

Verona Street Banner Design Contest

Seeking Student Artwork – See Your Designs on Display

The Verona Area Education Foundation (VAEF) is once again coordinating the City Banner Art Project to recognize the unique talents of student artists while also beautifying our City. For the past five years, VAEF has partnered with the City of Verona to install student artist-designed street pole banners downtown and on Verona Avenue. For 2021, banners will be installed on West Verona Avenue leading to the new high school. The winning banner art will also be available to purchase on several commemorative items (mugs, t-shirts, etc.). Proceeds from the project help fund the VAEF grant program which benefits VASD students and teachers across the district.

Guidelines for Submittals:

The banner theme is 'Community'. What are your favorite places in the community? What is unique, beautiful or special to you about Verona? Students are encouraged to create works of art that reflect or symbolize elements of the community that inspire them. Works can be created in any medium (i.e. paint, chalk, photography, ceramics, fiber art, etc.), but will need to be sufficiently large enough to be photographed and enlarged for printing on large 20" x 40" banners (see attached template for dimensions) Artists should keep the following in mind:

- Designs should be suitably bold as to be visible from a distance
- Designs should include at least one color (as opposed to black and white)
- Text should be minimal, and may NOT include proper names (i.e. names of businesses, products or people). Keep in mind that letters will need to be blown up to at least 4 inches high on banners to be readable.
- Portraits of specific individuals are discouraged.
- Designs should be in good taste, and appropriate for viewing by children of all ages.
- Note that portions of the design on the top and bottom of the banner may be hidden by the hanging pockets, and/or cropped for seaming, so the main subject of the artwork should be centered vertically.

To Enter:

- Submit your artwork to your school office by end of day on Friday, January 8th, 2021 or by dropping it off at the VASD District Office during regular operating hours (8 am – 4 pm) between December 21st and January 8th. Photographic or digital art submissions may also be sent via online share site/email to VAEFinfo@gmail.com. Individuals looking to make alternate artwork dropoff arrangements may also email to determine a suitable alternative. Please note the district office may be closed some days during this time due to the holidays so PLEASE CALL AHEAD. Every effort will be made to protect student artwork, but VAEF assumes no responsibility for artwork broken or damaged during the banner campaign process.
- Fill out the attached entry form, including student name, grade, school, title of artwork (if applicable) and a short paragraph describing the subject and inspiration for your work and indicating which materials were used. Also include a parent/guardian signature which allows for the release of artwork for public display.

Selection Process:

Submittals will be evaluated by a committee including members of the VAEF, City representatives and local artists. Equal consideration will be given to the following:

- Banners relate to the theme; Banner originality & creativity; Banner promotes community spirit; Neatness and artistic presentation; Suitability for banner display and viewing

All submittals may be picked up by the artists following judging and photography of winners. Art not selected for the banners will be available for pick-up at the Central Office (700 N. Main Street, Verona) Monday March 15th through Friday, March 19th. Works not collected will be donated.

Street Banner Contest Entry Form

Form, together with artwork, MUST BE submitted no later than 4 pm on January 8th 2021.

Student Name: _____

Student Grade/Year in School: _____

School Attended: _____

Materials Used: _____

Name of Artwork (optional): _____

In your own words, what is your piece about? What inspired you to create this? (attach additional sheets as needed)

Parent/Guardian Signature or Student over age of 18 Signature:

I (print name) _____ agree to allow my/my child _____'s name, artwork and likeness to be featured in marketing, on commemorative items and his/her design to be printed on a banner and placed on a City light pole or placed at other City facilities. I also hereby release to the Verona Area Education Foundation (VAEF), Verona Area School District (VASD) and the City of Verona (City) the following rights and privileges pertaining to any work of art as follows:

- I GRANT THE UNRESTRICTED RIGHT TO VAEF AND CITY TO USE THE BANNER AND TO PUBLISH PHOTOGRAPHS OF WORK CREATED FOR THE BANNER PROJECT, INCLUDING GRANTING ANY AND ALL INTELLECTUAL PROPERTY RIGHTS TO VAEF AND CITY. I UNDERSTAND THAT FOR THIS PROJECT THE WORK BECOMES THE SOLE PROPERTY OF VAEF AND CITY TO USE AS THEY SEE FIT WITHOUT ANY COMPENSATION TO THE STUDENT OR HIS/HER PARENTS. THIS INCLUDES PUBLICITY, FUNDRAISING, AUCTIONS, SELLING, AND OTHER POSSIBLE USES NOT MENTIONED ABOVE.
- I ASSIGN TO CITY AN IRREVOCABLE NON-EXCLUSIVE LICENSE TO REPRODUCE, PRINT, INSTALL, USE, AND REMOVE THE BANNER WITH MY BANNER DESIGN OR THE BANNER DESIGN OF MY CHILD.
- I ALLOW VAEF USE OF ANY TESTIMONIALS PROVIDED BY ME FOR PROMOTIONAL MATERIALS, INCLUDING ADVERTISEMENTS, NEWSLETTERS, POSTCARDS, BROCHURES, ETC.
- VAEF/CITY AGREE TO CREDIT THE ARTIST BY NAME WHENEVER APPROPRIATE AND PRACTICAL IN THE PRODUCTION OF PRINT OR ELECTRONIC ADVERTISING OR COLLATERAL MATERIALS THAT PROMOTE THE PROJECT AND CARRY THE IMAGE[S].
- PAYMENT: THIS RELEASE IS ENTERED INTO IN GOOD FAITH AND WITHOUT MONETARY CONSIDERATION, AND WITH THE UNDERSTANDING THAT ALL PARTIES SHALL BENEFIT THROUGH PROMOTION OF THE PROJECT.

Further, I agree and acknowledge that:

- CITY HAS THE RIGHT TO ACCEPT OR REJECT ANY BANNER IN ITS SOLE DISCRETION.
- I WAIVE ANY RIGHT TO FILE ANY AND ALL LEGAL ACTION OR ANY OTHER CLAIMS AGAINST VAEF OR CITY IN REGARD TO THE ADMINISTRATION AND OPERATION OF THE VERONA STREET BANNER DESIGN CONTEST, INCLUDING, BUT NOT LIMITED TO, ANY DECISIONS MADE BY VAEF AND CITY IN REGARD TO THE BANNER DESIGNS CHOSEN.

Signed: _____ Date: _____

Email: _____ Phone: _____ (for notification of winners only)