



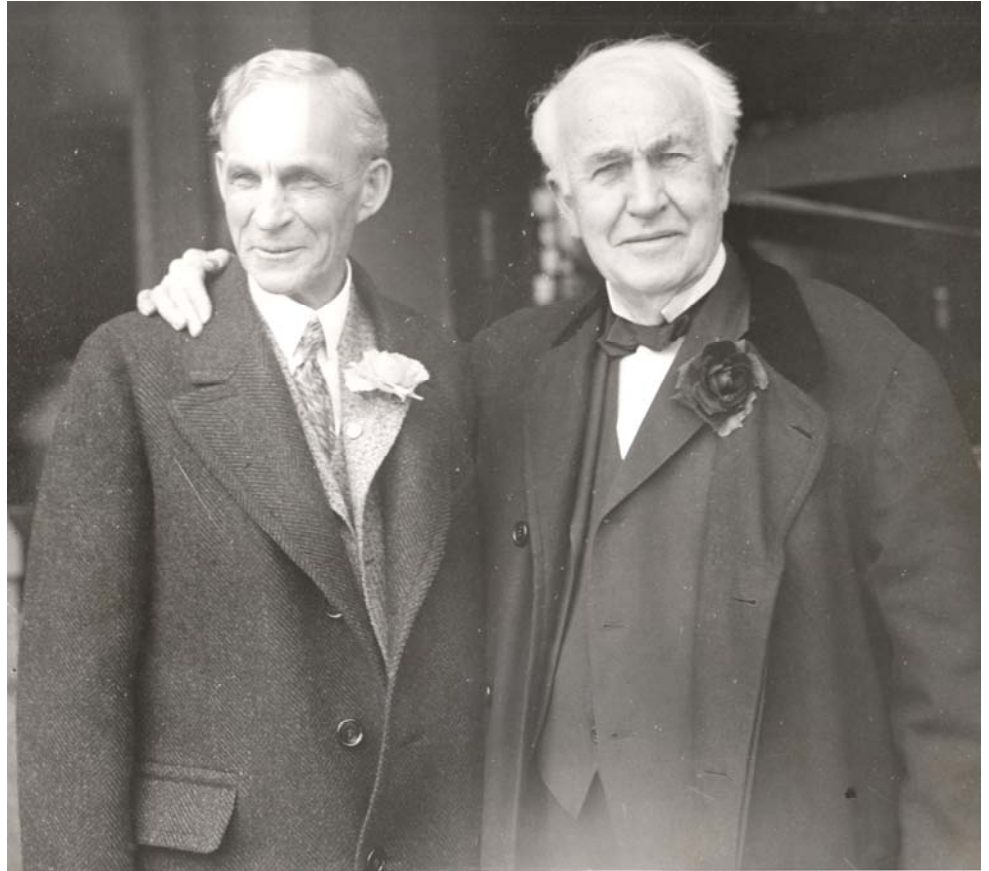
2009 Graphic Artist Contest

Information, Entry Form and Regulations

*Dear Artist:
Please read all of the
enclosed information very
carefully and follow
the instructions. If you do
not follow the instructions
completely, your entry may
be disqualified from the
contest.*

*All entries must be
postmarked by midnight*

September 10, 2009.



Founded in 1994, the Edison-Ford Winter Estates Foundation is a 501(c)(3) non-profit organization dedicated to support Restoration and preservation of the Thomas Edison & Henry Ford Winter Estates and its educational programs.



Summary of Key Points

Who can enter the Edison Ford Winter Estates Foundation 2009 Graphic Artist Contest?

All businesses and individuals in the Southwest Florida Community are eligible to participate. However, all entrants must be 18 years of age by September 10, 2009. Employees of the Edison Ford Winter Estates Foundation and Edison & Ford Winter Estates are ineligible to submit entries.

What can I send to the contest?

The Edison Ford Winter Estates Foundation 2009 Graphic Artist Contest offers two categories to choose from:

Category A:

Artist should submit a graphic design that artistically represents their theme idea, for the 10th Anniversary 2010 GALA held at the Edison & Ford Winter Estates in November

Category B:

A graphic illustration to be utilized for promotional products and apparel items sold for fundraising at network events and at:

www.edisonfordfoundation.org

All graphic images should be submitted in formats that will reproduce well for invitations, programs, promotional products, apparel, website, newspaper, silk screening and other uses.

Each entry must be accompanied by the Display, Participation & Reproduction Rights Agreement (see page 7) and a nonrefundable entry fee of \$35.00. The fee must be a check, cashier's check, or money order made payable to **Edison Ford Winter Estates Foundation or EFF**.
No cash or credit cards accepted.

