T-Shirt Contest Rules and Guidelines

Design will appear on the 2016 *Walk to End Lupus Now™* T-shirt

**Design Guidelines:**

- Your design should be inspired by and the mission of Lupus Foundation of America and *Walk to End Lupus Now™*.

- Your design can be on the front of the shirt only, and must have *Walk to End Lupus Now* logo visible on the front of the design. Do not alter, redesign, redraw, modify, distort or alter the proportion of the Walk logo in any way. Do not place a pattern or design on the logo. Do not rotate or render the marks three-dimensionally. Do not replace the approved typeface in the logo with any other typeface.

- You may submit up to two designs, but they must be submitted as separate entries.

- Your design must be wholly original. By submitting a design you are guaranteeing that you hold rights to everything in it, and that it does not contain any copyrighted material, including images/copy found on the internet, unless clearly marked as published under a creative commons (cc) license.

- Designs will be judged on the following criteria:
  - Concept/originality
  - Captures spirit of the *Walk to End Lupus Now* and mission of the Foundation
  - Striking and memorable design
  - Visibility – eye-catching and visible from a reasonable distance
  - Completeness of design – must be ready for print
  - Feasibility/must be easy to reproduce
Design Specifications:

- Design submission should be saved to 300 dpi to produce a quality output. Acceptable files are high resolution JPGs, TIFFs, AI and EPS files.

- If you win, you will be required to provide the original design in a high res format that is compatible with Photoshop, Illustrator or another professional design program.

- The design should **not** include butterflies or the purple ribbon. While we understand that these symbols are representative of the lupus community, they are not consistent with the Foundation’s brand.

- You may incorporate the “question mark” featured in the Foundation and Walk logo as part of your design.

- The creative and design theme for *Walk to End Lupus Now* is “Discover Your Power” which is featured in all walk collateral. It is not required that the words “Discover Your Power” are on the t-shirt, but we encourage you to relate the design back to this theme. You can find examples of other materials on the *Walk to End Lupus Now* website.

- The *Walk to End Lupus Now* colors are purple (PMS 259 C) and green (PMS 376 C). Your design should contain a maximum of two (2) colors and incorporate the *Walk to End Lupus Now* colors including white, black, and grey (PMS Cool Grey 10) as appropriate.

- The design should be on the front of the shirt and should be contained within a 14 by 17 area.

- The color of the shirt will be purple so this should be a consideration for the design.

Submission Guidelines and Agreement:

- All entries should be submitted to shirtcontest@lupus.org with a completed registration form.

- 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.

- The Lupus Foundation of America will have first printing rights to the winning design. By submitting you agree that if your design wins, it can be used by the Lupus Foundation of America on a t-shirt and other promotional items, including the Foundation and *Walk to End Lupus Now* website and marketing and public relations materials. The winner and image of the design will be recognized in our e-newsletter and on social media.
• Contest begins on Monday, September 28, 2015

• You must submit your design by midnight ET, Monday, October 26, 2015

• Entries will be judged by a panel of Lupus Foundation of America staff, selecting two finalists.

• Voting begins on 9:00 AM EST on Monday, November 2, 2015. Finalists’ designs will be posted on the Lupus Foundation of America Facebook and Instagram page, utilizing likes as a voting mechanism.

• Voting closes at 9:00 AM EST on Thursday, November 5, 2015

• The winner will be notified by email at the close of the voting period, via the information provided on the entry form.

• Please note that the Foundation reserves the right to make adjustments to the winning design.

• At the sole discretion of the Lupus Foundation of America, disqualification, forfeiture and the selection of an alternate winner may result from any of the following:
  o winner’s failure to respond to notification within seven (7) business days after its transmission;
  o the return of an email notification as undeliverable after three (3) attempts;
  o winner’s failure to provide original design files;
  o winner’s failure to execute and return a release form.

Upon contacting a winner and determining that they have met all eligibility requirements of the contest, such individual will be declared the “winner” of the contest via social post and the e-newsletter.

• Lupus Foundation of America and Chapter staff members are not eligible to enter.

By submitting you are agreeing to all contest rules. If you have any questions, please email tshirtcontest@lupus.org.