

# Design Competition 2018

Thank you for your interest in submitting your artwork to compete to be the official W.C. Handy Music Festival 2018 design. The winning design will represent the W.C. Handy Music Festival on concession items such as t-shirts, posters, buttons, and other memorabilia, as well as in several advertising formats.

## ABOUT THE FESTIVAL

The W.C. Handy Music Festival is presented annually by the Music Preservation Society, Inc. (MPS). The Festival honors Florence, Alabama, native William Christopher Handy, recognized internationally as “Father of the Blues”. The Handy Festival is a multiple event celebration occurring throughout Northwest Alabama for a period of at least ten days which attracts attendees from around the U.S. and abroad. Events are held in parks, restaurants, retail stores, churches, theatres, libraries, and many other venues, including concerts, dramatic plays, athletic events, car shows, art displays, and more. Music ranging from spirituals, to jazz and blues, and the “Muscle Shoals Sound” is performed live. For more information about the W.C. Handy Festival, or to see some of the previous winning designs, please visit [www.WCHandyMusicFestival.org](http://www.WCHandyMusicFestival.org).

## REQUIREMENTS FOR ENTRY

All entries must be of original creation, must be copyright free, and may not contain clip art in whole or in part, or other imagery designed by anyone other than Entrant(s). All entries must meet technical requirements (see below) and must be accompanied by a digital version of the design. The previous year’s winner is ineligible to enter the current year’s competition. Designs should include the W.C. Handy Music Festival name, dates (including year), and primary location.

## DEADLINE FOR ENTRIES

April 13, 2018 by 5:00 p.m. CST. (See details on reverse side.)

## NOTIFICATION OF WINNING ENTRY

The winner of the Design Competition will be notified by April 27, 2018.

## PROCEDURE FOR SELECTION

Entries will be judged on merit, suitability as a visual image, originality, and how well the design reflects the spirit of the Festival. The final decision will be made by the MPS Board of Directors.

## PRIZE FOR WINNING ENTRY

\$500 will be paid to the winner upon receipt of camera-ready art in digital format and contract executed by entrant(s).

## STATEMENT OF RIGHTS

MPS reserves the right to photograph and/or exhibit all entries, and to reproduce works accepted in the competition for publicity purposes. The designer of the winning entry releases all rights of ownership to MPS, and the winning design will become the property of MPS to be used in various forms for purposes relating the W.C. Handy Music Festival.

| IDENTIFICATION CARD<br>(Attach to Entry)  | ARTIST’S AGREEMENT<br>(Attach to Entry)   |
|---|---|
| Name: _____<br>Address: _____<br>City: _____<br>State: _____ Zip: _____<br><br>___ \$10.00 Entry Fee Enclosed.<br>___ \$10.00 Shipping & Handling Fee Enclosed (if applicable)<br>_____ Total amount enclosed<br>Make Checks payable to: Music Preservation Society, Inc. | I certify that my design is a copyright free, original creation and that it contains no clip art in whole or in part, or any other imagery designed by anyone other than me. I agree that if my design is chosen and I am found to be in violation of this agreement, that I forfeit all prize money and future eligibility in the W.C. Handy Design competition.<br><br>_____<br>Signature                      Date |

## **SPECIFICATIONS OF FINISHED ART**

### **FORMAT**

Finished size of the art must be 18" x 24" (maximum image area) in portrait (vertical) orientation on poster board. PMS color swatches may be included.

### **COLOR**

The poster may be printed using up to 4 standard PMS colors. Printing process will be on a four-color printing press. Submit only 100% specific PMS colors with no screen tints or mixing in vector format. Electronic art must be furnished in CMYK format.

### **DESIGN FEATURES**

The following must be included in the design:

- Festival Name: *W.C. Handy Music Festival*
- Dates: *July 21-30, 2018*
- Place: *The Shoals*
- Sponsor: *The Music Preservation Society, Inc.*  
*Florence, Alabama*

## **PREPARATION OF ENTRIES**

In addition to the mounted rendering of your submission, a digital format is required, preferably on CD, as a high resolution (300 DPI @ 100%) JPEG, vector (Adobe Illustrator) for screen printing or PSD layered files, as a Photoshop (TIFF) file, and as a high resolution PDF. Please provide 300 DPI at finished size or larger which can be separated to CMYK for commercial printing

Freehand comprehensive design may be submitted in the following media: opaque water based colors, inks, or markers. Freehand designs must be scanned and submitted on CD as well as mounted on poster board.

Each entry must have an identification label placed in the upper left corner of the back with the name, return address, and phone number of the artist, and with the signed artist's agreement.

A \$10.00 entry fee must accompany each entry.

If non-winning is to be returned by mail, a payment of \$10.00 for Shipping and Handling must accompany each entry!

## **CAMERA-READY ART REQUIRED**

The winning artist will be responsible for all technical aspects or production, which includes furnishing a digital copy of the design suitable for printing. (See Format under Specifications of Finished Art.)

## **CARE OF ENTRIES**

Every precaution will be taken in handling entries, but the Music Preservation Society, Inc. assumes no responsibility for loss or damage to artwork.

## **FOR ADDITIONAL INFORMATION**

Call Music Preservation Society, Inc. 256-766-7642 or the Festival Chair at 256-394-8674.

## **DELIVERY AND PICKUP**

Hand-deliver or ship prepaid entries to:

**Music Preservation Society, Inc.**  
**409 North Court Street – Suite 11**  
**Florence, AL 35630**

Hand-delivered or shipped entries will be accepted until 5:00 p.m. April 13, 2018. Call 256-766-7642 for an appointment. Non-winning entries will be returned, if requested, after September 15, 2018 and may be mailed or picked up by appointment. If no request is made for return of non-winning entries by December 31, 2018, they will become the property of Music Preservation Society, Inc. Entries to be mailed back to artist must include the prepaid \$10.00 shipping and handling fee made payable to:

Music Preservation Society, Inc.  
P. O. Box 1827  
Florence, AL 35631