



# SOLE BURNER

Fighting cancer one mile at a time

## 2019 5K PARTICIPANT SHIRT DESIGN CONTEST



Do you have what it takes to design our 2019 Sole Burner 5K Walk/Run participant shirt?

The winning design will be printed on:

- Over 5,000 Participant T-Shirts for the Appleton Sole Burner and the Coulee Region Sole Burner
- Over 10,000 Registration forms
- Over 300 Posters and Flyers

The winning designer will be awarded with:

- A Sole Burner gift basket including 5 shirts with their design on them, promotional materials with their design, Sole Burner goodies and a free entry to the Sole Burner 5K Walk/Run in Appleton.

*Submit your design today!*



Attacking from every angle.™

Cindy Sommer | [Soleburnerappleton@cancer.org](mailto:Soleburnerappleton@cancer.org) | 920.321.1368

## 2019 5K PARTICIPANT SHIRT DESIGN CONTEST

The American Cancer Society is currently accepting design entries for our 2019 Sole Burner 5K Walk/Run participant shirt. Winning artwork will be used on the front of the Sole Burner participant t-shirt and select promotional and recognition items to convey the energy, purpose, and passion of the more than 5,000 people who participate in our Sole Burner events each year. We are looking for a design that turns heads, has a fresh look, and is appropriate for Sole Burner participants of all ages. If you have any questions please contact Cindy Sommer at [soleburnerappleton@cancer.org](mailto:soleburnerappleton@cancer.org) or 920.321.1368. **Deadline for entries: NOVEMBER 2, 2018 (11:59 PM CST)**

### Design Guidelines

- Designs will be judged on the following criteria:
  - Concept/Originality – We’re looking for a design that is both memorable and attention-grabbing.
  - Relevancy/Message – The design should capture the essence and spirit of the American Cancer Society and the Sole Burner 5K Walk/Run.
    - Some ideas: Fighting cancer, Stars of the Sole, Hill of Hope
  - The design must be easily reproduced.
  - The design must be completed upon submission.
- You may submit up to two designs, but they must be submitted as separate entries.

**The fine print:** Your design must be completely original. By submitting a design, you are guaranteeing that you hold the right to everything in it and that it does not contain any copyrighted material, including images/copy, unless clearly marked as published under a creative commons (cc) license. The American Cancer Society has the right to change artwork as deemed necessary. There will be no financial compensation for the artwork.

### Design Specifications and Parameters

- **The design must include:**
  - Race Name: Sole Burner 5K Walk/Run
  - Year: 2019
  - (Optional) 37<sup>th</sup> Annual

- **Location and size**
  - A design for the front of the t-shirt *only* is needed. Do not submit art for the back of the shirt.
  - The design should be placed in the center chest area
  - Dimensions should not exceed 10” x 10”
- **Color**
  - We are not set on a shirt color for 2019 and you can submit a suggestion for shirt color on the agreement form. However, the American Cancer Society reserves the right to use whatever shirt color they see fit.
  - You can use up to 3 colors in addition to black and white.
    - Any colors can be used.
    - The American Cancer Society colors are white, blue (PMS 286) and red (PMS 200).

### **Submission Guidelines and Agreement**

- Design submissions should be saved to 300 dpi to produce a quality output. **Designs must be submitted as a high-resolution EPS or Ai file along with a preview PDF.**
- All entries should be submitted to [soleburnerappleton@cancer.org](mailto:soleburnerappleton@cancer.org) with the completed registration form. **The deadline for submissions is NOVEMBER 2, 2018 (11:59 PM CST).** No late submissions will be accepted.
- You must be 18 years or older to submit an entry. If you are under the age of 18 you may still create a design, but it must be submitted on your behalf by a parent or guardian.
- The American Cancer Society will have first printing rights to the winning design. By submitting you agree that if your design wins, it can be used by the American Cancer Society on a t-shirt and other promotional items, including but not limited to the Sole Burner website, marketing and public relations materials.
- Entries will be judged by the Sole Burner committee, selecting three finalists.
- The top three designs will be uploaded to our Facebook page for a final vote NOVEMBER 12-16, 2018, utilizing “likes” as a voting mechanism.
- Voting begins at 12:01 AM CST on Monday, November 12, 2018 and closes at 11:59PM CST on Friday, November 16, 2018.
- The winner will be notified by email at the close of the voting period, via the information provided on the registration form.



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### Artist Information Form and Release

This form must accompany artwork in high-resolution images in .eps or .ai format along with a preview PDF.

**Entry Deadline: Friday, NOVEMBER 2, 2018 (11:59 PM CST)**

Artist Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ T-Shirt Color Suggestion: \_\_\_\_\_

By signing this release, I agree to the following:

I have read and understand the contest rules and that I have complied with and agree to be bound by the Rules. I certify that the submitted artwork is my own original concept, design and execution and does not violate any U.S. copyright laws. By entering this contest, I consent to the use of my name and artwork (if chosen winner) in all matters related to this contest including merchandise, advertising or publicity without further compensation.

Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Parent signature if applicable: \_\_\_\_\_

### Parental Consent Form

Parent/Guardian Name: \_\_\_\_\_

Relationship to Child: \_\_\_\_\_ Age of Child: \_\_\_\_\_

I, \_\_\_\_\_, the parent/legal guardian of, \_\_\_\_\_, give my permission for him/her to participate in the American Cancer Society Sole Burner 5K Walk/Run T-Shirt Design Contest and have read, understood and signed the guidelines and rules.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

