

Design Competition 2012

You are invited to submit your idea for the artwork design for W.C. Handy Music Festival 2012. The winning design will be used to publicize the Handy Festival and reflect its theme on t-shirts, posters, brochures, and other memorabilia, as well in several advertising formats.

HISTORY

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 ten day, multiple event celebration occurring throughout Alabama's "Shoals Area". It attracts visitors from all over the United States and abroad. Events include car shows, athletic events, featuring music in parks, restaurants, retail stores, churches, and many other places. There are also concerts featuring top name artists. Festival music such as spirituals, jazz, blues and more are performed live both indoors and outdoors throughout northwest Alabama. The Handy Festival has garnered praise and accolades, becoming one of the top music festivals in the Southeast, and has been selected as a Top Ten Event in Alabama; a three time Cultural Olympiad Designee by Atlanta Committee for the Olympic Games; a Location/Destination on the National Geographic Appalachian Regional Commission's Featured Sites Map; and a Top Twenty event in the Southeast since 1986 by Southeast Tourism Society. For more information about the Handy Festival, visit www.WCHandyMusicFestival.com.

REQUIREMENTS FOR ENTRY

All entries must be of original creation. All entries must be copyright free. Entries 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 details on reverse side.) The previous year's winner is ineligible to enter the current year's competition.

DEADLINE FOR ENTRIES

April 6, 2012 by 5:00 p.m. CST.

NOTIFICATION OF WINNING ENTRY

The winner of the Design Competition will be notified by April 20, 2012.

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 Handy Festival Committee of MPS.

PRIZE FOR WINNING ENTRY

\$500 will be paid to the winner upon receipt of camera-ready art, which is due April 30, 2012.

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 (Attach to Entry)	ARTIST'S AGREEMENT (Attach to Entry)
Name: _____ Address: _____ City: _____ State: _____ Zip: _____ ___ \$10.00 Entry Fee Enclosed. ___ \$10.00 Shipping & Handling Fee Enclosed (if applicable) ___ Total amount enclosed Make Checks payable to: Music Preservation Society, Inc.	I certify that my design is a copyright free, original creation, containing 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. I further agree that if my design is chosen, it becomes the property of the Music Preservation Society, Inc. _____ 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 full color, or designed using 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 20 - July 29, 2012*
- Place: *The Shoals*
- Sponsor: *The Music Preservation Society, Inc. Florence, Alabama*

PREPARATION OF ENTRIES

In addition to the mounted rendering, your submission, a digital format is also required, preferably on CD, as a high resolution (300 dpi @ 100%) JPEG, or as a vector (Adobe Illustrator) file, a Photoshop (Tiff) file, or as a high resolution PDF.

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 entry 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.

FOR ADDITIONAL INFORMATION

Call Music Preservation Society, Inc. 256-766-7642.

DELIVERY AND PICKUP

Hand-deliver or ship prepaid entries to:

Music Preservation Society, Inc.
115 ½ E. Mobile St.,
Suite 104
Florence, AL 35630
Attention: Nancy Gonce

Hand-delivered entries will be accepted until 5:00 p.m. April 6, 2012. Call 256-766-7642 for an appointment. Shipped entries will be accepted no later than April 6, 2012. Non-winning shipped entries will be returned, if requested, after September 15, 2012. If hand delivered, non-winning entries may be picked up by appointment after September 15, 2012. If no request is made for return of non-winning entries by December 31, 2012, those will become the property of Music Preservation Society, Inc. Entries to be mailed back to artist must include the pre-paid \$10.00 shipping and handling fee made payable to:

Music Preservation Society, Inc.
Post Office Box 1827
Florence, Alabama 35631