

Verona Street Banner Design Contest

Seeking Student Artwork – See Your Designs on Display

The Verona Area Education Foundation (VAEF) is looking to celebrate 25 years of serving the school community by recognizing the unique talents of student artists while also beautifying our City. In spring of 2017, VAEF will be partnering with the City of Verona to create and install more than 75 street pole banners around the City featuring artwork produced by Verona Area School District students (4k through 12th grade). An online guide and walking tour of banners will be created to allow residents and visitors to the community to learn about the artist and vision behind each artwork.

Guidelines for Submittals:

The banner theme will be 'Hometown USA'. 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, stained glass, ceramics, fiber art, etc.), but will need to be sufficiently large enough to be photographed and enlarged for printing on large 24" by 60" banners. 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 or people). Keep in mind that letters will need to be at least 4 inches high on banners to be readable if they are part of the design.
- Portraits of specific individuals are discouraged. If recognizable individuals are included, a permission letter from the individual will need to accompany the submittal.
- 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 as well as horizontally.

To Enter:

- Submit your artwork to your school art teacher by end of day on Wednesday, February 1st or by dropping it off at the VASD District Office or the Verona Public Library during regular operating hours between January 28 and February 1st. Every effort will be made to protect student artwork, but VAEF assumes no responsibility for artwork broken or damaged during transportation.
- 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 so that your work may be included in the online walking tour, if selected.

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 Hometown USA 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 will be returned to schools and individual artists will be contacted to claim their pieces. Works not collected will be donated.

Street Banner Contest Entry Form

Form, together with artwork, are due to be submitted no later than 8 pm on February 1st.

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? (attached 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 an online walking tour and for his/her banner 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: _____