

## Biddeford WinterFest Mascot Design Contest 2022

2022 brings another exciting weekend of snow-related cabin-fever busting fun (including indoor events to keep you warm!). Initiated by Mayor Casavant, this is a community-created event celebrating its 10th year, with something for everyone during one great weekend!

You are invited to dream up a mascot that inspires and connects us to the pride and spirit of Biddeford Winterfest. Inspired by festivals like Montreal Festival, create your character that expresses WinterFest themes such as:

- cabin-fever busting
- love for community, especially where everyone pitching in to make things fun for kids
- love of snow and winter
- braving the elements
- a celebration of Biddeford's heritage and current residents

For more information <https://biddefordwinterfest.org/>

Engine in downtown Biddeford will support applicants with design resources and workshops open to the public during the month of January.

### **Contest Details**

The objective of the Mascot Design Contest (the "Contest") is to submit a design concept including a sketch or rendering and a description of its character and how it reflects and fosters Biddeford WinterFest ("BWF") spirit and pride.

### **Official Contest Rules and Procedures**

The Contest is sponsored by BWF. BWF invites eligible entrants to one (1) mascot design concept for Biddeford WinterFest. Entrants are given the opportunity to submit a design concept, including a sketch or rendering, and description ("Entry"). Entries will be judged by the BWF Committee (the "Judge") One person will determine the top three (3) finalists, and then the three (3) finalists will be voted on by the public as described below.

## **1. Eligibility**

The Contest is open only to youth - Entrants younger than 18 also need parent/guardian consent).

## **2. Submission Guidelines**

- Design concept and written description can be submitted at URL
- Submissions are due no later than January 28th, 2021, 11:59PM Eastern Standard Time (EST).
- Entries must follow the Visual Design Concept, Written Description and additional requirements, as shown below.
- Entrants may submit one (1) submission.
- Each Entry should include the following:
  - Visual Design Concept in the form of a graphic, sketch or rendering; and
  - Written description of the Visual Design Concept's value to inspires and foster BWF's spirit and pride.

## **3. Visual Design Concept**

- Graphic, sketch or rendering submitted in any of the following formats: PDF, GIF, PNG or Jpeg up to 5MB.
- Mascot design concept should include the full character; the Visual Design Concept should not be cut off or out of frame.
- Mascot design concept should have the ability to maintain its legibility when being manipulated to fit very large (billboard) and very small (business cards) spaces.

## **4. Written Description**

A short (200 words or less) explanation of the mascot's story; the mascot's purpose and/or values, how the mascot inspires and fosters Biddeford spirit and pride, and why the concept should be chosen to represent the WinterFest.

## **5. Additional Requirements**

- Entrants may NOT post their submissions on public sharing platforms, such as, DeviantArt, Tumblr, Facebook, Instagram, etc., until an official winner has been announced. Violators will be disqualified from the Contest.
- All entrants must submit original creative work.
- Modifying, enhancing or altering a third party's preexisting work does not qualify as the entrant's original creation, and will result in disqualification.

- Submissions may not include existing brand names, logos or trademarks.
- Submissions must not include likeness of celebrities or other public figures.

## **6. Judge**

- The Judge will judge eligible submissions, and the Judge may be assisted by a fact-finding committee.
- The Judge will select the top three (3) submissions.
- The Judge is entitled to review each entrant's Contest eligibility. If an entrant is disqualified from the Contest in accordance with these rules or if an entrant has made any false statements in the submission, then the Judge has the right to cancel the entrant's participation at any stage of the Contest.

## **7. Contest Schedule**

The Contest begins on Friday December 10th, 2021 and submissions can be entered through January 28th, 2022.

Round 1 – The Judge selects the top three (3) submissions. The top three finalists will be notified and announced on February 1, 2022.

Round 2 – The public will be able to vote for their favorite Entry during WinterFest.

BWF will announce the winner on Monday February 7th, 2022.

