



2012 Irish Fair of Minnesota EVENT POSTER DESIGN Competition

Irish Fair of Minnesota, nonprofit 501(c)3, is hosting a poster design contest to celebrate our annual festival in August. The winning designer will receive a \$500 cash prize and their design will be used as our main print and online theme.

GUIDELINES

Winning posters will be chosen based on how well they visually invite people to the event and highlight the activities at the festival. Submissions should show an understanding of the Irish culture and heritage, have a keen eye for design, be graphically attractive and use a dynamic message.

The winning poster will be displayed in pubs, coffee shops, libraries, on the internet and in other public settings, so please consider this when designing your poster.

Deadline: All entries must be received by 3pm, February 17th, 2012. Entries to be postmarked no later than February 10, 2012 and all hand delivered entries must schedule a time to drop off entry with Sarah VanSickle.

IMPORTANT: Each entry must include the artist's full name, address, phone number, valid e-mail address on the back of each poster.

Artwork: Final (winning) production art needs to be delivered electronically in an approved format (EPS file) and have at least 300 dpi resolution at full size. Posters should be 18" x 24" (trim size) with ¼ inch of bleed. NOTE: Initial design submissions are to be submitted in hard copy format (printed proof), not as digital electronic files.

The poster must include:

- The words **2012 Irish Fair**
- **FREE ADMISSION**
- **Irish Fair logo** - located at: http://www.irishfair.com/content/images/if_logo_new.jpg, the logo must appear in full. Judging points may be deducted if logos are altered. You may eliminate the white background of the logo.
- Event dates: **August 10-12, 2012**
- Location: **Harriet Island, St. Paul, MN**
- web site address, www.irishfair.com
- **Facebook, Twitter, Four Square and YouTube icons**
- Phone Number: **(952) 474-7411**

- Each poster must allow enough space to **highlight this year's headliners and activities**. For your design, you may use the headliner and activity information from last year's poster "as position art," as this year's headliners and activities are currently being arranged. ([2011 poster](#))

You must also include:

- A signed 2012 Event Poster Design Competition Entry and Release form (see attached).

Some dos and don'ts:

1. Designer must be at least 16 years old.
2. All artwork must be your own original concept. Do not submit collages or posters that mimic ad campaigns (e.g. MasterCard "priceless" commercial) or use images of entertainers, celebrities, models or others that would require permission to use their image.
3. Submit your entry as a printed proof, and do not include a disk with files. Electronic production files **WILL BE** collected from the final grand prize winner.
4. All art must be able to be reproduced in a two-dimensional medium. Do not include three-dimensional elements that cannot be reproduced in large quantities.
5. Do not mount, frame or laminate your printed entry proof.
6. Entries must be appropriate for promotional/marketing purposes. Entries deemed vulgar or offensive will be disqualified.
7. Send only hard copy proofs that are printed out at full size (18" by 24")
8. Original artwork or submissions will not be returned.
9. Artists may submit multiple posters. If submitting multiple entries, please send them all in one envelope or package, but please include your contact information on the back of each design option you submit.
10. Hand delivered submissions will be accepted until 3pm on February 17, 2012. If you would like to hand deliver your submission please call our office (952-474-7411) to arrange a time as we do not have regular office hours this time of year.

Artwork must be original and not copied from any other published sources, including books or magazines. No copyrighted, animated, or team-created work will be accepted. Entries containing copyrighted materials will be disqualified. All decisions made by The Irish Fair of Minnesota judges are final and may not be disputed.

Copyrighted Images/Subjects: Original signed release forms are required for copyrighted images or materials. Release forms are also needed for "subjects," whether public or private citizens. Release forms are not provided by The Irish Fair of Minnesota. (see Frequently Asked Questions for more info on this)

PRIZE

- \$500 cash prize paid to one grand prize winner. No cash awards or other compensation will be paid to other entrants.

