

SHOW OFF YOUR CREATIVITY

IRC T-Shirt Design Contest



CONTEST GUIDELINES

Introduction

Calling all creative “soles”. Iowa Running Company is looking to let your inspiration *run* free and put a creative spin on the next greatest IRC tee. Submit your design to us and compete for more than just bragging rights. The contest will run from April 20th – May 10th. Enter now and/or pass along to any other talented designers.

Prizes

Winner

The grand prize winner will receive: (1) a pair of shoes from Iowa Running Company equal to or lesser than \$150. (2) a t-shirt with your winning design.

First Runner-Up

The first runner-up will receive: (1) \$25.00 gift card to Iowa Running Company. (2) a t-shirt with the winning design.

Second Runner-Up

The second runner-up will receive: (1) \$15.00 gift card to Iowa Running Company. (2) a t-shirt with the winning design

Design Overview and Guidelines

Important Dates

Submit your design(s)	April 20 th – May 10 th , 2020
Last day to submit a design	May 10 th , 2020
Internal voting for top three designs	May 12 th , 2020
Public voting	Week of May 17th
Winning design t-shirt available to purchase	June 1st

Create

- You are the designer. Let your imagination run wild.
- Your artwork can be created using whatever method you wish as long as it can be saved on a computer in high resolution
- If you draw your design digitally, please make sure it's saved in high resolution
- If your design is drawn by hand, please do not send a photograph of it
- Parameters of the design should fall within 12"x 12"
- A maximum of four colors
- Please note that design will be used for front of t-shirt only

Logo Usage Guidelines

- Please note: submissions DO NOT have to include a logo, it is just one of the many elements you can use in your design. If you choose to create a design with the Iowa Running Company logo, please see examples on how the logo can be used.



Checklist for a great submission

- Originality and a clear concept
- Strong execution
- No vulgarity
- Relevant and timely representation of Iowa Running Company
- Correct navigation of the copyright/trademark issues
- Correctly submitted design in high resolution.

Promote

If your design is accepted for voting, promote it! Use social media to generate visibility and interest for your creation. Invite your friends, family, and community to vote and create buzz around your design.

Notifications

The last day to submit a design is May 10th, 2020. Notifications will be sent to those who are selected to move on to the voting round. Winners will be announced the week of May 24th. Iowa Running Company reserves the right to change, modify, alter, and reject design submissions that do not comply with the official guidelines.

The fine print (in normal size print)

By submitting an entry, the artist consents that it is his/her own original work and that he/she has all necessary rights and permissions to use included elements. The t-shirt contest team reserves the right to make adjustments and alterations to the winning entry to ensure that the reproduction of the image is of best quality. The winning artist releases to Iowa Running Company the exclusive right to artwork to be used for promotional material. The winner(s) will be rewarded with a shirt featuring the winning design. No submissions will be returned.

A Brief Summary of Copyright/Trademark

The information in the guidelines is meant to help you in your creative process with respect to legal hurdles, but be advised that Iowa Running Company, Inc is not providing legal advice and nothing within this document should be taken as such. If you have questions regarding any legal issues, please consult with an attorney.