## **8. Contest Prize**

Winning entries will be eligible for following prizes:

- First Prize: \$250
- Second Prize: \$125
- Third Prize: \$75

## **9. General Rules**

By entering this Contest, each entrant ("I"), as well as the entrant's parent(s) and/or guardian(s) if the entrant is under the age of eighteen (18), agrees to the following:

- I read the Rules and shall fully comply.
- I wish to submit my Entry for the Contest.

- My Entry fully complies with the Rules and meets the requirements and guidelines stated in the Rules.
- I am the sole creator and author of my Entry.
- My Entry is a completely original work of my own and has not been copied, modified, or derived from any other source.
- My Entry is not obscene or libelous and is not a knowing violation of the rights of others.
- My Entry does not violate or infringe upon the rights of any third party, including but not limited to rights of publicity and/or intellectual property rights such as trademarks and/or copyrights.
- If my Entry is selected as the winning Entry (for the applicable BWF school), then I hereby assign and transfer all of my right, title, and interest in and to the Entry to BWF, including but not limited to any and all accrued causes of action and goodwill therein (the "Assignment").
- I waive all moral rights and rights of attribution in and to the Entry.
- As the owner of the Entry, I understand and agree that BWF may use, publish, modify, change, or display my Entry in any way it sees fit and in any medium it chooses throughout the world.
- I understand and agree that, as the owner of the Entry, BWF may register my
- Entry for trademark, service mark, or copyright purposes, and/or transfer it to a third party.
- I agree to complete, sign, and execute any other documents reasonably requested by BWF in furtherance of the Contest, Rules, and/or Assignment at no cost to BWF.
- I grant BWF the irrevocable right to use my personal identifying information, including but not limited to my name, likeness, signature, persona, stage name, picture, sound, and/or photograph, throughout the world for promotional purposes in connection with the Assignment, Contest and my Entry, including but not limited to for advertising, promotion, merchandise, publications, books, pictures, photos, video recordings, audio recordings, digital images, statements, and/or any other form of media.
- I understand that I will not receive any money, payment, royalties, or compensation of any kind from BWF for my agreement to these Rules, the Assignment, my Entry, and/or for all the rights to the Entry unless my Entry is selected as the winning Entry as detailed herein. If my Entry is selected as the winning Entry, I understand that I will be eligible to receive the Contest prize listed above.
- I agree that being considered to win one of the Contest prizes is sufficient consideration for my compliance with the Rules, entering this Contest, the Assignment, and my agreement to all of the terms herein. If my Entry is selected as the winning Entry, then I agree that my receipt of the Contest prize is sufficient consideration for Assignment of my Entry to BWF and for my execution of

additional documents reasonably required by BWF for my assignment of my Entry to BWF for BWF's use of my Entry as described in these Rules.

- I understand that the Contest may be terminated by BWF at its sole and complete discretion.
- I understand that my Entry may be disqualified by BWF pursuant to the Rules. There are no agreements that might conflict with this Contest, the Assignment, and/or the Rules. I have the right and authority to enter this Contest, agree to the Rules, and execute the Assignment.
- I agree to defend, indemnify, and hold BWF harmless against any claim, demand, fine, penalty, judgment, loss, expense, or liability that may be made against or incurred by BWF by reason of the failure and/or falsity of any of the representations and warranties made by me upon my submission of my Entry, including, but not limited to, all costs, expenses, and legal fees (including but not limited to attorneys' fees and costs).
- I understand and agree that this Agreement shall be binding on my successors, heirs, assigns, and representatives, including but not limited to my parent(s) and legal guardian(s) if I am under the age of eighteen.
- I understand and agree that BWF may assign any of the rights granted to it in this Contest at its sole and complete discretion.

#### **10. Questions and Additional Information:**

For questions or additional information regarding the Contest, please contact coordinating partner, Engine at [arts@feedtheengine.org](mailto:arts@feedtheengine.org).