

ARTWORK *for* TUMMIES

A CALL TO ARTISTS TO REDUCE CHILDHOOD HUNGER

Emergency Foodshelf Network (EFN) 2009 Artwork Search

Guidelines for Participation & Selection Process

Eligibility

Artists of all ages and skill levels are welcome to submit

Art Specifications

All greeting cards will be 4-1/2" X 6-1/4" (horizontal or vertical depending on orientation of artwork). Any flat medium may be used including photographs, watercolor, gouache, oil, tempera, collage, etc. *All entries must be original work created by the contest participant.*

Art Categories

Each of the winning artwork selections will appear on the cover of one greeting card. We are looking for submissions in two categories: All Occasion (blank inside) and Holiday ("Happy Holidays!" message inside).

EFN selects artwork that will (hopefully) appeal to a wide range of people. In the All-Occasion category, we prefer submissions that are general enough for use on a variety of occasions. See below for examples:

All Occasion cards:

- **Celebratory/Whimsical/Happy artwork:** may be used for Birthdays, Mother's Day, Father's Day, Weddings, Bar mitzvahs, Retirement, etc.
- **Inspirational/Poignant/Serious artwork:** may be used for Sympathy, Get Well, Thinking of You, Thank You, Graduation, etc.

Holiday cards:

- **Winter scenes artwork:** trees, rivers, wildlife, ice-skating, cityscapes, etc.
- **Traditional images artwork:** holly, poinsettias, bells, wreaths, Christmas trees, snowflakes, snowmen, sleighs, icicles, stars, ornaments, carolers, and other traditional holiday imagery
- **Religious artwork:** nativity scene, three wise men, star of Bethlehem, angels, Hanukkah, menorah, Kwanzaa
- **Multicultural/Peace artwork:** doves, flags, children/families around the world, etc.

Please ensure that submissions are in good taste considering how they will be used. We will not consider any artwork depicting the use of drugs or alcohol, violent or frightening imagery, or portraying any group negatively based on race, ethnicity, religion, class or sexual orientation.

Submitting Artwork

Artwork may be submitted via mail or e-mail. Please submit color reproductions of your artwork in an appropriate resolution to maximize image quality (color photocopies, high resolution files, etc.). All entries become the property of EFN. **Please DO NOT Send Originals for Contest Entry.**

Entry Requirements

Each artist may submit up to three (3) entries. A complete submission includes artwork *and* completed Entry Form.

- **E-mail submissions:**
Please e-mail PDF of artwork to mjennissen@emergencyfoodshelf.org and mail completed, signed Entry Form to the address below.

- **Mail submissions:**

Please mail copy of artwork and completed, signed entry form to address below. Please include the following information on the back of *each* submission: Artist Name • Title of work • Medium



Emergency Foodshelf Network
Attn: Artwork For Tummies
8501 54th Ave N
New Hope, MN 55428

Entry Deadline

Entries, *including artwork and completed entry form*, must be received by Friday, April 24, 2009. For confirmation of receipt of your entry, please include a self-addressed stamped envelope.

Questions? Please e-mail mjennissen@emergencyfoodshelf.org or call 763-450-3863

Selection Process

Judging:

The selection process will take place April 27-May 1, 2009. A panel of EFN staff and board members will choose the winning artwork with the following criteria in mind:

- Originality
- Creativity
- Marketability as greeting card (“Will the design sell?”)

Notification: All winning artists will be notified by Wednesday, May 6, 2009.

Reproducing Artwork:

To ensure the artwork reproduction for the greeting cards is of the highest quality, winning artists will be asked to do one of the following:

- Provide original artwork from which EFN will make a high-resolution scan
- Have a high-resolution scan made at an *EFN-approved* digital imaging business at the artist’s expense
- If winning submission is a photo, artist will be asked to provide electronic file with minimum file size of 10 MB.

We realize that your artwork may not be proportional to the size of our cards (4-1/2” X 6-1/4”) in its original format. If that is the case, please note that once the original version of the winning artwork is scanned, we may need to crop the electronic version of the artwork to fit on the card. We will ensure that any re-sizing we do is done to best advantage.

Artist Recognition:

Winning artists and artwork will be recognized in the following ways (see examples at www.emergencyfoodshelf.org):

- Artist photo and brief bio will appear on the back of each greeting card
- Artist photo and a more detailed bio will appear on EFN’s web site
- Each winning artist will receive a pack of five greeting cards featuring their artwork
- Winning artwork will appear in a mailing to 15,000+ EFN donors

Reproduction Rights:

The artist retains the ownership and copyright of the artwork. *The artist grants EFN exclusive rights for two years to reproduce and distribute the art for fundraising purposes.*

EFN 2009 Artwork For Tummies Greeting Card Collection:

All-occasion cards will be available for purchase May 20, 2009. Customers may purchase packs of individual cards or assortments.

Artwork For Tummies greeting cards are sold on an on-going basis at EFN’s headquarters in New Hope, MN and on EFN’s web site. Cards will be sold at various events and conferences around the Twin Cities as opportunities are available. EFN will also seek out partnerships with local retail businesses to acquire additional Artwork For Tummies greeting card sales venues.