

Branding Logo Contest

What: The Branding group made up of the Municipality of Anchorage, Anchorage Convention & Visitors Bureau, and Anchorage Economic Development Corporation, is launching a public contest to develop the primary registered licensing icon and logo for Anchorage's new brand "*Anchorage. Big Wild Life.*"

Phase one of the Anchorage branding effort included in-depth research and public discussion to identify the unique aspects of life in Anchorage, which established the brand truths for Anchorage. The reoccurring identifier from the public discussion was a larger-than-life atmosphere and abundant access to incredible resources. These truths laid the groundwork for the development of the brand strategy and the evolution of the brand theme "*Anchorage. Big Wild Life*". But Anchorage's brand is far more than just a slogan; it is an emotion or feeling that is evoked when residents, visitors, and business people think about Anchorage. As Anchorage residents, we all lead a big, wild, life. We do things on the weekend that many others dream of doing once-in-a-lifetime.

Phase two of the Anchorage branding effort will pinpointing how the brand will be used and marketed, identifying advertising avenues and mediums, identifying promotional aspects and partners, and establishing a licensing program which includes the creation of a primary logo for use in permanent fixtures such as signage and licensed logo wear for both residents and visitors. The Branding Group recognizes that continued Anchorage citizen participation in the branding process is essential to developing the brand and such on-going participation will help the Anchorage brand reflect the unique characteristics of this city.

Phase three will be the actual implementation of the brand, logo and licensing efforts into city-wide and national marketing efforts, signage, marketing materials, including retail and merchandising logo wear positioned in Anchorage retail outlets.

When:

March 16	Official contest launch
April 13	Last day to submit logo ideas
April 20	Submission review
April 25	Release 3- 5 finalist designs to general public for internet voting
May 6	Last day to vote on favorite logo/icon
May 15	Release winning submission

How: Submissions will be accepted in two ways; in-person or by mail. There is not a limit to the number of entries per person, although each individual submission requires its own release form with the artists' original signature. The form can be downloaded from www.bigwildlife.net.

Submit artwork to:

Anchorage Economic Development Corporation
Attn: Jennifer Pringle Taylor
900 W 5th Ave, Ste 300
Anchorage, AK 99501

Who: The contest is open to all residents of the Municipality of Anchorage, from Eklutna to Portage. There is no age minimum. Submissions from all age groups are encouraged.

Criteria: Ideally, the wording “*Anchorage. Big Wild Life*” will appear in the logo and licensing mark, but it is not essential. The theme must be compatible with the logo and licensing mark. For example, imagine the Nike swoosh; the name Nike and the swoosh can appear as an individual component or in combination and still clearly represent the Nike brand. Likewise, the Anchorage brand logo can include the slogan “*Anchorage. Big Wild Life*” or it can be representative of the Anchorage brand truth, but it should be able to be used in concert with the brand slogan.

Prize: The winner will win a Big Wild Adventure! The prize will incorporate summer and winter activities that a resident can enjoy within the borders of Anchorage. The prize value totals \$3,000!

Judging: A selection jury made up of 7 non-biased members representing the public, the branding group, and marketing experts from the Anchorage community will narrow the submissions to 3-5 finalists. Those designs will then be published on www.bigwildlife.net for public viewing and voting. The public will determine the winning logo to be adopted as the official mark.

