

## **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 two years, VAEF has partnered with the City of Verona to create and install street pole banners downtown and on Verona Avenue. For 2019, a total of 40 banners will be installed on East Verona Avenue to replace the previous weathered banners. The winning banners will also be compiled into a 12-month wall calendar available to purchase. Proceeds from the calendar help fund the VAEF grant program which benefits VASD students and teachers across the district.

### **Guidelines for Submittals:**

The banner theme is 'Hometown USA - A City for All Seasons'. What do you love about your community throughout the four seasons? Imagine what you can do in all the seasons here in 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 24 x 60 banners (see attached 24 x 48 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 4<sup>th</sup> 2019 or by dropping it off at the VASD District Office or the Verona or Fitchburg Public Libraries during regular operating hours between December 24<sup>th</sup> and January 4<sup>th</sup>. Please note the district office and libraries 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 so that your work may be included in the 12 month VAEF calendar, 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 not selected for the banners will be available for pick-up at the Central Office (700 N. Main Street, Verona) Monday March 4<sup>th</sup> for two weeks. Works not collected will be donated.

# Street Banner Contest Entry Form

Form, together with artwork, MSUT BE submitted no later than 5 pm on January 4<sup>th</sup> 2019.

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 a VAEF calendar 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)

**Banner Template:**

Please make sure your artwork fits within the dimensions of the template at right (banner art area is 24" x 48"). Artwork too large/small or with different dimensions may be disqualified and/or will be cropped for the final banner. This is roughly equivalent to an 8.25" x 16.5" image as printed on 11x17 paper or 5.5" x 11" on letter sized paper.

