



Visit Haywood T-Shirt Design Contest

Entry DEADLINE: March 22, 2026, at 11:59 PM

Submission Portal [HERE](#)

The Visit Haywood 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 tight-knit community. We invite artists to tap into what they love most about our unique mountain community and capture what makes Haywood County truly unforgettable in a design that resonates with locals *and* visitors.

The winning 2026 design will be printed and sold from July 2026 to June 2027.

To ensure brand alignment with Visit Haywood, please reference our branding guidelines by visiting haywoodtda.com/brand-guidelines. These guidelines serve to familiarize participants with Visit Haywood's brand identity and disposition.

View the contest website at VisitHaywood.com/tshirt-contest/.

Full timeline:

- February 25, 9 AM EST: Contest entry period opens.
- March 22, 11:59 PM EST: Contest entry period ends.
- March 27 – April 22: First round of public voting.
- April 29 – May 13: Second round of public voting with top 5 designs.
- May 21: Votes tallied & winner selected.
- 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 and 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 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.

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

Each submission must include:

- Title of the design.
- The artist's full name, email address, 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 three (3) colors**. Black and white count as colors.
- Designs should align with the Visit Haywood — Unfiltered brand. Artists are **not** limited to the brand color palette included in the [brand guidelines](#).
- [View a list of possible base shirt colors here](#). These should help guide the color choices in your design. A mockup of your design on the shirt color you select will be posted alongside your design. Keep in mind that designs printable on a variety of colors may have more universal appeal.

Visit Haywood branding will be placed somewhere on the item depending on the final item type, color, and design. This placement will be the responsibility of Visit Haywood.

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.

Please do not resubmit artwork submitted in previous years without creative changes.

Designs must **not** include:

- AI-generated artwork. Designs containing AI-generated artwork will be eliminated immediately.
- 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 and/or embroidery process—and only **if** necessitated by such—without contacting the artist.

Technical Specifications:

The design must be suitable for screen printing if designed for a garment.

- 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_ContestDesign_2026”
- Minimum resolution: 300 dpi.
- Maximum file size: 10MB.
- If your design is meant for garments, it needs to be screen-printing-friendly. **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 are subject to disqualification.

Judging & Voting Process:

There will be two rounds of public online voting.

- First round, March 27 to April 22: All qualifying designs will be posted for voting.
- Second round, April 29 to May 13: Based on first round voting results, the top 5 designs will be reposted for a second and final round of voting to select the contest winner.

Artists will be notified via email whether they are advancing to the next round of voting within 5 days of the voting period closing.

Voting will be conducted via VisitHaywood.com.

Votes are limited to one vote per valid email address.

The HCTDA Marketing Committee will approve the top-voted design to ensure it meets these guidelines and aligns with the Visit Haywood brand.

Voting results will be released by May 27, 2026. Participants will be notified via email when the results are posted.

The winning artist will be notified separately by the Visit Haywood team during the week of May 21, before the results are posted. To be officially designated as the winner, the applicant must respond to the notification email with necessary payment information by 12:00 PM on Monday, May 25. Failure to respond within the allotted timeframe may result in the applicant's disqualification and the selection of the runner-up as the 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 shirt featuring their design.
- Custom tags featuring the artist's name, bio, and applicable business and social media information will be attached to the merch.

Visit Haywood may choose to print additional merchandise featuring the winning design after the first run of T-shirts, such as long-sleeve shirts, hoodies, etc., depending on demand.

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

Contact 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 the winning design).