

WHAT **Pet Emergency Fund T-Shirt Design Contest**

WHEN March 1-31, 2019

WHO Anyone with a creative flare!

WHY The Pet Emergency Fund is seeking a new design for human t-shirts to sell as a fundraiser and other marketing purposes



What you need to know:

- Entrant's design should be inspired by the Pet Emergency Fund mission: *Working swiftly and compassionately through veterinary hospitals in Erie and Niagara Counties, the Pet Emergency Fund creates a lifeline of financial support for companion animals whose owners cannot afford the full burden of lifesaving and life-altering medical intervention and treatment.*
- The winner will receive \$250 and a t-shirt with the winner's design.
- The winning design will remain the property of PEF, and will not be returned.
- NFVS reserves the right to use all designs for future marketing purposes.
- The winning entrant may display their own design in a portfolio or personal collection, enter in awards competitions, but may not sell or reproduce the design for any other purpose once submitted to the contest.
- T-shirt color will be selected to complement the winning design.
- The PEF is celebrating its 20th anniversary this year.
- T-shirt design will be only on the front of the shirt.

Submission Guidelines:

- 10"x15" maximum size, 300 dpi
- Upload your design in one of the following formats: Photoshop, Adobe Illustrator, .jpeg, .eps or PDF
- No reproduced or copyrighted images will be accepted.
- Your submission must be original artwork.
- Design may include up to four colors but will be evaluated on effectiveness and costs to print, possibly printing design in fewer than four colors.
- Design may incorporate any or all of the four PEF logos in your design (below) but does not need to. Copies of the PEF logos are available at PetEmergencyFund.org. Font is Impact Regular; PEF logo colors (CMYK) are Red: 15/100/90/10 and Brown: 35/60/80/25
- Entrants may submit up to two designs, submitted as separate entries.

- Design may incorporate the words "Vets Helping Pets" and/or acknowledgement of PEF 20th anniversary, but is not mandatory.
- Entries must be received online by 5 p.m., Sunday, March 31, 2019.
- Entries should be submitted to petemergencyfund@gmail.com with entrant's name, address, phone, year of birth, and email address.
- Entrants under the age of 18 must have parent/guardian sign Acknowledgement and Agreement confirming the entrant has adhered to the rules of originality and each submission is original according to the guidelines above.
- The winner will be notified within 10 days after the close of the design period, via email, written letter or phone call.

Designs will be judged on the following criteria:

- Concept/originality
- Captures spirit of the PEF
- Striking and memorable design
 - Visibility: eye-catching and visible from a reasonable distance
 - Completeness of design: print ready
- Feasibility/must be easy to reproduce
- A panel of judges representing the PEF will choose the top submissions. The PEF reserves the right to pick one entry, more than one entry, or no entries as the winning entry.
- The PEF reserves the right to make adjustments to the winning design.
- At the sole discretion of the PEF, disqualification, forfeiture and the selection of an alternate winner may result from any of the following:
 - winner's failure to respond to notification within seven business days after its transmission;
 - the return of an email notification as undeliverable after three attempts;
 - winner's failure to provide original design files;
 - winner's failure to execute and return a release form.
- Winner agrees to sign an Acknowledgement and Assignment form acknowledging acceptance and understanding of the complete contest rules including that the winning design is the property of the PEF
- This contest is subject to all federal, state and local laws.

For information regarding the PEF or this contest, visit PetEmergencyFund.org.

To speak with a real person, please contact Dr. David Gurzak at Blue Cross Animal Hospital at (716) 832-2800.



P. O. Box 2946, Buffalo, NY 14240-2846 | PetEmergencyFund@gmail.com
PetEmergencyFund.org | [f/pet.emergency.fund](https://www.facebook.com/pet.emergency.fund)

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Acknowledgement and Assignment

I am submitting a contest entry with this form, and I hereby assign any and all rights in the intellectual property of this entry to the NFVS Pet Emergency Fund. I agree that the entry I submit becomes your property and that the entry will not be returned to me.

I state that this entry is my own original creation and that I did not copy anyone else's work in creating this contest entry. I agree that if I have copied anyone else's work in preparing this entry, and if I win this contest, I will pay back the award to you and will defend, indemnify and hold harmless the Pet Emergency Fund and its respective officers, directors, employees, suppliers, licensors, contractors and agents against and from any loss, debt, liability, damage, obligation, claim, demand, judgment or settlement of any nature or kind, known or unknown, liquidated or unliquidated, including without limitation, all reasonable costs and expenses incurred including all reasonable litigation costs and attorneys' fees arising out of or relating to claims, complaint, action, proceeding or suit of a third party, that arise or relate in whole or part to the contestant's entry.

I agree that if I win the contest, I authorize the use by you, without additional compensation, of my artwork, name and likeness or photograph for promotional purposes in any manner and in any medium (including without limitation the internet, written or email communications, brochures, videos, slides, radio, television, film) that you deem appropriate.

If I submit more than one entry, I will submit an Entry Form with each entry.

I agree that if I win this contest, the \$250 check and a free T-shirt is fair and adequate compensation for my contest entry.

NAME _____ DATE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

SIGNATURE _____

PARENT/GUARDIAN SIGNATURE (if entrant is under age 18) _____