General Contest Rules

1. You must be a resident of Anchorage to enter the Contest. Employees of the Branding Group (Anchorage Economic Development Corporation, Anchorage Convention & Visitors Bureau, and Municipality of Anchorage) and such employees' immediate family members and persons with whom such employees are domiciled are excluded from this contest.
2. Entries are accepted by mail or in person to AEDC at the address above. Entries that are late, incomplete, illegible, damaged, irregular, have been submitted through illicit means, or do not conform to or satisfy any condition of the rules may be disqualified. The Branding Group is not responsible or liable for entries that are lost in delivery.
3. Entrants must sign a release form ("Waiver") as prepared and accepted by the Branding Group acknowledging their acceptance and understanding of the complete contest rules. If artwork is submitted by a minor, the parent or legal guardian is required to sign the Waiver.
4. All entries become the sole property of the Branding Group and cannot, nor will not, be returned for any reason. Submitted entries must be an original work by the entrant, and may not infringe upon other intellectual property, including trademarked or copyrighted material. Each entrant agrees, by signing the entry form, that he/she has the rights to all source images. Additionally, by signing the entry form, each entrant agrees that he/she relinquishes all intellectual and physical ownership of the logo designs submitted to the Contest. By submitting an entry to the contest, an entrant warrants that the entrant holds all rights in and to the entry submitted. All entries to the Contest become the exclusive property of the Branding Group. The Branding Group or its designees may alter the images and designs, and use them at its discretion.
5. The winner will be notified by telephone and certified mail.
6. The winner agrees to allow their name and photographs to be used for promotional purposes without compensation. Winner grants the Branding Group exclusive and irrevocable consent in perpetuity to the use of the sound recordings, photographs, video tape, and/or illustrations taken during or in connection with the promotion, as well as the participants' and winners' names, characters, voices, and/or likenesses, in any and all applications, including but not limited to advertising, commercials, promotions, stories, text, articles, illustrations, copy, and commercial exploitation, in any and all media forms at any time without the participants' or winner's further knowledge or consent. Entrants understand that the contest prize is the only compensation that an entrant or the winner will receive. By participating in this contest, participants and winner agree that the Branding Group may use the information participants and winner have provided to the Branding Group, except for taxpayer identification or social security numbers, for marketing and other purposes as permitted by law.

7. The prize is not redeemable in cash and must be accepted as awarded. The winner must provide the Branding Group with valid identification and a valid taxpayer identification number or social security number before the prize is awarded. Failure to provide such identification will result in forfeiture of the prize.

8. Decisions of the judges are final.

9. In accepting the prize, the winner, and any guest(s), acknowledges that the Branding Group may not be held liable for any loss, damages or injury associated with accepting or using this prize(s). All entrant participation in this Contest is voluntary.

10. The Branding Group retains the rights, in its absolute and sole discretion, to make substitutions of equivalent kind or approximate value in the event of the unavailability of any prize or component of the prize for any reason whatsoever.

11. This contest is subject to all federal, state and municipal laws.

12. The Branding Group reserves the right to withdraw or terminate this contest at any time without prior notice.

13. The Branding Group reserves the right to amend these rules as and when they deem necessary.

15. All entries must be signed or they will be disqualified. By submitting and signing this entry form, the entrant certifies that he or she has read and agrees to abide by all rules.

I, the undersigned, have read the official rules and procedures, and agree to be bound by them in full. I certify that my entry and all artwork and/or design that I have provided is my original work and has not been copied from some other source. I understand that the Branding Group is not responsible for loss or damage to my artwork and/or design. I grant to the Branding Group, and its designees, the exclusive right to copyright, trademark and otherwise use my artwork and/or design in any manner that it deems fit, including but not limited to reproduction and promotional purposes. I agree that I will not receive any compensation, other than that stated in the contest rules and procedures, for my artwork and/or design.

Entrant's Signature: _____

Date: _____

AEDC BUSINESS HOURS: Monday to Friday: 8am to 5pm (excluding holidays)

**Anchorage. Big Wild Life
Logo Contest Waiver**

In order for your entry to be considered in the contest, each submission must be submitted with this release form acknowledging your acceptance and understanding of the complete contest rules. If artwork is submitted by a minor, the parent or legal guardian is required to sign the Waiver.

All entries become the sole property of the Branding Group and cannot, nor will not, be returned for any reason. Submitted entries must be an original work by the entrant, and may not infringe upon other intellectual property, including trademarked or copyrighted material. Each entrant agrees, by signing the entry form, that he/she has the rights to all source images. Additionally, by signing the entry form, each entrant agrees that he/she relinquishes all intellectual and physical ownership of the logo designs submitted to the Contest. By submitting an entry to the contest, an entrant warrants that the entrant holds all rights in and to the entry submitted. All entries to the Contest become the exclusive property of the Branding Group. The Branding Group or its designees may alter the images and designs, and use them at its discretion.

(Last name)	(First Name)	(Tax ID/SS #)
(Address)	(City)	(St) (Zip)
(Daytime Phone)	(Evening Phone)	
(Email)		

(Print Name)	
(Signature)	(Date)
(Parent Signature if Applicant is Under 18 Years Old)	

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(Date of Receipt)	