



Friends of the City Library

Book Bag & T-Shirt Contest Rules and Guidelines

Design will appear on the Friends of the City Library Book Bag & T-shirt

Design Guidelines:

- Your design should be inspired by and the mission of the Friends of the City Library. “The mission of The Friends of the Salt Lake City Public Library is to support and advocate for The City Library system and its mission through fundraising efforts, library promotion, and membership drives. Friends value public libraries as cultural, educational, and social centers, and contribute their time, efforts, and resources to promote literacy and to further develop the Salt Lake City Public Library system as a dynamic force in our community. “
- Your design will be on the front of the bag and shirt only, and must have Friends of the City Library visible on the front of the design.
- You may submit up to two designs, but they must be submitted as separate entries.
- Your design must be wholly original. By submitting a design you are guaranteeing that you hold rights to everything in it, and that it does not contain any copyrighted material, including images/copy found on the internet, unless clearly marked as published under a creative commons (cc) license.

Designs will be judged on the following criteria:

- Concept/originality
- Captures spirit of the Friends of the City Library
- Striking and memorable design
- Visibility – eye-catching and visible from a reasonable distance
- Completeness of design – must be ready for print
- Feasibility/must be easy to reproduce

Design Specifications:

- Design submission should be saved to 300 dpi to produce a quality output. Acceptable files are high resolution JPGs, TIFFs, AI and EPS files.
- If you win, you will be required to provide the original design in a high res format that is compatible with Photoshop, Illustrator or another professional design program.
- The design should be on the front of the shirt and should be contained within a 14 by 17 area.

Submission Guidelines and Agreement:

- All entries should be submitted to jmower@slcpl.org or the Library Store with a completed registration form.
- You must be 18 years or older to submit an entry. If you are under the age of 18 you may still create and submit a design, but it must be submitted on your behalf by a parent or guardian.

- The Friends of the City Library will have first printing rights to the winning design. By submitting you agree that if your design wins, it can be used by the Friends of the City Library on a book bag, t-shirt and other promotional items, including the Friends of the City Library website and marketing and public relations materials. The winner and image of the design will be recognized on our website and social media.
- Contest begins on Monday, October 22, 2018
- You must submit your design by 11:59 PM MST, Friday, November 30, 2018
- Entries will be judged by a panel of Friends of the City Library members selecting three finalists.
- Voting begins on 9:00 AM MST on Monday, January 7, 2019. Finalists' designs will be posted on the Friends of the City Library Facebook page, utilizing likes as a voting mechanism and in the Library Store.
- Voting closes at 11:50 PM MST on Friday, January 11, 2019
- The winner will be notified by email and/or phone at the close of the voting period, via the information provided on the entry form.
- Please note that the Friends of the City Library reserves the right to make adjustments to the winning design.
- At the sole discretion of the Friends of the City Library, disqualification, forfeiture and the selection of an alternate winner may result from any of the following:
 - o winner's failure to respond to notification within seven (7) business days after its transmission;
 - o the return of an email notification as undeliverable after three (3) attempts;
 - o winner's failure to provide original design files;
 - o winner's failure to execute and return a release form.

Upon contacting a winner and determining that they have met all eligibility requirements of the contest, such individual will be declared the "winner" of the contest via social post and the e-newsletter.

By submitting you are agreeing to all contest rules. If you have any questions, please email jmower@slcpl.org.

Friends of the City Library Book Bag & T-Shirt Contest Registration Form

Name: _____

Age: _____

If under 18 years, name of parent or guardian: _____

E-mail Address: _____

Phone Number: _____