



## CALL FOR ENTRIES & LABEL DESIGN CREATIVE BRIEF

We're a Lubbock based brewery that is passionate about all aspects of the brewing process in order to produce the best beer...period. We consider the brewing process to be an art form. In fact, we feel so strongly about this that we adopted the tagline, "Beer is Art". Since we see a lot of similarities between both the brewing of beer and the creation of art, we want to promote the arts community in Lubbock along with our product. That's why we have created a contest where local artists and designers can submit original artwork with the possibility of this artwork being utilized in packaging for 6 beers within our lineup. We feel that this is an amazing opportunity to not only promote ourselves but all of you in the arts community as well. We hope you'll join us in the celebration of great beer by submitting your own visual interpretation of our inaugural brews.

**1. Contest Summary** - To enter Beer Is Art (the "Contest") you must complete and submit your entry by following the instructions found on the Contest Page at [twodocsbrewing.com](http://twodocsbrewing.com). In the event of a dispute, entries received online shall be deemed to be submitted by the "Authorized Account Holder" of the email address submitted at the time of entry. "Authorized Account Holder" is defined as the natural person who is assigned to an e-mail address by an internet access provider, on-line service provider, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Contest begins on **September 4, 2018 12 P.M. CT** and closes on **November 16, 2018 12 P.M. CT**. There are six (6) grand prizes consisting of \$1,000 Cash Prize plus a \$500 Gift Card to Two Docs Brewing Co. each. To be won from among all the eligible entries received during the Contest Period. No purchase necessary. Void where prohibited.

**2. Related Parties** - The contest Sponsor is Two Docs Brewing Company (hereinafter referred to as the "Contest Sponsor"). The artist or designer (hereinafter referred to as the "entrant").

**3. Entrant Eligibility** - To enter and to be eligible to win, entrant must be a legal resident of the United States of America and be twenty-one (21) years of age or older. Employees and their parents, siblings and children, and persons domiciled with an employee of any of the Contest Sponsor, their respective agents, parent, affiliated or related companies, subsidiaries, divisions, prize Sponsor, and promotional and advertising agencies and administrators, are ineligible to enter. Entrants eligibility limited to Lubbock residents (within a 100 mile radius) and entrants born in Lubbock.

**4. Art Eligibility** - All entries must be art that is previously unpublished, original art created by the entrant. Entered art must not violate any copyrights and are not subject to any third party intellectual property rights or trademarks. Submitted art must be a digital submission to [management@twodocsbrewing.com](mailto:management@twodocsbrewing.com)

accompanied with a completed submission form along with attached design at least 72 dpi, .jpg format. Submissions must be original, 2D pieces and may be executed in the following media: oil/acrylic paint, charcoal, ink, pastels, colored or graphite pencil, watercolor, photography, mixed media or digital media. If chosen as a winner, final art must follow specs on attached Template Guide. It can be accepted in these digital formats: Raster images must be in CMYK color mode at least 600dpi, while vector are must be in .eps or .ai file formats. Submissions must fall within guidelines indicated on template spec sheet with the understanding that entries not following those guidelines may be dismissed from contest.

**5. Prize** – There are six (6) prizes consisting of \$1,000 Cash Prize plus a \$500 Gift Card to Two Docs Brewing Co. each. Prize must be accepted as awarded. Contest Sponsor reserves the right to substitute the Prize in whole or in part in the event that all or any component of the Prize is unavailable.

**6. Judging** – On or after **November 16, 2018 12 P.M. CT**, Two Docs Brewing Company will conduct an internal selection process from among all eligible entries received during the Contest Period. Six winning entries, one for each label, will be chosen. Entering a visual system in multiple categories will not give an entrant special consideration. Each entry will be judged as an individual piece of artwork. Entrants are allowed multiple entries each category. It is possible for a single entrant to have multiple entries chosen if entrant submits entries into multiple categories. However, only one entry per category will be chosen. In the event that the Contest Sponsor does not deem any submitted art to fulfill the needs of one or more categories, the Contest Sponsor reserves the right to not select a winner where they see fit.

**7. Winning Entries** - If an entry is chosen, the winning pieces of artwork become the property of Two Docs Brewing Company. Winning entrant transfers reproduction rights of artwork to Contest Sponsor upon receipt of prize(s); entrant may reproduce artwork for self-promotional purposes but may not sell reproductions or merchandise or transfer copyrights to another party. Winning entries will be used in the winning category's packaging and branding, as well as in the Contest Sponsor merchandising, promotion, marketing and other future collateral without further reimbursement to the entrants. Winning entrants will receive recognition on the Contest Sponsor's social media and where the art is utilized.

