



Nipomo Branding: Arts and Business Coalition “ABC”

VISION: *Share the vision: Art, Commerce and Cultures the Essence of Nipomo*

MISSION: Bolster community pride and local commerce in the Nipomo area by highlighting the arts and providing destination attractions for visitors and residents in the Nipomo area.

Old Town Nipomo Commission, Nipomo Chamber, Nipomo Art Commission & Arts and Business Coalition.

Nipomo Arts and Business Coalition Logo Branding

The Arts and Business Coalition (ABC) is conducting a bi-annual logo design contest. The winning logo design will be used to help brand Nipomo throughout 2018-2019. We are seeking a high quality, distinctive logo to brand the Nipomo Arts and Business Coalition “ABC”.

Artists are encouraged to submit creative entries that capture the essence of Nipomo's past, present, and/or future. The winning entry will be used on posters for businesses, stickers, apparel, social media websites and a variety of publications. This is a cooperative effort supported by the Nipomo Chamber of Commerce, Nipomo Old Town Commission and Nipomo Art Commission. Funds collected from this event will support the contest and the related promotional materials.

The contest is open to any individuals of any age. Entries will be judged by a team of representatives from local businesses, residents and ABC members. The team will select top designs and any winning themes/ideas that may be used as the official "We Support Nipomo" logo promoting support for the arts.

There will be 1st, and 2nd place awards for entrants under 18 years of age and 1st and 2nd place awards for entrants 18 and older. All submitted designs and source images must be the original work of the person submitting the application. No third-party artwork or images, including clipart or copyrighted graphics, may be used. No group projects are allowed. Artwork that has been previously published or exhibited is not permitted. Artists may submit up to two entries, with a separate entry form and fees for each entry.

By submitting an entry, the artist agrees that Arts and Business Coalition (under the guidance of the Nipomo Chamber of Commerce, Nipomo Old Town Commission and Nipomo Art Commission) becomes the rightful owner of the image and any likeness of the image, and it may alter, reproduce and publish the image at its discretion, including, but not limited to: their website, printed materials digital products, and displaying the submissions at Nipomo events. Arts and Business Coalition and its affiliates are not liable for any copyright infringement on the part of the entrant and will not become involved in copyright disputes.

The judging team may elect to retain the existing logo, but if a final logo idea/theme is chosen and adopted by the Arts and Business Coalition, the winner/s along with their created logo will be featured in a future press release and local business displays. The winning artist will also be recognized at a subsequent Nipomo Chamber of Commerce, Nipomo Old Town Commission and Nipomo Art Commission meetings and will be presented with a large-format poster.

Entries will be judged on their creativity and their effectiveness in capturing the essence of Nipomo. Designs MUST incorporate the sentence "Nipomo Art Fun" Judging decisions are final and may not be appealed. ABC reserves the right to extend deadlines associated with this contest to ensure a sufficient number of entries are received.

Designs must support various formats including: publication, signage, website, promotional items, and other printed material. It must also reproduce well in various sizes and when printed in black and white. The design is limited to five colors or less.

Electronic entries must be submitted in PDF format: - 300 dpi, - CMYK - 11x17. Submissions with incomplete information may disqualify the entry. The deadline for entries is Friday, September 29, 2017. Entries received after the deadline will not be accepted.

For more information: ArtsBusinessCoalition.com, or email us at NipomoBrand@artsbusinesscoalition.com.

Contest Entry Form, Rules and Submission Requirements:

SAVE THIS FORM TO YOUR COMPUTER, COMPLETE IT, AND SUBMIT IT ALONG WITH YOUR ENTRY AS INSTRUCTED BELOW.

FEES:

Under 18 years of age, proof of age and guardian signature

- 1st entry, \$20

- Additional entry \$15

18 years of age and above NOTE: **1st entry, \$65** - reduced entry fee with proof with application

- Nipomo Chamber of Commerce Member: **\$30** (proof of membership)

- Sponsored by a Nipomo Chamber of Commerce Member: **\$35** (proof of membership)

- Active Nipomo Arts and Business Coalition member: **\$30** (proof of membership)

- Active Nipomo Arts Commission member: **\$30** (proof of membership)

- Active board member of Nipomo Old Town Commission : **\$30** (proof of membership)

- Additional entry \$20

Submit contest artwork using electronic file format: **PDF - 300 dpi, - CMYK - 11x17** along with this completed entry form by e-mail with the words: "Nipomo Logo Contest" in the subject line to:

NipomoBrand@artsbusinesscoalition.com.

Contestant Name: _____

Address: _____

Phone Number: _____ E-mail address: _____

Nipomo Chamber Member Sponsor Name: _____ (if applicable)

Age if under 18: _____ Parent or Guardian Name: _____

Would you be interested in designing or assisting in painting utility boxes in Nipomo? Yes or No (circle one)

Signature: _____

Name of Entry: _____

Please choose a name for your entry. This name needs to coincide with the file name of submission.

Deadline for submission(s) is Day, Sept 29th, 2017

By participating in the contest, finalists and winners release and agree to hold harmless the town of Nipomo, County of San Luis Obispo, the Nipomo Publics Arts Committee, the Nipomo Chamber of Commerce, Nipomo Old Town Commission and Nipomo Art Commission, their affiliates, subsidiaries, advertising and promotion agencies, sponsors, and prize suppliers, and all their respective directors, officers, employees, representatives and agents, from and against any and all liability for any loss, property damage, or damage to person, including without limitation, death and injury, due in whole or in part, directly or indirectly, from or arising out of participation in the contest, or participation in any contest related activity, or the receipt, use or misuse of any prize(s).

PRIZES:

Winners under 18 years of age:

1st, Cash Prize of TBD (to be determined)

2nd Cash Prize of TBD

3rd Ribbon with Public Recognition

Winners 18 years of age and above:

1st, Cash Prize of TBD

2nd Cash Prize of TBD

Both 1st place winners will be displayed, printed for branding purposes.



SPONSORS: Businesses can include their logo to showcase their support of the arts (price to be determined).

DISTRIBUTION MATERIALS: Posters, bumper stickers, apparel, web site, and event promotions.