

CONTEST RULES

1. DESCRIPTION OF CONTEST:

The Young Alumni Board of the Arkansas Alumni Association is seeking a logo to represent its new 4-P initiative. The 4-P initiative was developed to help communicate what the Arkansas Alumni Association can do for them as well as promote membership within the association. The logo should illustrate the 4-Ps: **Pride, Perks, Professional Development** and **Paying it Forward**.

2. ELIGIBILITY:

Alumni of the University of Arkansas or students enrolled in the U of A as of November 2011 are eligible to participate.

3. HOW TO ENTER:

- a. Contest begins **November 15, 2011**.
- b. Painting and Drawing, Photography or Graphic Design are permitted. Artwork must be original, not previously published, and not copied. All photographic and graphic design entries must be accompanied by a CD with artwork included. See artwork specifications below.
- c. **Entries are limited to two per individual. All entries must be received by January 10, 2012.**
- d. **Entries should be submitted to the Arkansas Alumni Association, 491 North Razorback Road, Fayetteville, AR 72701 (Attention: Phillip Gahagans if mailing). Sponsor cannot accept and will assume no responsibility for information received via the internet. Each entry should include the name, address, email and class designation of entrant. Please see Artwork Specifications for submission details.**
- e. Upon entry all artwork and related intellectual rights, including but not limited to copyright, will become the sole property of the Arkansas Alumni Association, without compensation to entrant. The entries will not be returned to the entrant. Entries may, throughout the contest and thereafter, be distributed, used, exhibited, sold, donated, auctioned and or displayed by the Arkansas Alumni Association (including, but not limited to, reproduction and display on the Alumni Association web site), and will be disposed of at the discretion of the Sponsor, all without compensation to the entrant.

4. WINNER SELECTION:

Entries will be judged by a committee composed of representatives from the Arkansas Alumni Association and the Young Alumni Board on creativity and quality of expression. The winning entry will be determined by **January 25, 2012** and the logo will be launched **February 8, 2012**. If a winner is deemed ineligible to receive the prize, an alternate winner will be chosen using the same criteria described above. Subject to winner verification, the decisions of the judges are final.

5. PRIZES

- a. One grand prize will be awarded to one eligible entrant.
- b. The grand prize consists of (1) selection of the student's artwork to represent the 4-P initiative; (2) **\$250 Visa Gift Card**; and (3) recognition in the Arkansas Alumni Association's news blog and new website.
- c. The grand prize winning artwork will be printed, reproduced and distributed by the Arkansas Alumni Association and is subject to interpretation and modification. The Arkansas Alumni Association will have the exclusive right to reproduce the design.

6. ADDITIONAL TERMS AND CONDITIONS:

- a. Contest subject to all federal, state, and local laws and regulations. This contest is void where prohibited. Applicable taxes, if any, are the responsibility of the winners.
- b. Any use of alumni or licensed university marks must follow all guidelines for those marks and are subject to the approval of the appropriate departments and licensing offices. See Artwork Specifications for additional information.
- c. Entry constitutes agreement with all of the foregoing rules and terms, and also constitutes permission to use each winner's name, likeness, contest card entry, and information contained therein, artwork, statements, quotes, testimonials, photographs and name of hometown for promotional purposes, including but not limited to posting of such information and reproduction and display of the winner's card on our sponsor's web sites and in the alumni magazine. Failure to comply with the contest rules may result in the entrant's disqualification.
- d. Sponsor is not responsible for lost, damaged, late, incomplete or misdirected entries.

7. SPONSORED BY:

Arkansas Alumni Association, Inc.

ARTWORK SPECIFICATIONS

1. ACCEPTED MEDIA TYPES: Painting, Drawing, Photography or Graphic Design are acceptable.

2: MECHANICAL SPECIFICATIONS:

- a. Painting or Drawing: entries must measure at least 10 x 22 and of suitable quality as to allow photographic reproduction.
- b. Photography and graphic design:
 - (1) photographs must be submitted in at least an 8x10 print.
 - (2) graphic design entries must measure at least 1.5 inches tall for vector art or 8 inches tall for photoshop of jpeg images .
 - (3) All photographic and graphic design entries must be accompanied by a CD which includes the digital artwork and all appropriate fonts, links and images. This artwork must have a minimum resolution of 300 dpi/ppi @ 100% of print size or equivalent.
- c. Preferred programs are : Illustrator, In Design, Photoshop.
- d. Accepted File Formats: PDF, EPS, PSD, AI, JPEG, INDD

3. ADDITIONAL:

- a. Entries may be submitted matted and framed, however, drawings and paintings must be able to be removed from framing to allow for reproduction.
- b. Consult with alumni communications department before utilizing any part of the alumni logo.
- c. University marks are protected by trademark and clc licensing. For graphic standards on use of the university marks, see: <http://styleguides.uark.edu>. Additionally, the razorback and many other university marks are protected by CLC trademark licensing. All CLC rules must be followed when using any of these marks. A few items of note if using the running Razorback for the design.
 - Razorback may not be fully or partially obstructed.
 - Must contain appropriate licensing marks.
 - Must use the current Razorback running from left to right.