



## Vera House 25th Anniversary White Ribbon Campaign T-Shirt Contest

**Why:** This is your chance to show the world that you #StandWithVeraHouse! 2019 will mark the 25<sup>th</sup> anniversary of our White Ribbon Campaign. We would like you to join us for this monumental occasion by creating a design for an exclusive 25<sup>th</sup> Anniversary White Ribbon Campaign shirt, which will be available for sale!

**When:** Through Friday, Jan. 4 at 5:00 p.m. EST

**How:** Designs may be submitted to [hfuller@verahouse.org](mailto:hfuller@verahouse.org) or dropped off at the Vera House offices (723 James St, Syracuse, NY 13203).

### **Artistic Guidelines & Requirements:**

#### Must Include

- "White Ribbon Campaign" text visible.
- "25<sup>th</sup> Anniversary" text

#### May Include

- #StandWithVeraHouse hashtag
- #IWill hashtag
- Vera House's pledge to "Never support, commit or remain silent about domestic and sexual violence"

#### May Not Include

- Language or imagery that is considered offensive, defamatory, or in violation of any person's right to privacy or other personal rights consisting of, but not limited to:
  - Profanity, nudity or material deemed inappropriate or offensive by the judges
  - False or defamatory statements about any person or any third party
  - Third party trademarks which suggest affiliation with any trademark owner without permission of such owner or that dilute the value of any trademark
  - Obscene, indecent, violent, sexually explicit, abusive, discriminatory, racially inflammatory or other morally or legally objectionable depictions of material, in the opinion of the judges.

**If an entry includes any of the prohibited elements listed above, the entry will be disqualified, along with the contestant who submitted it.**



### Designs will be Judged On

- Concept and originality
- Captures spirit of the White Ribbon Campaign and the Vision and Mission of Vera House:
  - **Vision:** *A world free of violence and abuse.*
  - **Mission:** *Prevents, responds to and partners to end domestic and sexual violence and other forms of abuse.*
- Eye-catching design
- Completeness of design – must be ready for print
- Feasibility/must be easy to reproduce

### Rules:

1. All entries must be original creations of the contestant that has never been published and does not contain trademarks, logos, or copyrighted works of any other person or business.
2. Design submission should be saved to 300 dpi to produce a quality output. Acceptable files are high resolution JPGs, TIFFs, PDFs and EPS files.
  - If your design is chosen, you will be required to provide the original design in a high resolution format that is compatible with Photoshop, Illustrator or another professional design program.
3. Design must be contained within a 14 by 17 area and must be compatible with a WHITE t-shirt.

### Prize:

- Winners will be notified by email at the close of the decision-making period.
- The prize is a \$250 credit towards White Ribbon Campaign merchandise, 2 tickets to the WRC Kick-Off Breakfast on March 1st, a \$50 Amazon gift card, AND 20 free T-shirts.
- The winner and image of the design will be recognized on our social media.

### Terms & Conditions:

- By agreeing to these Terms & Conditions, you waive all rights and ownership of the design. Vera House can and will utilize the aforementioned design at their discretion. By submitting a design, you are guaranteeing that you hold rights to everything in it, and that it does not contain copyrighted material, including images/copy found on the internet, unless clearly marked as published under a creative commons (cc) license. 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.
  - At the sole discretion of Vera House, disqualification, forfeiture and the selection of an alternate winner may result from any of the following:
    - Winner's failure to respond to notification within **seven** (7) business days after its transmission
    - The return of an email notification as undeliverable after **three** (3) attempts
    - Winner's failure to provide original design files
    - Winner's failure to execute and return a release form.