What is the GALA?

Since 2000 the Edison Ford Winter Estates Foundation has held "the Premier Event of Southwest Florida" as quoted in Gulf Shore Life Magazine.

Last year's theme was "The Perfect Pair" with a play on the words "Pair" and "Pears".

The 2009 theme will be "Moments in Black & White" remembering the simpler, elegant times of the early 1900's.

When do I send in my entry?

Entries will be accepted beginning August 10, 2009 and must be postmarked by September 10, 2009. Entries are cataloged into the system based on date of receipt in the Edison Ford Winter Estates Office. Entries will not be returned after the contest.

Why do you have a contest?

The Edison Ford Winter Estates Foundation desires to offer the opportunity to bring recognition to talented graphic artists in the Southwest Florida Community. Winning the Edison Ford Winter Estates Foundation Graphic Contest offer prestige to the chosen artist, and may serve as a catalyst in building a successful career. This contest will recognize talent in the Southwest Florida Community.

Where do I send my entry?

All entries must be sent to Edison Ford Winter Estates Foundation mailing address listed below:

Edison Ford Winter Estates
Foundation
PO Drawer 88
Fort Myers, FL 33902

How do I prepare my entry?

Each graphic artist should have a working knowledge in four major areas of special interest to the Edison Ford Winter Estates Foundation Contest:

- * Suitability for all mediums of printing
- * Fun, visually appealing
- * Universally expressed
- * Artistic Composition—is the image artistically interesting? Does it "pop" when you look at it?

What does the winning artist receive?

The artist or artists will receive publicity and media recognition. He/she will be recognized at the 2009 GALA, Friday, November 6, 2009. In addition, a cash prize gift of \$250.00 in each category will be awarded and a seat at the Edison Ford Winter Estates Foundation 2009 GALA, a \$200 retail value.

Why is this important and why should I enter?

The Edison Ford Winter Estates Foundation raises funds for the historical preservation of the Edison & Ford Winter Estates and its educational programs. The Edison & Ford Winter Estates attracts hundreds of thousands of visitors globally each year to Southwest Florida. It is a recognized National Treasure that everyone can enjoy for generations to come. By entering the contest and you may become a part of this legacy, the art of historical preservation.

Contest Regulations

Part 91—Edison Ford Winter Estates Foundation 2009 Graphic Artist Contest

Subpart A—Introduction Sec.

- 91.1 Purpose of regulations.
- 91.2 Definitions.
- 91.3 Public attendance at contest.

Subpart B—Procedures for Entering the Contest

- 91.11 Contest deadlines.
- 91.12 Contest eligibility.
- 91.13 Technical requirements for design and submission of entry.
- 91.14 Restrictions on subject matter of entry.
- 91.15 Suitability of entry for engraving.
- 91.16 Submission procedures for entry.
- 91.17 Property insurance for entries.
- 91.18 Failure to comply with contest regulations.

Subpart C—Procedures for Administering the Contest

- 91.21 Selection and qualification of contest judges.
- 91.22 Display of entries for contest.
- 91.23 Scoring criteria for contest.
- 91.24 Contest procedures.

Subpart D—Post-Contest Procedures

- 91.31 Return of entries after contest.

Subpart A—Introduction

§91.1 Purpose of regulations.

(a) The purpose of these regulations is to establish procedures for selecting a design in each of the two categories that will be used by the Edison Ford Winter Estates Foundation for the purpose of raising funds for the preservation of the Edison & Ford Winter Estates and its educational programs.

(b) All individuals entering the contest must comply with these regulations. A copy of the Regulations along with the Reproduction Rights and Display and Participation Agreements are outlined as part of this Entry Form. This document must be completed, signed and submitted by each contestant with their entry.

§91.2 Definitions.

Contest Coordinator—the contest official responsible for overseeing the scores for each entry. The contest coordinator will be, Wanda F. Barr, Director of the Edison Ford Winter Estates Foundation.

Display and Participation Agreement— a document that each contestant must complete, sign and submit with the entry. The signed agreement permits the Edison Ford Winter Estates Foundation to display the entry at various locations for promotional purposes, and requires the artist to participate in events on behalf of the Edison Ford Winter Estates Foundation.

Qualifying entry—each original work of art submitted to the contest that satisfies the requirements outlined in Subpart B.

Reproduction Rights Agreement— a document that each contestant must sign and submit with the entry. The signed agreement certifies that the entry is an original work of art and stipulates how Edison Ford Winter Estates Foundation may use the winning entry.

§91.3 Public attendance at contest.

