

THE
PELES
▲
2026

HIGH SCHOOL
2026 PELE AWARDS
ENTRY RULES & CATEGORIES

PRESENTING SPONSORS  ALTRES®

HAWAII PACIFIC HEALTH | KAPI'OLANI PALI MOMI STRAUB BENIOFF WILCOX

ad 2 hawaii

CONGRATULATIONS

to the 2026 Pele Awards participants.

We are proud to support the Pele Awards in its celebration of bold ideas and new perspectives that shape Hawai'i's advertising and design industry. We wish the best of luck to all of this year's high school participants. This competition has served as a platform to cultivate talent, encourage innovation and honor the spirit of creative excellence in the next generation. **Through creativity and collaboration, we can create a healthier Hawai'i.**

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2026 Pele Awards High School Division

Presenting Sponsor



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in Partnership:



Overview

A Legacy of Excellence, Focused on the Future

The Pele Awards has proudly served as Hawai'i's premier creative competition for over **40 years**.

The **High School Pele Awards** was established in **2018** specifically to recognize and reward Creative Excellence in the art of Advertising and Design among all Hawai'i high school students.

The 2026 High School Pele Awards honors the Best in Design and Advertising for creative work done from January 1, 2025 to February 28, 2026.

This program is presented in partnership with the Hawai'i State Department of Education Career & Technical Education Department, and encourages participation from public, private, charter, and home schools across the entire state of Hawai'i.

Your Chance to Win

Your entry will be reviewed and scored by a distinguished jury of Hawai'i's own creative professionals—local leaders in design, video production, photography, and advertising—who recognize and value the quality of work produced right here in the islands.

Last year, we proudly received nearly **700 entries** from high schools statewide. With a generous **34% of all entries** being honored with either a Pele Gold, Silver, or Bronze Award, the opportunities for recognition are high.

BEST OF SHOW SCHOLARSHIP: The 2026 High School Best of Show Winner will be awarded a prestigious **\$10,000 Scholarship** from Pele Gold Sponsor, Chaminade University of Honolulu, awarded as \$2,500 per year for four consecutive years.

The Final Online Entry deadline submission date is: **Sunday, March 1, 2026, 11:59pm HST.**

Eligibility Requirements

- Entrants must be enrolled in Grades 9 through 12 in a full or part-time accredited Hawai'i U.S. educational institution for Public and Private Schools. Home schooled students are also eligible.
- All worked entered into the competition must have been created between between January 1, 2025 and February 28, 2026.
- Work may be developed specifically for this competition or submitted from previous class and or other school projects or competitions.
- Group and/or individual work are eligible.
- Work must be created while a student is enrolled in an accredited Hawai'i U.S. educational institution for either Public, Private and/or Home schooled students.
- Recent Graduates are eligible to enter as long as the entry was created while a student during the academic school year to 2025-26 school year.
- All entries must be done solely by the student entrant(s) without no assistance from any tools such as to artificial intelligence, etc.
- It's the desire of the High School Pele Awards committee that all entrants have the same resources to work off of. Thus, should an entrant need any music and or images to complete their entry, we ask that they use "royalty free music and images."
 - See appendix for suggested [resources](#).
- Entrants can use existing or spec (make believe) companies.
- All entrants must follow safe and legal practices while producing their entry, especially any Film, Video & Sound categories .
- All entries must be uploaded
- Any entries that don't adhere to guidelines and rules are subject to entry disqualification without prior notice and refund.
- A confirmation email will be sent following the completion of your entry form.
- \$5 per entry. Payment via Cash, Check, Credit Card and/or School Purchase Orders. Depending on your method of payment, you MAY need to print out the confirmation email, fill out any required documents and drop off or mail w/payment as noted.
- Please ensure all uploaded files are clearly labeled according to the provided naming conventions. eg. *#category-Student-Name-title-of-work-#.mp4*, *#21-Bruce-Wayne-Gotham-City-01.mp4*

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Updates for 2026:

New Music Video, Documentary Film and Podcast categories

- **Call for Entry Period – NOW to March 1, 2026, 11:59pm HST**

- All entries must be entered and uploaded (no exceptions)
- 100% Online Submission – no entry envelopes or hard copy entry submissions

- **PDF UPLOADS ONLY (10 MB FILE SIZE MAX) for the following categories:**

- Collateral, Publication Design, Direct Marketing, Poster, Online/Interactive, Illustration, Photography, Misc. Projects categories
- Multiple Pages accepted on one Upload.