Mail submissions to: (*postmarked by Feb. 10, 2012*)

Irish Fair of Minnesota/Poster Design

Attn: Sarah VanSickle

836 Prior Ave North

St. Paul, MN 55104

One poster will be selected as the **winner** to serve as the official 2012 Irish Fair of Minnesota event poster. *The grand prize winner will be announced on February 25, 2012.* The winner's design will be printed and distributed in time for St. Patrick's Day celebrations.

- *Irish Fair of Minnesota reserves the right to alter the final poster design or to reject all submissions for the final poster design if necessary.*
- *All submissions become the property of Irish Fair of Minnesota and may be used for commercial purposes. No entries will be returned, so please keep all your files.*

Restrictions/Conditions: All taxes, including but not limited to federal, state and local taxes.

General Conditions: Irish Fair of Minnesota is not responsible for lost, late, incomplete, stolen, inaccurate, misdirected or undelivered Entry Materials; or errors or problems of any kind whether human, printing, typographical, mechanical or otherwise relating to or in connection with this Competition, including, without limitation, errors or problems which may occur in connection with the administration of the Competition, the processing or judging of Entry Materials, the announcement of the prizes or in any Competition-related materials.

Persons who tamper with or abuse any aspect of the Competition, as solely determined by Irish Fair of Minnesota, will be disqualified and all associated entries will be void. Should any portion of the Competition be, in Irish Fair of Minnesota's sole opinion, compromised by non-authorized human intervention or other causes which, in the sole opinion of the Irish Fair of Minnesota, corrupt or impair the administration, security, fairness or proper play, or submission of entries or Entry Materials, Irish Fair of Minnesota reserves the right at its sole discretion to suspend, modify or terminate the Competition (or any portion thereof) and, at its discretion, determine the winners from all eligible, non-suspect Entry Materials received prior to action taken using the judging procedures specified herein.

The winner, by acceptance of prize, except where legally prohibited, grants permission for Irish Fair of Minnesota and its designees to use his/her name, address (city and state), photograph, voice, performance and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide, and on the Internet and world wide web, in perpetuity, without notice or review or approval. The winner will be responsible for paying all appropriate State and Federal taxes associated with their prize.

We look forward to your creative designs!

Questions should be directed to Sarah VanSickle at (952) 474-7411 or executivedirector@irishfair.com.



2012 EVENT POSTER DESIGN Competition

Entry & Release Form

By signing this Entry & Release form, I acknowledge that I have read and understood the official rules and regulations for Irish Fair of Minnesota's 2012 Event Poster Design Competition and agree to abide by them. I represent that the attached work qualifies for submission to this Competition. I hereby irrevocably give my consent to Irish Fair of Minnesota of Minnesota, and to those it may authorize, to photograph, film, and/or videotape me and/or my artwork, and to quote and record statements made by me and to use to reproduce, publicly display, distribute, sell, and/or create derivative works from my image, images of my artwork, and statements made by me (with or without my name) and to identify me by name and/or with school and employment information, in all forms of media now known or later developed, including, without limitation, on the Internet, for any editorial, promotional, advertising, trade, commercial, or other purpose whatsoever, in perpetuity throughout the world.

I understand that Irish Fair of Minnesota and those it may authorize shall not be responsible for unauthorized duplications/use by third parties on the Internet or otherwise. I hereby release Irish Fair of Minnesota, those it has authorized, and their respective successors and assignees, from any and all claims and/or damages that may arise regarding the use, reproduction, display, distribution, and/or sale of my image or images of my artwork, or statements made by me as consented to herein, including any claims of defamation, invasion of privacy or infringement of moral rights, rights of publicity, or copyright.

By signing this form, I certify that any work submitted is original and mine alone and that I have the right to grant the permissions herein granted. I have read and understood this form.
Submit this form with your hard copy of the design/poster prior to **February 17, 2012** to:

Irish Fair of Minnesota/Poster Design
Attn: Sarah Van Sickle
836 Prior Ave North
St. Paul, MN 55104

Printed Name

Date

Signature

Phone #: _____

Email: _____