All phases of the voting process will be open for viewing and voting by the general public at www.edisonfordfoundation.org from September 12 to October 18, 2009.

Subpart B—Procedures for Entering the Contest §91.11 Contest deadlines.

(a) The contest will officially open on August 10, 2009.

(b) Entries must be postmarked no later than midnight of September 10, 2009.

§91.12 Contest eligibility.

All businesses and individuals in the Southwest Florida Community are eligible to participate. However, all entrants must be 18 years of age by September 10, 2009. Employees of the Edison Ford Winter Estates Foundation and Edison & Ford Winter Estates are ineligible to submit entries.

All entrants must submit a nonrefundable entry fee of \$35.00. The fee must be a check, cashier's check, or money order made payable to **Edison Ford Winter Estates Foundation or EFF**. *No cash or credit cards accepted.*

All entrants must submit signed Reproduction Rights and Display and Participation Agreements.

There is no limit on how many entries an individual or business submits, as long as, each one is submitted separately with appropriate entry fee and signed disclaimers and instructions as stipulated in Subpart B.

§91.13 Technical requirements for design and submission of entry.

Resolution, pixel, dpi, and image requirements are as follow:

Size - 20" x 20"

Pixels - 6000 x 6000

Dpi – 300x300

Colors - CMYK or PMS, colors provided

Fonts - provided

File format: jpg, tif, gif, png, eps, psd, ai, pdf

Images may be forwarded via email, but will not be official until a CD is received with the technical requirements.

§91.14 Restrictions on subject matter of entry.

Category A

A realistic theme that meets the compliances of the Edison & Ford Winter Estates and does not construe the use of any elements of fire.

Category B

A portrayal of Thomas Edison and/or Henry Ford referencing the time/period 1900's ie: 1930's 1940's in Southwest Florida. The design may depict them individually.

Designs may include, areas of the city of Fort Myers, the river, the port, the lab etc... but are not limited to, portrayal on the Estates and other designs that depict the many accomplishments of these two great men, Thomas Edison and Henry Ford. The overall mandate will be to select the best design that will make an interesting, useful and attractive promotional item and promotional graphic that will be accepted and prized by the Southwest Florida community, tourists and others.

The design must be the contestant's original "graphic" creation. The entry design may not be copied or duplicated from previously published art, including photographs, or from images in any format published on the Internet.

§91.15 Suitability of entry for promotional branding and event planning

All entries should be drawn with fullest attention to clarity of detail and the relationship of tonal values. These prerequisites are important to interpret pictorial elements for printing.

§91.16 Submission procedures for entry.

(a) Each entry must be accompanied by a non-refundable entrance fee of \$35.00 and a completed and signed Reproduction Rights Agreement and a completed and signed Display and Participation Agreement. The bottom portion of the Reproduction Rights Agreement must be attached to the back of the entry.

(b) Each entry should be appropriately formatted: jpg, tif, gif, png, eps, psd, ai, pdf on a CD and mailed to:

*Edison Ford Winter Estates Foundation,
2009 Graphic Artist Contest
PO Drawer 88,
Fort Myers, FL 33902*

§91.17 Property insurance for entries.

Each contestant is responsible for obtaining adequate insurance coverage for his/her entry. Edison Ford Winter Estates Foundation will not insure the entries it receives. The Edison Ford Winter Estates Foundation is not responsible for loss or damage unless it is caused by its negligence or willful misconduct; in any event, the liability of the Edison Ford Winter Estates Foundation will not exceed the amount of the entry fee as specified in Section 91.12.

§91.18 Failure to comply with contest regulations.

Any entry that does not comply with the requirements of Subpart B will be disqualified from the contest. Entry fees for disqualified entries will not be returned.

Subpart C—Procedures for Administering the Contest

§91.21 Selection and qualification of contest judges.

(a) *Selection:* Edison Ford Winter Estates Foundation and Edison & Ford Winter Estates employees and their relatives are ineligible to serve as judges for the contest.

(b) *Qualifications:* The graphic images will be voted by individuals registering as a Friend of EFF at www.edisonfordfoundation.org. One vote per person per day.

§91.22 Display of entries for contest.

All eligible entries will be displayed for public viewing and voting at www.edisonfordfoundation.org as of September 19 through October 18, 2009. The identification on each entry will be artist name and when applicable, business name as described on the bottom portion of the Reproduction Rights Agreement.

§91.23 Scoring criteria for contest.

Online voting system identifying each entry at www.edisonfordfoundation.org where the Southwest Florida Community is invited to vote once on a daily bases for said period of time.

§91.24 Contest procedures.

