

**IMPROVING MICHIGAN'S ACCESS TO GEOGRAPHIC INFORMATION NETWORKS (IMAGIN) LOGO
REDESIGN CONTEST RULES (the "Contest")**

**THIS CONTEST IS ONLY OPEN TO RESIDENTS OF THE UNITED STATES OF AMERICA AND IS GOVERNED
BY U.S. LAW AND THE LAWS OF THE STATE OF MICHIGAN.**

NO PURCHASE NECESSARY. SEE BELOW FOR FULL CONTEST DETAILS. PARTICIPATION IN THIS CONTEST CONSTITUTES YOUR FULL AND UNCONDITIONAL ACCEPTANCE OF, AND AGREEMENT TO BE LEGALLY BOUND BY, THESE CONTEST RULES (THE "CONTEST RULES").

The purpose of the Contest is to design a logo for IMAGIN. The logo may be used in all media – including online, print, on merchandise, and other visual collateral.

Contest Period

- 1) The Contest begins on Thursday, May 6, 2021 at 9:00 a.m. Eastern Daylight Time ("EDT") and ends on Wednesday, June 30, 2021 at 11:00 p.m. EDT (the "**Contest period**").

Eligibility

- 2) The Contest is open to all residents of the United States who are at least 18 years of age, except for members of the Board of Directors of IMAGIN (the "**Sponsor**" or "**Board**"), or its management company.
- 3) Individuals or groups may submit no more than three (3) entries (a separate Entry Form must accompany each submission.)
- 4) All submitted work must be the original work of the entrant(s) and must not include, be based on, or derived from any pre-existing or third-party designs, trademarks, or copyrighted images.
- 5) All entries will become the property of IMAGIN. By submitting an entry, each entrant agrees that any and all intellectual property rights in the logo design are deemed assigned to IMAGIN.
- 6) Except where prohibited by law, an entry submission into this contest constitutes permission to use the winner's name, likeness, prize information, and information provided on the entry form for publicity purposes, without further permission or compensation.
- 7) The selected winner **MUST** submit a scalable vector version of the winning design so that it is adaptable to electronic and print media, to reproduction on small and large surfaces, and to use in color or in grayscale.
- 8) All entries must contain no more than three (3) color values.

How to Enter

- 9) NO PURCHASE NECESSARY. To participate in this Contest you must:
 - a. Complete the Official Entry Form on www.imagin.org.
 - b. Create a logo design in .jpeg, .psd, .png, or PDF formats (if you are chosen as a winner, you **MUST** be able to provide a high resolution vector file (e.g., in Adobe Illustrator, Photoshop, or InDesign.)
 - c. Submit your completed Entry Form and logo design by the close of the Contest period.

Selection Criteria

- 10) A Selection Committee comprised of four of IMAGIN's Board of Directors and one non-board member will evaluate all entries to determine eligibility.
- 11) All entries deemed eligible will be reviewed by IMAGIN's Board of Directors based on the following criteria (though other criteria may be considered):
 - a. Relevance – Does the entry align with the theme and mission of IMAGIN?
 - b. Originality – Does the composition exhibit original design, creativity, and imagination?
 - c. Aesthetic Quality – Does the submission command attention? Does it display visual balance and color coordination? Do all the elements work together to create unified and appealing design? Can the design be easily reproduced for digital and print media?
- 12) Eligible entries will be displayed on IMAGIN's website and will be subject to popular vote by IMAGIN's dues-paying members. The five entries receiving the most votes will be declared Finalists and will go to the full Board of Directors for a final selection.
 - a. The membership voting period is expected to run from Monday, July 12 through Tuesday, July 20, 2021 but is subject to change if the contest period is extended to solicit more entries. The voting period will not be for less than one week.
 - b. Selection of a winner from the finalists will take place by July 31, 2021. One or more rounds of voting may take place among the Sponsor to ensure at least nine of the fifteen Board members, or 60% of the Board, approve the final winner.
- 13) IMAGIN reserves the right not to select a winner, if in its sole discretion, no suitable entries are received.

Prize

- 14) One winner will receive \$100 and a shirt of their choosing featuring the winning design from our new merch store once it is launched. (Total value of merchandise not to exceed \$50.)

IMAGIN is not responsible for lost, late, misdirected, incomplete, illegible, or otherwise unusable entries, including entries that are lost or unusable due to computer, internet, or electronic problems.