



## Visit Haywood Annual T-Shirt Design Contest

**Entry DEADLINE:** May 5, 2025, at 11:59 PM

**Submission Portal** [HERE](#)

The Visit Haywood Annual T-Shirt Design Contest is an opportunity to celebrate the beauty, culture, and spirit of Haywood County through art. This contest aims to ignite excitement and admiration for our unfiltered mountain landscapes, rich heritage, and vibrant community. The winning design will serve as a wearable tribute to Haywood that locals and visitors alike will wear with pride. We invite artists to tap into what they love most about our unique mountain community and capture what makes Haywood County truly unforgettable.

During this inaugural year, the winning 2025 design will be printed and sold from July 2025 to March 2026.

To ensure brand alignment with Visit Haywood, please reference our branding guidelines by clicking [HERE](#) or by visiting [haywoodtda.com/brand-guidelines](https://haywoodtda.com/brand-guidelines). These guidelines serve to familiarize participants with Visit Haywood's brand identity and disposition.

### **Full timeline:**

- April 2, 9 AM EST: Contest entry period opens.
- May 5, 11:59 PM EST: Contest entry period ends.
- May 7 – June 6: Public voting & staff selection period.
- June 10: Final vote by HCTDA Marketing Committee.
- July: Shirts available for sale.

### **Eligibility:**

Open to experienced artists who live and/or work within Haywood County, NC.

Participants must be 18 years or older to enter.

Employees and Board or Committee members of the Haywood County Tourism Development Authority (HCTDA) are not eligible to enter.

Artists are eligible to submit and win in consecutive years.

### **How to Enter:**

Create an original T-shirt design to represent Haywood County. Each artist may submit up to three (3) unique designs.

Submit the design(s) online via the official contest submission JotForm linked [HERE](#). If you encounter issues with the submission form, please reach out to [hayley@visithaywood.com](mailto:hayley@visithaywood.com).

- Should any one artist submit more than 3 designs, Visit Haywood will only accept the first 3 designs to be submitted for consideration.
- Submit only one design per form.

Each submission must include:

- Title of the design.
- The artist's full name, email address, social media handle(s), and phone number.
- The artist's inspiration for the design and brief artist bio (for promotional purposes).
- Business/company name, if applicable.

### **Theme & Design Requirements:**

Get creative! We encourage artists to tap into what they love about Haywood County and what they believe best represents the natural and cultural spirit of its five mountain communities.

- Designs may incorporate **a maximum of four (4) colors**.
  - The decision of final shirt color ultimately rests with the HCTDA staff and Marketing Committee, but we welcome artists to provide their color preference on their submission form. Click [HERE](#) or go to [bit.ly/coloroptions25](https://bit.ly/coloroptions25) to view color options.
- Designs should align with the Visit Haywood — Unfiltered brand. Artists are **not** limited to the brand color palette included in the [brand guidelines](#).
- The design will be placed on the front of the shirt and must be no larger than 12" x 12".

The Visit Haywood logo will be placed on one sleeve of the shirt, in either its white or Mountain Blue (#476D9A) iteration, depending on the final shirt color. The logo placement will be the responsibility of Visit Haywood.

Designs **must include**, as some element of the artwork:

- The phrase, "Haywood, NC"
- The year, "2025"

If you opt to include town names, please include all 5 (Canton, Clyde, Lake Junaluska, Maggie Valley, Waynesville).

The artist's signature may be included in small print at the bottom of the design.

The design must be entirely original and created exclusively for this contest.

Designs must **not include**:

- AI-generated artwork.
- Copyrighted materials, trademarks, or elements from other sources.
- Logos, brand elements, or intellectual property owned or leased by others.
- Profanity, explicit content, or other adult references.
- Political or religious references or iconography.
- Artwork previously used for other promotions, competitions, or materials.
- Representations that include, evoke, or imitate specific persons or intellectual properties which belong to other third parties.

Visit Haywood reserves the right to modify the final winning design for production purposes if necessary. Please note, Visit Haywood will not alter the artwork beyond what is necessitated by the screen-printing process—and only **if** necessitated by such—without contacting the artist.