(a) Each entry will be displayed at www.edisonfordfoundation.org for public viewing from September 19 to October 18, 2009.

(b) Southwest Florida Community is invited to vote for their favorite artist online once a day from September 19 to October 18, 2009.

(c) Voting results will be tabulated on October 21, 2009.

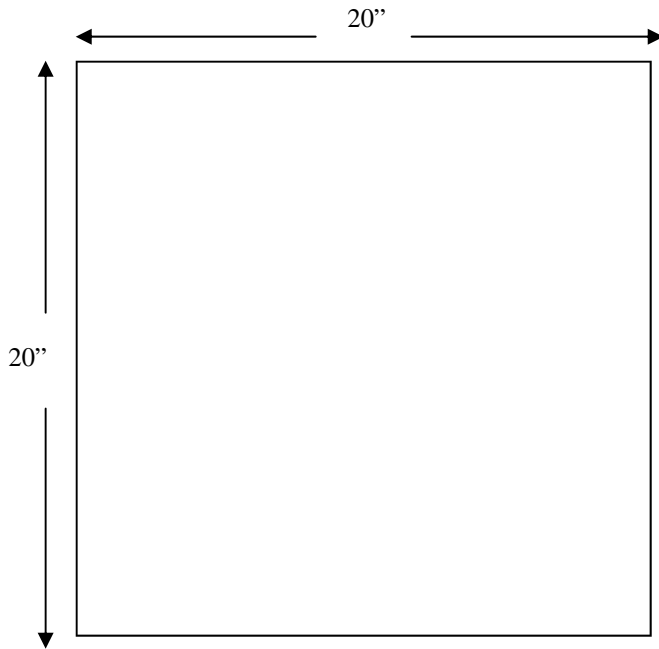
(d) In case of a tie vote the coordinator will acknowledge a tie to public and extend voting on tied entries for 3 days.

(e) The selection of the winning entry by the Southwest Florida Community will be final. Each contestant will be notified of the winning artist and the design. The winning artist will receive \$250.00, recognition for their artwork and a ticket to the 2009 GALA.

(f) The contestants will be presented their award at the 2009 GALA on Friday, November 6, 2009.

(g) Press release of contest results will be announced.

Edison Ford Winter Estates Foundation 2009 Graphic Artist Contest



Entry must be

Resolution, pixel, dpi, and image requirements are as follow:

Size - 20" x 20"

Pixels - 6000 x 6000

Dpi - 300x300

Colors - CMYK or PMS, colors provided

Fonts - provided

File format: jpg, tif, gif, png, eps, psd, ai, pdf

When mailing your entry to the Edison Ford Winter Estates Foundation, please pack your CD of your artwork carefully and use a stiff packaging material to insure that the CD will not be bent or damaged in transit. Bubble wrap or bubble wrap mailing pouches must be reinforced to protect the artwork.

Display and Participation Agreement

The Edison Ford Winter Estates Foundation (EFF) continues to promote greater public awareness of the Edison & Ford Winter Estates which was awarded the National Trust for Historic Preservation Award in 2008 and is an official project of "Save America's Treasures" at the National Trust for Historic Preservation, a Florida Historic Landmark and a National Register Historic Site.

To assist in, and facilitate, this promotional effort, the Edison Ford Winter Estates Foundation has sought out the participation and cooperation of various Southwest Florida Community individuals and businesses in the graphic arts for the purpose of displaying selected entries to the Southwest Florida Community via www.edisonfordfoundation.org from September 19 to October 18, 2009 for the purpose of being viewed and voted for by the community in Southwest Florida. The artist's name, if applicable, and business name, will be shown next to each entry at www.edisonfordfoundation.org. The artist that wins in each category will continue to have its entry viewed at www.edisonfordfoundation.org during the year following the contest. The winning entries will be utilized at the discretion of the Edison Ford Winter Estates Foundation for the use of fundraising for the preservation and educational programs of the Edison & Ford Winter Estates.

All remaining entries will be the property of Edison Ford Winter Estates Foundation. If said entry is utilized for fund raising, publicity or promotional branding a one time fee of \$100 will be paid to the artist for the use of the entry outside of this contest. In addition, the artist will receive applicable recognition for said entry.

Please visit our website at www.edisonfordfoundation.org for the exhibition of the winners and a brief interview as to the inspiration of the winning graphic.

The winning artist agrees to participate in the following event to promote their artwork for fundraising and branding purposes:

2009 GALA presented by the Edison Ford Winter Estates Foundation

Scheduled for Friday, November 6, 2009 at the Edison & Ford Winter Estates, Formal dress is required. The winning artist may be asked to make brief remarks at the event to promote the Edison Ford Winter Estates Foundation Graphic Contest, 2009 GALA, 2010 GALA and fundraising promotional branding.

