



Mobile Market Graphic Design Contest Official Rules

Contest Overview

Sprout MN is hosting a design contest for a graphic design that will wrap around the Sprout Mobile Market vehicle. The goal of the design is to beautify the vehicle and make it stand out on its pop-up grocery stops so shoppers get excited about local food and art.

Eligibility

The Sprout Mobile Market Graphic Design Contest is open to all residents of Cass, Crow Wing, Morrison, Todd and Wadena counties, and residents within 100 miles of Little Falls. Employees of Sprout MN, Region Five Development Commission and/or other organizations involved in the execution of the contest are not eligible. By entering this contest, entrants are bound by these Official Rules.

Contest Period

The contest begins on March 1, 2019 and ends at 11:59pm on March 31, 2019 (the “contest period”). All eligible submissions must be received or posted by no later than 11:59pm CDT on March 31, 2019 in order to be considered for the contest.

How to Enter

Eligible individuals may enter the contest by creating a design for Sprout’s new Mobile Market vehicle in digital format and posting it on the individual’s Facebook or Instagram pages. Entries must be “public” and must include hashtags #SproutMobileMarket, #SproutDesign, so we can find it when reviewing submissions.

Requirements for and Restrictions on Submissions

Technical Requirements for final file

- If your image is selected as a winner, please provide a file not more than 25MB in size.
- The file must be submitted in high-resolution, at least full scale 150 DPI in .pdf, .jpg or .png formats. No other file formats will be accepted.
- The design must also be available in .eps or .ai format; if contestant is unable to provide the file as .eps or .ai, Sprout reserves the right to modify the selected design to create the necessary design file.

Content Requirements and Restrictions

- All content in design must be the entrant's original creation and may not include any personally identifiable information associated with the entrant or anyone else.
- The design may not contain images which involve graphic violence, vulgar languages, acts resulting in serious injury or death, any acts of a sexual nature or contain depictions of illegal activity or appear to incite illegal activity.
- The design may not contain any images of a pornographic or obscene nature and/or any material which could be harmful if viewed by minors.
- The design may not contain content in which is intended to victimize, harass, degrade and/or intimidate an individual or group of individuals on the basis of age, disability, sexual orientation, ethnicity, gender, race and/or religion.

Third Party Rights Restrictions

- The design may not contain the likeness of anyone who has not consented to use of their likeness in the image.
- The design may not contain any content which infringes on any third party intellectual property rights, rights of publicity or any other rights.

Judging

Design submissions will be judged by the general public on [Sprout MN's Facebook page](#) between March 31, 2019 and 11:59pm on April 14, 2019. The top ten (10) designs with the most Facebook 'likes' will then go before a Sprout selection committee. The Sprout selection committee will evaluate each of the 10 designs based on the following criteria:

- Originality and overall artistic impression (25%)
- Market appeal (25%)
- Creativity and freshness of design and how well it captures local food and art. These designs are meant to help Sprout communicate its mission and help excite Mobile Market shoppers about local food and art (50%)

The Sprout selection committee will select one (1) design from the top ten design submissions determined through [Sprout MN's Facebook page](#) 'likes'. The entrant whose design is selected will be notified via private message the week of April 14 - 20, 2019. The decision of the Sprout selection committee will be final and binding in all regards. Sprout MN reserves the right not to award all or any prizes in the event that an insufficient number of eligible entries meeting the minimum judging criteria are received, as determined by Sprout MN's discretion.

Prizes

One (1) prize will be awarded, namely:

\$800.00 cash

\$200 Sprout Growers & Makers Marketplace Bucks

More information on the Sprout Mobile Market can be found at www.sproutmn.com/mobilemarket, [Facebook](#), and [Instagram](#).