- **MP4 UPLOADS ONLY, Website links and/or YouTube link (100 MB FILE SIZE MAX) for the following categories:**

- Film, Video & Sound and Misc. Projects, Music Video, Documentary and Podcast categories = mp4.
- Videos may be uploaded on YouTube.

- Online Electronic Signature from Student Entrant(s) & Parent or Guardian
- No Student Data will be needed or collected
- Email Acknowledgment once entry has been submitted
- Cost Per Entry - \$5
 - Entry Fees accepted via Cash, check, credit card and or school purchase order.
 - *make checks payable to: AAF District 13
- Payment Deadline – **Monday, March 9, 2026, 4pm HST.**
- Please include copy of your entry form
- The Pele Awards, PO Box 30969, Honolulu, Hawaii 96820
OR
- HonBlue, 501 Sumner St. #3B1, Honolulu, Hawaii 96817
OR
- State of Hawaii
Dept. of Education
Career Technical Education (CTE)
475 22nd Ave., Room 217
Honolulu, HI 96816
- Judging will be done virtually and reviewed Online.
- In the best interest of the entrant, The Pele Awards Committee and/or the 2026 Judges have the right to recategorize any entry submission without prior notice or permission from the entrant.

2026 Pele Awards High School Calendar of Events

Now to March 1, 2026

High School - Call for Entries 11:59pm HST

Monday, March 9, 2026

Payment Deadline, 4pm HST

Tuesday, April 7, 2026

Finalists and Non-Finalists announced

Saturday, May 02, 2026

High School Winners Reveal on www.PeleAwards.com

High School Division Categories

All entries must be uploaded during the online entry process.

Product or Service Sales Promotion

All entries from categories H01-H07, H08B-11D require a pdf upload. No zip files. Printed promotional materials for products and services whose distribution comes from means other than traditional mass media.

H01

PACKAGING: All product packaging. 1 to 4 pieces may be submitted.

Collateral Material

H02

STATIONERY PACKAGE (SINGLE OR MULTIPLE PIECES): Stationery entries in this category may contain one or more pieces of letterhead, envelope and/or business cards.

H03A

PRINTED ANNUAL REPORT: An annual report is a yearly communications piece, usually with financial data, intended primarily for stockholders or members as a statement or record of a company's or organization's annual performance or status. Could include an annual report for school Eduprise.

H03B

BROCHURE: A brochure is a multiple page/panel piece (usually bound/folded) that advertises, presents and/or describes the advantages, capabilities, worth and/or reasons to buy a product or service.

H04

SPECIAL EVENT MATERIALS (INVITATIONS, CARDS, ETC.): Promotional and/or informational items, usually relating to a specific event/affair at a given location, date, time, etc. 1 to 4 pieces may be submitted for the same event.

Publication Design

H05A

Layout and design of the interior and/or exterior of a magazine or book

H05B

COVER: Layout & design of the front exterior of a magazine or book.

H05C

EDITORIAL SPREAD OR FEATURE: One editorial spread or feature per entry. Not intended for submission of entire book or magazine.

Direct Marketing

H06A

DIRECT MAIL: Anything that is created to be mailed via USPS or delivered via special courier (private, FedEx, etc.) with the purpose of eliciting, provoking or effecting a consumer reaction (response card, phone number to call, order form, sale/event dates, etc.).

H06B

SPECIALTY ADVERTISING - APPAREL: Clothing and/or promotional apparel with an advertising message, such as shirts, caps and jackets.

H06C

SPECIALTY ADVERTISING - OTHER MERCHANDISE: Specialty and/or promotional products with advertising messages, including: pens, bumper stickers, umbrellas, paper weights, etc. that are created to promote a company, corporate image, brand or event.

Poster

A single sheet, advertising or promotional piece intended for mounting and display for a product, service or event. Does not include point-of-purchase materials, nor any outdoor signage.

H07
SINGLE

Online/Interactive

URL must be provided for Online judging

H08A

WEBSITE (DESKTOP OR MOBILE)

Please provide URL for online judging or upload pdf screenshots of entry.

H08B

WEB BANNER AD

Please provide URL for online judging or upload pdf screenshots of entry.

Visual

H09

LOGO DESIGN: An icon, symbol, or trademark designed to represent a product, service, or organization. Entrant may submit a brief description of the client company and its purpose (max. 50 words) to help the judges understand the logo design objective.

