



Official Rules

2017 ART HOPS BEER DESIGN CONTEST

ENTRY AND SUBMISSION GUIDELINES

AGE: Individual must be 21+ years of age to enter.

LOCATION: Entrant must be a resident of Kalamazoo County, or live within a 25 mile radius of 359 S. Kalamazoo Mall, Kalamazoo, MI 49007.

MEDIUM: Design may be created in any two- or three-dimensional visual art medium.

SIZE FORMAT: Artwork must be submitted in a final size of 10" x 10", high resolution digital jpeg format, minimum 300 dpi.

DESIGN PARAMETERS: Be inspired by the concept of *Art Hops* beer and the creative spirit of Kalamazoo Art Hop! Design should be effective in both color and black & white, and must be conducive to small and large format print, from 2.5" circle tap stickers and coasters, to restaurant table tents, posters and more.

Please note:

- Only original artwork created by a single artist will be accepted. Artwork cannot be a group or agency collaboration. Artwork must be created specifically for the Art Hops contest and can not have been used in or for other projects. Use of any copyrighted art, logos, fonts or slogans requiring a license to reproduce will disqualify the submission.
- The ONLY words that may appear in the artwork are "Art Hops Beer", or use no words at all.
- All designs are subject to approval by Arts Council of Greater Kalamazoo (ACGK), Arcadia Brewing Company, Imperial Beverage and Millennium Restaurant Group. As such, ACGK reserves the right to refuse works judged unsuitable for any reason.
- The ACGK reserves the right to alter all submissions without artist's consent to meet the organizations marketing and promotional needs.
- Member's of the Sponsor jury panel and their immediate family members are not eligible to participate.

By submitting the winning design, entrants recognize that the Arts Council of Greater Kalamazoo will own the design and all associated rights.

HOW TO ENTER

Artists must submit both a completed entry form and digital artwork by email to:

arthopscontest@kalamazooarts.org

CONTEST DEADLINE:

The Art Hops Design Contest begins at 12:01 AM eastern time (ET) on September 9, 2016 and ends at 11:59 PM (ET) on October 15, 2016.

- Limit one entry per artist.
- All artwork must be received by 11:59 PM on October 15, 2016.
- No artwork will be accepted after specified date.

SELECTION OF ENTRIES AND DETERMINATION OF WINNER:

The contest is divided into two Rounds.

Round One: Between 9/09/16 and 10/15/16, entrants may submit an entry to the Arts Council. Sponsor jury panel (comprised of representatives from Arts Council of Greater Kalamazoo, Arcadia Brewing Company, Imperial Beverage and Millennium Restaurant Group) will review each entry based on Sponsor's subjective criteria including, but not limited to, creativity, visual appeal and relevance. Sponsor jury panel will select a maximum of fifteen (15) entries which will advance to Round Two. Sponsor jury panel's decisions are final. The ACGK will announce the top entries by November 4, 2016 with the artists being notified by phone or email. The ACGK will notify key media outlets through a prepared news release.

Official Rules CONTINUED

Round Two: The Top Entries chosen by the Sponsor jury panel will go to a public vote starting November 4, 2016 at 9:00 AM (ET) through November 14, 2016 at 9:00 AM (ET). Voting will take place online and by paper ballot submitted at the Arts Council of Greater Kalamazoo, 359 S. Kalamazoo Mall, Suite 203, Kalamazoo, MI 49007. Voters must be a minimum of 21 years of age and are limited to one vote per person, per email IP address. At the end of Round Two, the Entry receiving the highest number of votes will determine the winner. If the winner does not respond to ACGK's notification of being selected as winner within five (5) days from date of ACGK's notification, or if the winner (i) fails to complete and return any requested documents by the date specified by ACGK, (ii) is found to be ineligible, or (iii) fails to comply with the Official Rules, the winner will be disqualified and an alternate winner will be selected. Entrants agree to release, discharge, indemnify, and hold harmless the Arts Council of Greater Kalamazoo, Arcadia Brewing Company, Imperial Beverage, Millennium Restaurant Group and their officers, directors, employees, agents, and affiliates from and against any claims, damages, or liability due to injuries (including death), damages, or losses suffered by the entrant resulting in whole or in part, directly or indirectly, from participation in the Contest and from the use of the prize.

The winning design/artist will be revealed at Art Hop on January 6, 2017. The Top 15 finalists are required to attend the announcement ceremony on January 6, 2017, unless prior arrangements are made and approved by the Arts Council of Greater Kalamazoo.

The winning design/artist will receive:

1. Design/artists name displayed on the ACGK, Arcadia Brewing Company, Imperial Beverage and Millennium Restaurant Group websites and/or social media.
2. Recognition through a media release and other media opportunities.
3. Artist's original artwork of the winning design will be on display for 90 days at the Sponsor's sites.
4. A cash gift of \$500.

CONTEST SPONSORS:

Art Hops beer is collaborative project between The Arts Council of Greater Kalamazoo, Arcadia Brewing Company, Imperial Beverage and Millennium Restaurant Group, a combination of donations and proceeds of the sale of *Art Hops* beer will support the Arts Council of Greater Kalamazoo and it's monthly Art Hop program.



The Arts Council of Greater Kalamazoo (ACGK), is a non-profit 501 (c) 3 organization whose mission is to enrich and engage our community through the arts. The ACGK does this through programming, such as Art Hop, All Ears Theatre, Concerts in the Park, Thursdays in the Park and United Teens Talent. The ACGK provides services to the artists, arts organizations and the community through re-granting programs, workshops and consultative services, a community calendar, kalamazooarts.org, and the Epic Center.



For additional contest information, please contact:

Arts Council of Greater Kalamazoo
359 S. Kalamazoo Mall, Suite 203
Kalamazoo, Michigan 49007
arthopscontest@kalamazooarts.org