signed by parents or guardians. These forms can be signed in advance of the plow drop-off or submitted when INDOT picks up the painted plow.

Upon delivery, many schools have chosen to leave their plows outdoors, protected by a tarp, while other schools have stored the plows inside the building. School representatives must tell INDOT district personnel which school door to use during delivery, as well as where to place the plow.



Participating students, classes, clubs and programs must submit a preliminary design or description of their artwork to the INDOT district prior to delivery of the plow. The design or description can be included with the project application.

Students should use a non-water-based paint for the artwork. INDOT will apply a clear seal coat finish to the painted plow to provide extra protection against the elements.

## Program Details



- ◆ Plow blades may not be removed from the specified location on the school's premises.
- ◆ Plow blades cannot be modified with the addition of extra materials or ornaments.
- ◆ Participating schools and students are responsible for choosing appropriate paints. Durable enamel paints provide better and longer coverage.
- ◆ INDOT does not provide financial assistance for supplies, materials or other items. All costs associated with participating are the responsibility of the school, students, class, club or program.
- ◆ Each school **must** sign a hold harmless agreement.
- ◆ Each participant **must** sign a release and waiver of liability form.
- ◆ INDOT district personnel will coordinate plow delivery and pickup dates and project completion deadlines with participating school representatives.
- ◆ Participating schools, students, classes, clubs and programs must submit a design or description of the proposed artwork prior to delivery of the plow.