Illustration

Flat, dimensional or animated illustration, any number of colors.

H10

ILLUSTRATION: 1 to 4 pieces may be submitted.

Still Photography

H11A

BLACK & WHITE, SINGLE

H11B

COLOR, SINGLE

H11C

DIGITALLY ENHANCED, SINGLE: Photographic images whose content has been digitally altered to create a new image (often creating an image not possible using traditional photo techniques). Utilitarian photo retouching, color correcting or photo editing alone does not qualify an image for this category. A sample of the original photo(s) **MUST** be supplied for proper judging.

H11D

CAMPAIGN: 2 to 4 pieces that qualify in categories H11A to H11C.

**BEST OF LUCK
TO ALL PARTICIPANTS
IN THE 2026
HIGH SCHOOL PELE AWARDS!**

THIS YEAR WILL BE YOUR YEAR!

IF NOT, THERE'S ALWAYS NEXT YEAR.



PROUD SUPPORTER OF THE PELE AWARDS

Film, Video & Sound

- All entries must be uploaded during the online entry process by either submitting a mp4 (100 mb max); a YouTube link or website link. Please ensure all links work. All non-working or broken links entries will be disqualified with no refund.
- All entries must be done solely by the student entrant(s) without any assistance from any tools such as AI, etc.
- It's the desire of the High School Pele Awards committee that all entrants have the same resources to work off of. Thus, should an entrant need any music and or images to complete their entry, we ask that they use "royalty free music and images."
 - See appendix for suggested [resources](#).
- All entrants must follow safe and legal practices while producing their entry, especially any Film, Video & Sound categories #H12 to #H20; and Misc. Projects #H21.

H12

TELEVISION ADVERTISING: Should convey a message aimed to market a product or service. Any length up to 60 seconds.

H13

PUBLIC SERVICE TELEVISION: Should convey a message of either improvement of the public's health, education and/or welfare. Any length up to 60 seconds.

H14

INTERNET COMMERCIALS: Any commercial that is created to run on the Internet. Television commercials that also run on the Internet are not eligible in this category, unless there is a change in content. Entry must be submitted as an Online video using its URL, not as a digital upload.

H15

MOVIE TRAILER: Should promote a single movie for an upcoming theatrical film. *Note: Only the first three minutes will be reviewed by the Judges. You have the option of submitting an edited version of up to three minutes in length.

H16

MUSIC VIDEO: A video that enhances a song's message or story through a performance. Copyrighted music must be used with permission from the artist. Entries that don't adhere are subject to entry disqualification without notice and refund. Note: Only the first three minutes will be reviewed by the Judges. You have the option of submitting an edited version of up to three minutes in length. (Category back for 2026)

H17

CINEMATOGRAPHY: Cinematography is defined as the art and process of creating motion picture images including considerations of lighting, photography, camera movement and angle. Cinematography for any motion picture project that qualifies as advertising may be considered eligible, regardless of the method of distribution.

H18

ANIMATION OR SPECIAL EFFECTS: 2D or 3D visual effects, regardless of the creative method for any motion picture project that qualifies as advertising may be considered eligible, regardless of the method of distribution.

H19

PODCAST: Produce an original audio segment (interview or narrative) with a duration between 5 and 7 minutes. The content must be entirely unique and avoid any copyrighted material. Please include an original musical score or ambient soundscape that complements the emotional tone of the piece. Ensure the pacing allows for a clear, engaging delivery. (New Category for 2026)

H20

SHORT FORM DOCUMENTARY: A short form video under 10 to 15 minutes that presents an authentic human story. Note: Only the first three minutes will be reviewed by the Judges. You have the option of submitting an edited version of up to three minutes in length. (New Category for 2026).

Other

H21

MISC PROJECTS: *NEW CATEGORY NUMBER & GUIDELINE: ENTRIES THAT DON'T FIT CATEGORIES #1-#20 ONLY GO HERE.

Shop Small. Shop Local. Shop Hawaii.



In 2022, our dream manifested. We realized there was an urgent need to support local businesses after the impact of the pandemic.

Quality creative advertising should be accessible to all businesses, big or small. Shop local to create an island-wide movement.

Mahalo and best of luck to this year's entrants!



