

Logo Contest Official Rules

Introduction

This document describes the official rules (“Official Rules”) of the Shop Local Kershaw County Logo Design Contest. The object of this contest is to design a logo for a Shop Local campaign to be used throughout Kershaw County, including the shopping areas within Bethune, Camden, Lugoff and Elgin. Information on how to enter and about the prize is part of these Official Rules. To the extent of any inconsistency, these Official Rules prevail.

Definitions

“Entry” means a logo design created by the Entrant for this Contest.

“Entrant” means the individual or entity that offers the Entry under the terms of this Contest.

Eligibility

1. The Contest is open to **any** individuals, groups, organizations, businesses, educational institutions, etc. including but not limited to Kershaw County Chamber members and non-members (with the exception of individuals listed in #2 below).
2. Members of the Shop Local Kershaw County Logo selection committee, their spouses or children, are not eligible to enter the Contest.
3. Entrants must be of sufficient legal age and standing, or be represented by a parent or legal guardian, to enter into a contract as required below.

How to Enter

1. Initial Entries must be submitted by email to shoplocalkc@gmail.com. Entries can be originally created on computer or on paper, but all Entries must be submitted in one of the computer formats listed below. The email must include the name, age, postal address, phone number and email address of the Entrant.
2. No more than one (1) Entry may be submitted by any one Entrant.
3. Entries must conform to the Submission Guidelines set out below. Entries which fail to do so will be denied.
4. The deadline for Entries is 5:00 PM EDT on Friday, August 17, 2018.
5. There is no fee to enter the Contest.

Submission Guidelines

The purpose of the contest is to design a logo for a “Shop Local” campaign to be used throughout Kershaw County, including the shopping areas within Bethune, Camden, Lugoff and Elgin. A design representative of what sets Kershaw County apart from nearby shopping destinations is preferred. The logo will be used online, in print, and on merchandise. Flexibility is a key requirement, including the need to resize easily. Colorful and creative designs that express the character of Kershaw County are encouraged. A black and white version must also be provided for any color logo submitted. The

final version of the logo will need to be suitable for high quality printing. The design may also be reduced to use as a Favicon.

The logo may contain words such as “shop”, “dine”, “eat”, “look”, “choose”, “love”, “first”, etc. The logo should allow the respective shopping areas of Bethune, Camden, Lugoff and Elgin the flexibility to adopt the logo as their own, in addition to the Kershaw County-wide campaign.

Designs must be submitted in any of the following formats: .jpg, .tiff, or .pdf (if a hard-copy design sketch is submitted, it must be scanned or otherwise rendered into one of the above computer formats and submitted). Images can be larger than, but must be no smaller than, three inches by three inches (3” x 3”).

Entrants should take care to ensure that their Entries are not in any way similar to existing logos or other copyrighted images. Any Entry that does not meet the above criteria will be disqualified.

To recap, each Entry will consist of the basic logo attached to the Entry e-mail containing the Entrant’s contact information and a brief, two-sentence statement about the design. Entries must be received by 5:00 PM EDT on Friday, August 17, 2018.

Judging and Selection of Winner

1. A volunteer selection committee will view all Entries and agree upon a number of qualified finalists, as defined by the criteria above. Entries will be reviewed and selected blindly, with members of the selection committee having no knowledge of each Entrant’s name or identity. Selected finalists will then be voted upon by the Kershaw County community to select a winner.
2. Selection of finalists will be completed by September 1, 2018. Community voting will take place online from September 1 – 21, 2018. Each member of the community will be allowed one vote, as determined by email address. The winning Entry will be announced on or around October 1, 2018.
3. The selection committee reserves the right not to select any of the Entries for community vote if, in its discretion, no suitable Entries are received.
4. In the event a community vote leads to two Entries receiving the same number of votes, the selection committee will decide the winning Entry. The committee’s decision will be final.
5. The winner will be required to sign a contract relinquishing all ownership of the logo.
6. Accepting the prize constitutes permission to make public and otherwise use winner’s name, and town or unincorporated area of residence for publicity purposes. Further personal data may be requested but is not required.
7. By entering, the winning Entrant agrees that their name and photograph may be used for publicity and promotional purposes without further remuneration.
8. The timetable set for the announcement of a winner will be flexible due to the need to confirm that the winning Entry meets all submission guidelines and legal requirements, as listed in these official rules.

Prizes

Subject to legal requirements outlined in these official rules, the winning design will be announced publicly on or around October 1, 2018. Every effort will be made to inform the winner prior to the public announcement.

The winning designer will receive:

1. A \$500 cash prize.
2. A commemorative award with the winning design engraved upon it.
3. The right to use the basic logo and identify him/herself as the logo designer.

Intellectual Property

1. All submitted work must be original and not based on any pre-existing design.
2. All Entries will become the sole property of the Shop Local campaign organized by the Kershaw County Chamber of Commerce, and its related entities, and may be displayed publicly on their respective web sites.
3. The winning Entry may be registered as a trademark and the Entrant agrees to relinquish all right and title to the Entry in accordance with the Official Rules of this Contest.

Acceptance

Participation constitutes the Entrant's full and unconditional agreement to and acceptance of these Official Rules. By participating in the Contest, the Entrant is representing and warranting that he/she has read and understood, and agrees to be bound by, these rules. Including the guides and rules referred to herein, these Official Rules constitute the entire agreement in relation to the Contest. They govern the Entrant's participation and supersede any prior or other agreements relating to the Contest.

Legalities:

No purchase necessary.

There will be only one prize for this contest.

The prize winner is only entitled to the prize, and must sign and deliver a release waiving any rights to further compensation prior to delivery of the prize to the winner. All other Entries and Entrants are not entitled to any compensation whatsoever.

Winners may accept only the prize as stated in contest rules. No other substitutions allowed. Failure to comply with this provision will result in forfeiture of the prize by the winner.

In order to claim the prize, the winning Entrant must sign a release form. By claiming the prize and signing the release form, the winner releases the Kershaw County Chamber of Commerce, its Board and staff, from any and all claims, liabilities, and damages arising directly or indirectly out of the award and use of the prize.

The winning Entrant will assume all financial obligations for local, state, and federal taxes and all applicable fees based on the value of the prize of \$500.

This promotion is void where prohibited by law. Rules are subject to change without notice.