



2025 Cheerwine Festival T-Shirt Design Contest Official Rules

SPECIFICATIONS All artwork entries become the property of Carolina Beverage Corporation, Cheerwine and The Cheerwine Festival. Limit one entry per person and group submissions will not be permitted. This contest is solely open to high school students in North Carolina and South Carolina. Any winner under the age of 18 must be represented by a parent or legal guardian to accept the prize on their behalf. Must be a legal resident of the United States. All federal, state, and local laws, rules, and regulations apply. The Cheerwine brand has over a century of history. It is imperative the Cheerwine brand's visual consistency, brand values and the family-friendly festival of its name are maintained through final design. Cheerwine has the right to make alterations to the final design for printing purposes. Our graphic designers will do their best to work with the winning artist in order to maintain the integrity of the artwork. Artwork must be original and unpublished, non-commercial work and cannot borrow elements from any other artists' work. Copyrighted material will not be accepted. Before a student is awarded a prize, an authorized representative of the Cheerwine Festival will verify the contest entrant's identity, including name, address, age and email address. The Cheerwine Festival reserves the right not to award prizes to entrants that do not meet eligibility and/or could not provide sufficient proof of identity.

SUBMISSION REQUIREMENTS The following must be included, whether within or around, the final design:

1. All designs MUST include The Cheerwine Festival logo and Festival date (May 17, 2025). Creative assets including the required logos may be [found here](#) for download and use.
2. Overall size must not exceed 12" wide x 14" tall. Vertical orientation is recommended. The Cheerwine Festival reserves the right to rearrange required text if deemed necessary for printing.
3. Design must not exceed five (5) colors for final printing. If the winning design includes more than the maximum colors allowed, The Cheerwine Festival reserves the right to alter colors for printing.
4. All digital designs must be received as .jpeg, .pdf, .eps or .ai file types. You may be requested to submit the native design files. Physical artwork may be shipped or delivered to: Joy Harper, Cheerwine, 1413 Jake Alexander Blvd., Salisbury, NC 28146.

DUE DATE Contest begins in January 2025. Artwork, regardless of submission method, is due no later than February 28, 2025, at 5:00 PM EST. Late submissions will not be accepted. Digital files should be submitted via the red "ENTER STUDENT DESIGNS HERE" button on the Contest Webpage at <https://cheerwine.com/festival-contest/>. For physical artwork submissions, ship or deliver

to: Joy Harper, Cheerwine, 1413 Jake Alexander Blvd., Salisbury, NC 28146. Submissions not received by mail or delivery error will not be considered.

WINNER SELECTION A designated panel of judges, chosen by The Cheerwine Festival committee, will select, in their opinion, the best ten (10) entries. Criteria for selection will include, but is not limited to: the artist's grade level (this contest is open to students who attend a North Carolina or South Carolina high school); the overall creativity and artistic skill; the artwork's ability to creatively capture Cheerwine's essence, embody the spirit of being uniquely Southern and celebrate Carolina pride; and prominent inclusion of The Cheerwine Festival logo. The decision of the judges will be final.

As a condition of being selected as a top 10 finalist, the students (and their respective teachers) must sign and return, within three (3) business days of receipt, The Cheerwine Festival Contest Release Form confirming their compliance with these Official Rules and releasing The Cheerwine Festival and Administrators, each of their respective affiliates, subsidiaries, advertising and promotional agencies, and the directors, officers, partners, dealers, employees and agents of each of the foregoing, from and against any and all liability arising from or in connection with the participation in this Contest or the acceptance, possession or use/misuse of the prize.

A gallery of the final ten (10) selections will be made available March 11, 2025, to view online at <https://cheerwine.com/festival-contest/>. Voting opens to the public on March 11, 2025 and ends on March 21, 2025. Each registered email may vote only once at <https://cheerwine.com/festival-contest/>.