- **Logos**
- **Social Media Reels**
- **Photography**
- **Business Card Design**



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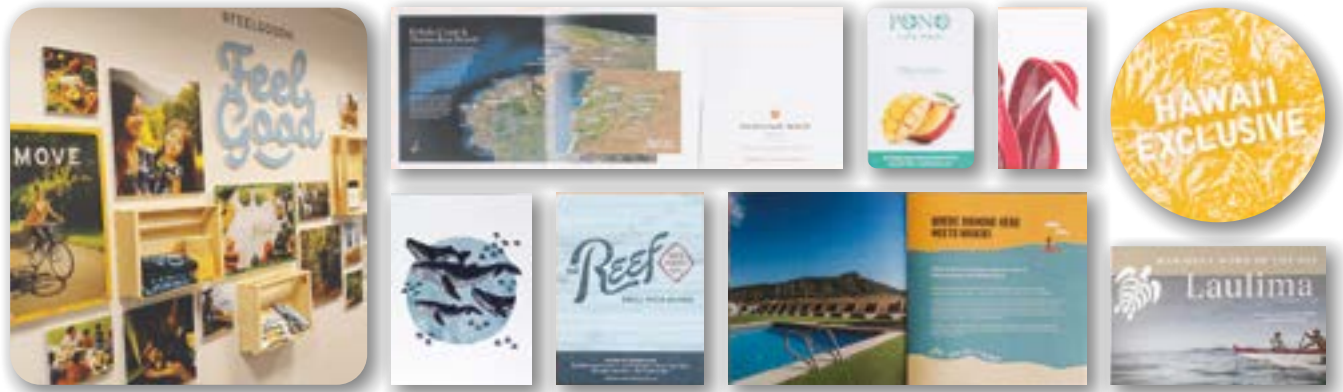
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WHEN DID IT START FOR YOU?

Best of luck to all of this year's entrants.





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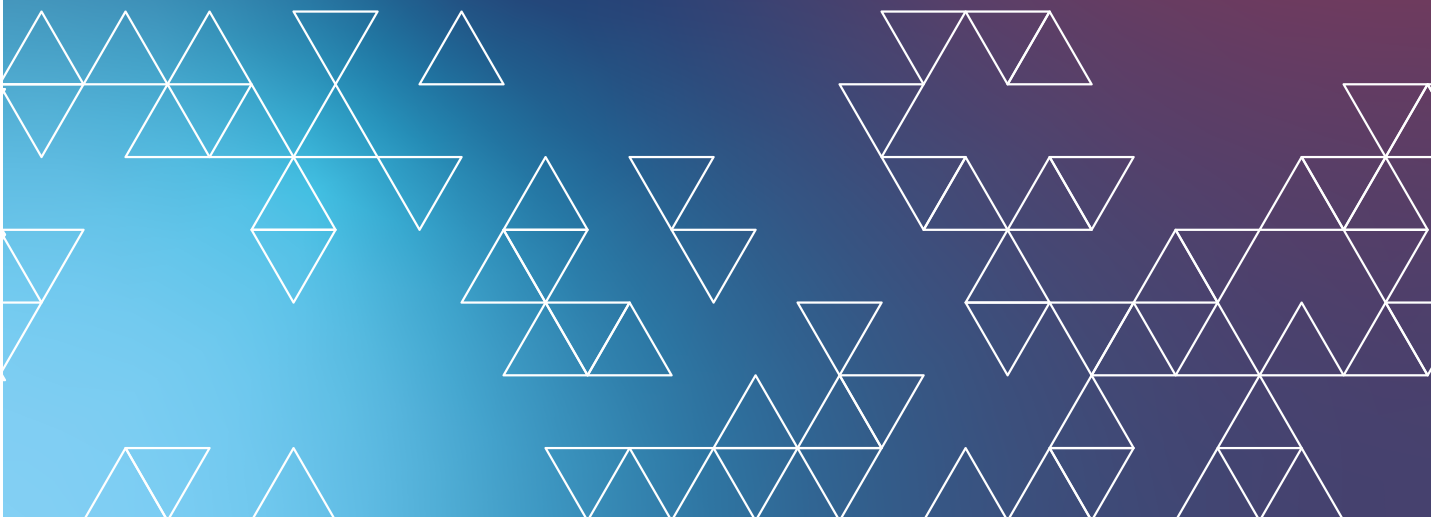


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CONGRATULATIONS TO ALL THE PARTICIPANTS

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Best of Luck New Media Arts Students!

...and everyone else too!



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