### **Technical Specifications:**

The design must be suitable for screen printing on a T-shirt:

- File format: AI, EPS, PSD, PDF, PNG, or SVG. **Transparent vector filetype required.**
  - No photographs of original artwork will be accepted.
  - The file name should be "LAST NAME\_TshirtDesign\_2025"
- Minimum resolution: 300 dpi.
- Maximum file size: 10MB.
- The winning design will be screen-printed onto shirts, so be sure to **use solid colors and thick lines, with no gradients or shading**. Artists should ensure, to the best of their ability, that their design is screen-printing friendly. Designs deemed unprintable will be automatically disqualified.

### **Judging & Voting Process:**

All qualifying designs will be opened to the public for online voting from Wednesday, May 7 to Friday, June 6, 2025. At the end of the voting period, four (4) designs will be selected as finalists to move to the next round of voting. The designs will be chosen from two (2) finalist categories:

- People's Choice – 2 finalists determined by public vote.
  - Voting will be conducted via VisitHaywood.com. Votes will be limited to one vote per valid email address.

- The two (2) designs with the most votes at the conclusion of the voting period will become finalists to be judged by the Marketing Committee.
- Staff Choice – 2 finalists selected by HCTDA staff.

On June 10, 2025, the HCTDA Marketing Committee will cast the deciding vote to determine the winning design from the pool of finalists.

Participants will be notified of final voting results on June 10, 2025, at the email address or phone number provided on the entry form. To be officially designated as the winner, the applicant must respond to the email with necessary payment information within twenty-four (24) hours of receipt. Failure to respond within the allotted timeframe may result in the applicant's disqualification and the selection of a substitute winner.

**Prize Description:**

The winner will receive:

- A prize of \$500, to be paid by check.
- A featured design spotlight on the Visit Haywood Online Store.
- Recognition in HCTDA promotional materials, including Visit Haywood social media posts, in the Visit Haywood Welcome Center, and in newsletter and press releases.
- A free T-shirt featuring their design.

On a case-by-case basis, runner-up designs may be considered for other Visit Haywood merchandise such as stickers, magnets, totes, etc. Should this be the case, Visit Haywood will reach out to the artist to discuss payment and use agreements.

Contact [alycin@visithaywood.com](mailto:alycin@visithaywood.com) or call (828) 944-0761 with any questions.

## **Legal Terms & Conditions:**

Upon submission, the artist grants Visit Haywood full and exclusive rights to the artwork in perpetuity, if selected as the winning design. Selected designs may not be repurposed, submitted, or used, in whole or in part, for other competitions, promotions, or merchandising except by Visit Haywood.

By submitting an entry, the artist confirms that the work is their own original and unpublished creation. The design does not include, incorporate, or utilize, in whole or in part, any content, material, or elements owned by or licensed to any third party or entity. Additionally, the design does not contain any content, imagery, language, or material that infringes upon a third party's publicity, privacy, or intellectual property, nor is it subject to any actual or threatened litigation or claim.

The use of multiple identities to submit more than 3 entries is prohibited.

Incomplete, forged, altered, automated, mechanically reproduced, late, garbled, or illegible entries or entries that do not meet the specified requirements will be disqualified.

One may not be named winner unless and until Visit Haywood has completed its verification of participant's eligibility.

Prize payment will be authorized via check. Prize is non-assignable and non-transferrable. The winner is solely responsible for reporting and payment of any taxes on the prize.

While the primary use is for a one-year, limited edition T-shirt, the winning design may also be used for additional branded merchandise (e.g., stickers, magnets, etc.). If the winning design is reproduced beyond the original T-shirt print, Visit Haywood will notify the artist.

Visit Haywood will not be responsible for failure to receive votes due to transmission or technical failures of any kind including malfunctioning of any network, hardware, or software, whether originating with sender, JotForm, or network provider.

Visit Haywood reserves the right to disqualify any design that does not adhere to these guidelines, or for any other reason deemed fair and just by the HCTDA staff.

## **Publicity Release:**

In the event of progression to the finalist round in the Visit Haywood Annual T-Shirt Design Contest, finalists grant Visit Haywood a perpetual, royalty-free, worldwide license to use, reproduce, publish, distribute, and publicly display their design and associated artist information for promotional, publicity, and commercial purposes. This includes, but is not limited to, print and digital marketing materials, social media, website content, and other related promotional efforts (including merchandise, if selected as winning design).