



*Together, we make it happen!*

## 2013 Student Billboard Design Contest

The Mandan Tomorrow – Leadership, Pride & Image (LPI) Committee and Mandan Youth Commission are co-hosting a student billboard design contest to actively involve Mandan youth in community marketing and the development of innovative, creative artwork that will serve as a design inspiration for future advertising concepts.



### THEME & CONTENT

The overall purpose of the “Great Things: Made in Mandan” community marketing is to both internally and externally position the city as a viable and attractive place for business, residents and visitors.

The LPI Committee is seeking billboard designs that incorporate the “Made in Mandan” logo in combination with one or more key messages such as “Opportunity,” “Community,” “Achievement,” “Adventure,” or another appropriate heading to emphasize Mandan’s strengths and/or counter perceived weaknesses. Subheads or other taglines may be incorporated into the design.

For examples from and information about the “Great Things: Made in Mandan” community marketing, visit [www.madeinmandan.com](http://www.madeinmandan.com) or the “Made in Mandan” Facebook page. Sample packets are also available in the Finance Office at City Hall, 205 Second Avenue NW. For more information, call the Business Development and Communications Office, phone 667-3485.

### ELIGIBILITY

Middle school and high school students enrolled in Mandan schools or residents of the Mandan Public School District in grades six through 12.

### ENTRY PROCEDURES

There is no entry fee. Entry form to be included with artwork.

### CONTEST GUIDELINES & RULES

The best design for a billboard is bright, bold and simple. Keep in mind, people can only read and understand about 6-9 words as they drive down a street, highway or interstate.

1. Entries must be submitted no later than May 1, 2013 at the office of the Mandan Middle School, the counseling office at Mandan High School or at the Finance Office in City Hall, 205 Second Avenue NW.
2. Each entrant may submit only one entry.
3. Artwork and creative concepts must be the original work of the student. Designs may include photos or graphics. The “Made in Mandan” logo must be included. Two versions of the logo are available and either may be used: the plain version or the four-sided version focusing on four key community attributes.
4. Entries must be reproducible and will be judged on readability at 10 feet, originality, neatness and effectiveness for community marketing.
5. All submissions become the property of the Mandan Tomorrow – Leadership, Pride and Image Committee and City of Mandan with all rights to use including publication on websites, public displays and various media outlets

6. Entries must be submitted in hard copy on white paper that is 8.5"x 11" and in landscape format. Entries must be flat. They should not be folded, matted, mounted, laminated or framed. Design should be within a rectangle that is 4.5" tall X 10" wide (template provided). Print first and last name and school legibly in the lower right-hand BACK of the artwork.
7. Entries must include a completed "Entry Form" taped to the back of paper entry or in an envelope with any CD entry.
8. **Additional specifications for computer generated entries.** Students may generate/produce their design electronically. If this method is chosen, please adhere to these specifications for creation and submission.
  - a. Request "Made in Mandan" logo for use in billboard design by sending an e-mail to [ehuber@cityofmandan.com](mailto:ehuber@cityofmandan.com).
  - b. Submit digital billboard design on a CD in addition to hard copy. Print first and last name and school legibly on the CD with a permanent marker.
  - c. Design must be 4.5" tall by 10" wide.
  - d. Final design must be minimum of 300dpi (dots per inch) or higher (max 600 dpi) in resolution.
  - e. All fonts must be outlined on design submission (if applicable).
  - f. High resolution PDF or maximum quality .jpg file is required.
  - g. Please place on CD any photos or graphics separate from the design as JPEG or EPS files in high resolution (300 dpi or more).

## **PRIZES**

- The winning design will be displayed for at least one month in Mandan, Bismarck or the surrounding area. Other entries may also be displayed based on judges' recommendations and determinations of the LPI Committee and Mandan Youth Commission.
- Mandan Bucks gift certificates (redeemable for products and services at most Mandan businesses) will be awarded to the top three entries in the following amounts:
  - \$100 for first place
  - \$75 for second place
  - \$50 for third place
- All entrants' names will be placed in a drawing for additional prizes pending sponsorship contributions. Stay tuned for more information via the Made in Mandan Facebook page.

## **TIMELINE**

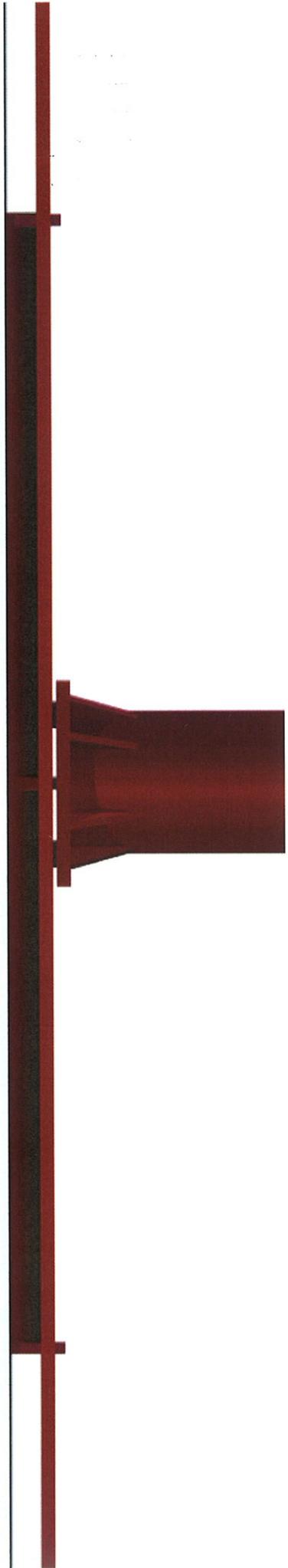
- Deadline to enter — May 1, 2013
- Winners announced — no later than May 13, 2013

## **EVALUATION CRITERIA**

Each entry will be reviewed by a panel of judges, who will consider the design's readability, originality, appeal and effectiveness for community marketing.

## **JUDGES**

Judges will consist of members of the Mandan Tomorrow – Leadership, Pride & Image Committee, Mandan Youth Commission, and advertising and marketing profession. Neither judges nor their immediate family members are eligible for contest awards and prizes.





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### ENTRY FORM

*Please type or neatly print*

Student Name: \_\_\_\_\_

Student Home Mailing Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

School: \_\_\_\_\_ Grade Level: \_\_\_\_\_

**\*\*Parent/Guardian Signature:** \_\_\_\_\_

*\*\*This signature certifies I have read and understand the contest rules and grant permission for entry. The signature grants the Mandan Tomorrow – Leadership, Pride and Image Committee and City of Mandan the right to use the above student's name and artwork in media outlets.*

Staple entry form to hard copy entry or for CD entries, insert both in an envelope. Label the envelope "STUDENT BILLBOARD CONTEST" and include the student's name.

Submit entry to the office of the Mandan Middle School, Mandan High School or drop off by May 1, 2013, at City Hall, 205 Second Avenue NW.