

Parkdale Center
5100 Gamble Drive, Suite 394
St. Louis Park, MN 55416

Gift of Hope Program

Cure • Care • Commitment™



HOLIDAY ART SEARCH

YOUR ARTWORK CAN HELP FIND A CURE FOR DIABETES

The American Diabetes Association Holiday Art Search aims to combine your artistic ability and your desire to help find a cure for diabetes. Artwork selected from the ADA Holiday Art Search will be used to produce holiday greeting cards and gift items. These exclusive products will be sold through a national ADA catalog and the ADA website, with all proceeds going to diabetes research.

The ADA Holiday Art Search is conducted by the American Diabetes Association Gift of Hope Program, a volunteer-based, direct marketing organization that raises funds solely for diabetes research. Started in 1971 by parents who wanted to help find a cure for their children's diabetes, the Minneapolis-based program is run by volunteers who select merchandise and produce the Gift of Hope catalog. The program raises nearly \$1 million a year for diabetes research.



Gift of Hope Program

Tips for Entrants

- 1. Do your homework.** Get inspiration from studying other holiday greeting cards – what you received in the past, what you see in catalogs and what you find in stores. We are looking for a variety of styles and for a range of subjects, including:
 - Holiday images, such as a Christmas tree, winter landscape, wreath, pine bough, holly, bells, horns, deer, poinsettia, candles, ornaments and snowflakes.
 - A scene from the first Christmas, featuring the Holy Family, the Star of Bethlehem, a manger scene, shepherds, angels, the three wisemen or animals.
 - Winter wildlife, such as cardinals, chickadees, polar bears, penguins or others.
 - Heart-warming images, such as a peaceful gathering of animals, little animal friends, a country home, and nostalgic holiday activities, like riding in a sleigh or bringing home a fresh-cut Christmas tree on a horse-drawn wagon.
 - Multi-cultural or international themes that convey peace and harmony.
 - Stylized lettering of a thoughtful message or Bible verse.
- 2. Choose the right size.** Your artwork must work with the card size of 5" by 7". Feel free to do your original in a bigger size. Just try to use dimensions where the short side multiplied by 1.4 equals the long side. For example, 10" by 14" is perfect because $10 \times 1.4 = 14$. Most artists in the Youth division use an 8 1/2" by 11" sheet of paper.
- 3. Do not use metallic inks, metallic paints or glitter.** They cannot be reproduced accurately.
- 4. Do not propose a cut-out or color on the inside of the card.** These special effects make it much more expensive to reproduce your artwork.

- 5. Send a color copy of your original artwork.** An 8 1/2" by 11" color photocopy is all we need for preliminary judging. To find where you can get a color copy of your artwork, check your local Yellow Pages for "Copy & Duplicating Service."

We welcome your ideas, but a verse for the inside of the card is not required.

Rules and Procedures

Eligibility

Artists of all ages who either have diabetes or dedicate their artwork to a person with diabetes are eligible. Employees of the American Diabetes Association are not eligible. Any form of flat art, except photography, is eligible. The artwork must present a holiday theme. It must be original artwork, conceived and created by the entrant.

Deadline

Entries must be postmarked no later than November 1st of this year.

Divisions

YOUTH: Artists who are age 17 or under on Dec. 31 this year.

ADULT: Artists who are age 18 or older on Dec. 31 this year.

Entry Fee

Please pay by check or money order.

YOUTH: \$2 per entry (limit of 4 entries)

ADULT: \$10 per entry (limit of 4 entries)

Awards

If your artwork is selected, you will receive \$500 for the use of your art in producing a holiday greeting card or gift item. Products developed with your artwork will be featured in about 1.5 million copies of the Gift of Hope catalog, which will name you as the artist. All merchandise bearing your artwork also will identify you as the artist. If the card or gift item appears in the catalog again because it was successful and not because we had excess inventory, you will be paid another \$250.

Rules and Procedures (con-

Selection Criteria

To be considered, the entry must:

- Portray a holiday theme.
- Be original. The art cannot be a copy of other artwork.
- Be created by or dedicated to a person with diabetes.
- Be two-dimensional (flat).
- Have dimensions that adapt to a greeting card measuring 5" by 7", either horizontal or vertical.

A panel of judges will select entries, based on:

- Sales potential. Because our goal is to raise funds for diabetes research, we are looking for artwork that customers will want to buy.
- Quality
- Creativity, which can be demonstrated in either an original or a traditional theme.

The judges will select an undetermined number of entries. The ADA Holiday Art Search reserves the right to select no winners in either division.

Reproduction Rights and Ownership

The artist/owner retains ownership of the art and gives the American Diabetes Association Gift of Hope Program a five-year exclusive license to reproduce and distribute it as a greeting card and/or gift item. The artist's name, city, the title of the artwork and a copyright notice will appear on all products bearing your artwork.

Notification

The ADA Gift of Hope Program will notify you of your entry's status by May 1 of next year. If you plan on moving, please include other phone numbers and an address where you can be reached.

Liability

If your artwork is selected, the original will be needed to produce holiday greeting cards and gift items. While in the possession of the ADA Gift of Hope Program, original artwork will be insured for a maximum value of \$500. The greatest possible care will be taken in handling your property.

However, the American Diabetes Association Gift of Hope Program will not be responsible for damage beyond the \$500 maximum value to a single piece of art, nor will it be responsible for loss or damage in transit. The ADA Gift of Hope Program will pay for shipping when we require an original.

Preparing Entries

YOUTH

Submit a color copy or the original artwork. Print your name, phone number and title of artwork on the back.

ADULTS

Do not send the original. Submit a color copy for preliminary review. Print your name, phone number and title of artwork on the back of each photocopy. As an alternative, we will accept a color slide.

No special packing is required for a color photocopy. It can be folded and mailed in a standard business envelope.

No Returns, Please

Thank you for letting us keep your entry. This allows us to reconsider your entry the following year and eliminates many hours of work for our volunteers. If your entry must be returned, include a self-addressed, stamped envelope that is large enough to hold your entry.

Questions

**If you have any questions, call
1-800-676-4065, ext. 6752**

HOLIDAY ART SEARCH

ENTRY FORM

(Photocopy of this entry form is acceptable)

Name _____

Address _____

City _____ State _____ Zip _____

Phone Day: (____) _____ Evening: (____) _____

E-mail: _____

How did you learn about the ADA Holiday Art Search?

Division: Youth (17 or under on Dec. 31 of this year) Adult (age 18 and up)

Do you have diabetes? Yes No

Are you dedicating your artwork to a person with diabetes? Yes No

If so, who is the person with diabetes? _____

This person is your: _____

TITLE OR DESCRIPTION OF ARTWORK

MEDIUM (WATERCOLOR, OIL, CRAYON, ETC.)

1. _____

2. _____

3. _____

4. _____

Number of entries: _____ Entry Fee: \$ _____
(\$2 per entry for Youth; \$10 per entry for Adults)

I have read and understand the rules of the ADA Holiday Art Search. I certify that my entry is original, that I conceived and created it, and that reproducing it will not violate a copyright.

Make check or money order payable to:
ADA Gift of Hope Program

Mail entry, completed entry form and entry fee to:

American Diabetes Association
Gift of Hope Program
Parkdale Center
5100 Gamble Drive, Suite 394
St. Louis Park MN 55416

SIGNATURE

DATE

Thank you for sharing your talent and joining us in seeking a cure for diabetes.