

# **East Side Highway Environmental Assessment Logo Contest Official Rules**

## **Contest Overview**

The East Side Highway Environmental Assessment logo contest is an effort to promote awareness of the East Side Highway Environmental Assessment, which is currently underway. The East Side Highway Environmental Assessment Logo Contest is sponsored by McLean County, the Illinois Department of Transportation, the Federal Highway Administration, Bloomington, and Normal. Under the terms of the contest, high school students are invited to use their artistic talents to create a logo that represents the value of an East Side Highway for the Bloomington-Normal metropolitan area.

By October 29, 2010, a winning entry will have been chosen based on originality, interpretation, and use of color. The winning artwork will be used as the basis for the final logo for the East Side Highway Environmental Assessment project and will be used on various informational materials for the project.

## **Who can enter?**

Any Bloomington-Normal Metropolitan Area high school or junior high school student currently in grades 6 through 12 can enter. All federal, state, and local laws and regulations shall apply. A parent's written permission is required for students under the age of 18.

## **What is the subject?**

Generally, the logo artwork should represent the concept of an east side transportation facility that accommodates growth and improves mobility, access, and safety.

## **What are the rules?**

1. To ENTER: An East Side Highway Environmental Assessment Logo Contest is being sponsored from August 26, 2010 to October 11, 2010. Once you have created your logo using the format provided, mail the logo design (keep a photocopy for yourself) along with your name, age, grade level, school, teacher name, signed waiver, and contact information to:

East Side Highway EA Logo Contest  
Attn: Jerald Payonk, P.E.  
Clark Dietz, Inc.  
125 West Church Street  
Champaign, IL 61820

OR e-mail the logo (high resolution photo in JPG or TIF format) and above personal information to: [ESHEA@clark-dietz.com](mailto:ESHEA@clark-dietz.com) and please put "Logo Contest" in the subject of the e-mail. Entries must be received by 5:00 p.m. central time October 11, 2010. You may enter anytime between August 26, 2010 and October 11, 2010.

2. Multiple entries may be submitted per contestant.
3. Size Limitations: Hard copy or print submittal should be no larger than 8.5" x 11". Electronic entries are limited to 10 MB in size.
4. All artwork must be original work of the contestant. Parents and teachers may provide technical support, but must not contribute to the planning and any of the creation of the artwork to be submitted. No copyright infringement. All entries must contain copyright-free art and must be

released for individual or public use. Any unauthorized use of any copyrighted images, text, or other material will be disqualified.

5. Logos may be created by hand using any medium (e.g. paint, colored pencils, or crayons) or digitally using a graphics program. However, no photographs or mounted work are allowed.
6. The McLean County Highway Department reserves the rights to disqualify any entry based on content and/or production.
7. All employees of the McLean County Highway Department, the Illinois Department of Transportation, Federal Highway Administration, McLean County Regional Planning Commission, City of Bloomington, Town of Normal and their immediate families are ineligible to participate.
8. The McLean County Highway Department is not responsible for any lost, delayed, damaged, misdirected or illegal submissions. Any damaged artwork submitted will be voided.
9. Contestants are responsible for all costs associated with making and submitting an entry.
10. By entering this contest, each entrant – with the consent of a parent or guardian in the case of students under 18 years of age – consents to the use, reproduction, transmission and/or broadcasting of his/her photograph, name, school, age, grade, without compensation in any East Side Highway Environmental Assessment programs for the purpose of promoting awareness of the project.
11. All submissions become the property of McLean County Highway Department. They will not be returned. Furthermore, should the contestant's design be selected as the Winner, the contestant assigns all ownership rights, including all intellectual property rights, in and to the design to the McLean County Highway Department. The McLean County Highway Department may alter, modify, or revise the design as it sees necessary to achieve the goals of the East Side Highway Environmental Assessment. Contestant grants the East Side Highway Logo Contest Board the right to use this winning artwork as its East Side Highway Environmental Assessment logo without compensation for an unlimited time period.

### **How are the winners picked?**

The winning logo will be the one that best symbolizes the concepts of the East Side Highway Environmental Assessment. A committee will review all qualifying entries and make a final selection. The committee's decision is final, the winner will be contacted by phone, and announced on the project website: [www.eastsidehighway.com](http://www.eastsidehighway.com).

### **What is the prize?**

The winning artist will receive a prize valued at \$250.

### **What is the East Side Highway Environmental Assessment?**

The goal of the East Side Highway Environmental Assessment is to identify the location of a new transportation facility on the east side of Bloomington-Normal that connects between I-55 and I-74. Through an extensive public involvement process known as Context Sensitive Solutions (CSS), a transportation alternative will be identified that accommodates managed growth, improves local and regional mobility, addresses safety, and is supported by the community. More information can be found online at [www.eastsidehighway.com](http://www.eastsidehighway.com).

## Rules Agreements and Copyright/Ownership Waiver

I have read and acknowledged the stated rules.

I agree that if I win the East Side Highway Environmental Assessment Logo Contest, I have signed over any and all rights for use and publication of my artwork to the McLean County Highway Department. All artwork and other materials developed or prepared and entered into the East Side Highway Environmental Assessment Logo Contest shall become the property of the McLean County Highway Department. I will irrevocably assign to the McLean County Highway Department all my rights, titles, and interest in such items, and I will not publish or make any other use of the artwork without the McLean County Highway Department's prior written consent.

Contestant's signature: \_\_\_\_\_

Date: \_\_\_\_\_

Parent/Guardian signature: \_\_\_\_\_

Date: \_\_\_\_\_

(If artist is not yet 18 years of age on August 26, 2010)