One (1) 1st Place Contest Winner will be selected based on the highest number of valid votes. Two (2) Runners-Up will be selected based on the second and third highest number of valid votes. The contest winners will be notified via email provided.

Acceptance of a prize constitutes permission for The Cheerwine Festival and its entities, to use the winner's name, likeness, voice and/or comments for advertising, trade or promotional purposes worldwide in commerce and in any media without limitation or additional compensation unless prohibited by law. The name of the contest winner may be published in The Cheerwine Festival media following verification of the prize winner.

The one (1) 1st Place Contest Winner and two (2) Runners-Up will be announced in mid-April.

AWARD Winner's design will be the ONLY 2025 Cheerwine Festival t-shirt design to be sold and worn by thousands! The one (1) final winner will receive, in addition to countless press recognition:

- A \$1,000 Visa gift card.
- A Cheerwine Festival Gift Basket containing four (4) festival t-shirts and additional items from Cheerwine and the City of Salisbury.
- "Downtown Dollars" to be used during the festival on May 17, 2025.
- A plaque presented by the mayor of Salisbury.

Estimated value is \$1,250.

The one (1) t-shirt contest winner's teacher will receive:

- \$500 to use toward new art supplies (the teacher's W9 will be required before the check can be issued).
- A Cheerwine Festival Gift Basket containing four (4) festival t-shirts and additional items from Cheerwine and the City of Salisbury.

Estimated value is \$600.

The two (2) runner-up students (those with the second and third highest number of votes) will receive:

- A Cheerwine Festival Gift Basket containing four (4) festival t-shirts and additional items from Cheerwine and the City of Salisbury.
- "Downtown Dollars" to be used during the festival on May 17, 2025.
- A plaque presented by the Mayor of Salisbury.

Estimated value is \$150.

Travel to and from the festival is not included and is the sole responsibility of the winners.

Winner's design and artist bio will be displayed on the contest landing page for future use. The Cheerwine Festival reserves the right, at its own discretion, to substitute a prize of equal or greater value if the particular prize described above is not available or violates applicable law or regulation. In the event of inadvertent errors in the structure, or printing of materials used in connection with this contest, The Cheerwine Festival reserves the right to terminate or amend this contest, in whole or in part, without prior notification and with immediate effect. In any such event, prizes may be awarded based on entries received prior to date of termination or amendment.

Any prize notification letter or affidavit or other documentation described in these Official Rules that are returned as undeliverable (whether by mail or email) or any failure to comply with Official Rules, will result in a forfeiture of eligibility to win any prize. Entrants agree to abide by these terms of Official Rules, which are final on all matters pertaining to this Contest. By entering the contest, the entrant represents and warrants to The Cheerwine Festival that they are the sole creator of the artwork. The winning entrant further represents and warrants that they will be fully empowered to transfer and assign and, by entering, does transfer and assign, all right, title and interest in and to the artwork and the good-will associated therewith worldwide exclusively to The Cheerwine Festival, its successors and/or assigns. The winning entrant by submission of their artwork to The Cheerwine Festival for this Contest grants the right in perpetuity to use any photographic, video or digital image of that artwork for no future compensation to the entrant. Each entry must be the original work of the entrant; must not have won previous prizes; must not have been published previously; must not be obscene or indecent (in the opinion of The Cheerwine Festival); and must not infringe any third-party rights. Prize is not transferable or redeemable for cash. Winner releases The Cheerwine Festival, its affiliates, and their respective directors, officers, employees, and agents from any and all claims, liability, loss, or damage, including any third party claims, arising from or relating to, in whole or in part, this contest or the possession, use, misuse of, or inability to use a prize. Entrant agrees that if any third party makes a claim for breach of copyright or any other intellectual property right, or any loss or damage arising from entrant's submission to the contest, entrant will indemnify The Cheerwine Festival, its affiliates, and their respective directors, officers, employees and agents from any and all such claims, including reasonable attorneys' fees related thereto.

NOTE: ALL Entries become property of Cheerwine and The Cheerwine Festival.