8. By entering this Contest the entrants automatically agree to accept and abide by these Rules. All decisions of the Contest Sponsor with respect to any aspect of this Contest, including without limitation the eligibility of entries, are final and binding on all entrants in all matters as they relate to this Contest.

9. Contest is subject to all applicable federal, state and municipal laws and regulations. By entering this Contest, each entrant consents to the collection, use and distribution of his or her personal information (information that identifies an entrant as an individual, such as home telephone number, age and home address) by the Contest Sponsor for the purposes of implementing, administering and fulfilling this Contest. Contest Sponsor will not sell or transmit this information to third parties except for the purposes of administering this Contest. Any inquiry concerning the personal information held by the Contest Sponsor should be addressed to Two Docs Brewing Company at **management@twodocsbrewing.com**

10. In the event of any discrepancy or inconsistency between the terms and conditions of the Contest Rules and disclosures or other statements contained in any Contest related materials, including but not limited to the Contest online entry form, or point of sale, television, print or online advertising, the terms and conditions of the Contest Rules shall prevail, govern and control.

11. All intellectual property, including but not limited to trade-marks, trade-names, logos, designs, promotional materials, web pages, source codes, drawings, illustrations, slogans and representations are owned by the Contest Sponsor and or their affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.

## **LABEL DESIGN CREATIVE BRIEF**

### **PROJECT BACKGROUND**

**Project Description:**

This is a competition where entrants and graphic designers can submit their work to be considered as label art for the six beers in the Two Docs permanent lineup.

**Brand:**

Two Docs wants to position themselves as not only a promoter of the craft beer culture, but of the arts community as well.

**Objective:**

Chosen designs will be showcased on beer labels, pull handles and other applications to be determined.

### **TARGET DEMOGRAPHICS**

**Target Audience:**

Although Two Docs wishes to be accessible to everyone of legal age, the primary demo is thought to be the millennial market (males & females 21-39).

**What Do We Want Them To Think:**

Two Docs is an integral part of the arts culture within Lubbock.

**Action:**

We want the public to think that when they drink a Two Docs beer they are not only enjoying a quality craft brew, but are also supporting the Lubbock arts community.

### **PROJECT MESSAGES**

**Buddy Hoppy IPA:**

7% alcohol, 85 IBU

This is a bold "rock-star" beer with a hop profile that is not for the faint of heart. We feel that this IPA is brewed with the same pioneering spirit that Buddy Holly brought to Rock & Roll and music in general. This is for craft brew followers with a mature palette that are not afraid to take chances.

**Chilton Gose:**

4.2% alcohol, 10 IBU

With a nice salt & lemon balance of flavors, this beer touts low alcohol content and is easy, refreshing, and crisp - perfect for anyone that thinks they don't like beer. If there is a beer in the lineup that would benefit from a treatment that plays to the female demo – this is it.

**Lubbock Light:**

4.5% alcohol, 17 IBU

This is a quality craft lager accessible to anyone who enjoys the macro brews that have been a part of American culture for decades. In short it's a craft beer for beer drinkers that don't think they like craft beer. This beer is great when playing golf or just hanging out poolside. If you like Michelob Ultra or Miller Lite, you can still have that clean flavor and support local brewing at the same time.

**Two Docs Bock:**

5% alcohol, 22 IBU

This style of craft brew has been very popular in Texas culture for years and is our West Texas version of a dark German lager. It's smooth, rich and great with spicy food such as Tex-Mex and Bar-B-Q. This beer appeals to people that have been around craft beers for a while and prefer a nice malty flavor.

**Prairie Dog Porter:**

6% alcohol, 35 IBU

Similar to a stout, this is our salute to the original inhabitants of the South Plains. This beer has low bitterness and is characterized as having a rich, roasty and caramelly flavor. If you need to something to snuggle up to when the temperature drops, this brew, much like Lubbock's mascot, will have you feeling all warm and fuzzy.

**Red Dirt Red Ale:**

6.5% alcohol, 55 IBU

This brew pays homage to the distinctive music that originated from this area. It's bold, sexy and provocative with a nice balance between malt and hops just like Red Dirt music balances the edge of rock with the authenticity of country music. Generally preferred by people with a bit of craft beer experience under their belt, it's the redhead that will likely get you two-steppin'.

## **PROJECT SPECIFICS**

**Direction:**

The look and feel of the work should be representative of the Lubbock art culture and community. It should also be able to work successfully and in tandem with the craft beer environment, culture and current market.

**Mandatory Items:**

The Two Docs logo band positioned on the upper rim will create a cohesive look for the eclectic art that we are anticipating.

**Deliverables:**

Adaptable design that will not only fit into can and bottle parameters, but other applications as well: keg wraps, draft pull handles, promotional posters, etc. Entries will be 23.5" x 38" with .5" bleed.

***Refer to Template Guide for further details.***