The winning artist will assist in Promotions by providing autographs without charge to the public.

The Edison Ford Winter Estates Foundation will assume no responsibility for the safekeeping or loss of the entry once accepted by the management of the Exhibitions.

It is strongly suggested that each artist insure his/her art before sending it to the Edison Ford Winter Estates Foundation.

The winning artist will be required to provide the following artwork by September 10, 2009; Signature on this agreement is a prerequisite for entering the Edison Ford Winter Estates Foundation 2009 Graphic Artist Contest; failure to sign will result in the disqualification of your entry to the Edison Ford Winter Estates Foundation 2009 Graphic Artist Contest.

NOTE: All requirements cited above will be subject to negotiation when extenuating circumstances exist for the artist. Although all extenuating circumstances are not listed in this document, some examples of such circumstances are: (1) health of the artist does not permit the artist to travel to some or any of the events identified;

(2) the home of the artist is located in an area so remote as to make attendance at the scheduled event impossible; and

(3) emergencies prohibit the artist from participating.

2009 Display, Participation & Reproduction Rights Agreement

The undersigned Artist, who has prepared and submitted an original design to the Edison Ford Winter Estates Foundation, PO Drawer 88, Fort Myers, FL 33902, as an entry in the 2009 annual contest agrees to the following conditions concerning display, participation and reproduction rights if his/her design is selected:

1. I agree that my entry in the Edison Ford Winter Estates 2009 Graphic Artist Contest may be displayed at the discretion of, and for the purpose of, promoting public awareness of programs, fundraising and its contributions to the preservation and support of education programs of the Edison & Ford Winter Estates (EFF), under the conditions described in the Display and Participation Agreement. I waive any claims for damage or loss that might otherwise lie against the Edison Ford Winter Estates Foundation during the time the entry is in the custody of the managements of Edison Ford Winter Estates Foundation.

I understand that if my entry is selected, it will not be returned to me as stipulated in the regulations. Further, I agree that in the

event I am the winning artist in the Edison Ford Winter Estates 2009 Graphic Artist Contest, I will participate in the events as stipulated in the Display and Participation Agreement.

2. The design, as prepared by the Artist and submitted to the EFF, may be retained by the EFF. The graphic design based on the Artist's original design may be copied and reproduced, and copies and reproductions may be published and distributed by the EFF to others for reproduction, copying and publishing for promotional branding and publicity for the purpose of fundraising for the Edison & Ford Winter Estates. In addition, the graphic design may be made available, without compensation to the Artist, for reproduction for commercial and other purposes pursuant to 16 U.S.C. Section 718e(c).

3. Ownership of the original design will be retained by the Edison Ford Winter Estates Foundation and may not be retained, copyrighted, copied, reproduced, published, or otherwise distributed by the Artist. Any copyright of the design or any agreement made by the Artist with any other person or company covering the use of the design expressly shall be made

subject to the rights of the EFF under paragraph 1 of this Agreement.

4. The Artist affirms that his/her entry is a drawing of his/her own creation, neither copied nor duplicated from previously published art, including paintings, drawings in any medium, or published photographs; or from images of any kind previously published on the Internet.

5. The Artist agrees that if selected as the winning entry for a category, the Artist's original design will be used by EFF as the basis for creating and agrees that in doing so, changes may be made to the Artist's original design at the discretion of EFF.

6. The artist agrees to provide his/her signature for use on all products at no cost extra cost to Edison Ford Winter Estates Foundation.

7. Edison Ford Winter Estates 2009 Graphic Artist Contest reserves the right to refuse entries deemed inappropriate or unacceptable and shall only be obligated to return the \$35.00 entry fee.

Artist Signature _____ **Date** _____

Failure to sign this form will result in disqualification

Representing Company _____

Street Address _____ (No P.O. Boxes) Category _____

City, State, Zip _____ e-mail _____

Telephone (Home) _____ (Cell) _____ (Work) _____

Entry for 2009 Graphic Artist Contest

Attach this part to the back of your entry, and send your entry and the Display, Participation & Reproduction Rights Agreement to:

Edison Ford Winter Estates Foundation 2009 Graphic Artist Contest, PO Drawer 88, Fort Myers, FL 33902

Telephone: 239-274-2377; Fax: 239-274-2399; website: <http://www.edisonfordfoundation.org>

Print or Type

Artist Name _____ Category _____

Representing Company _____

Street Address _____ (No P.O. Boxes) Medium Used _____

City, State, and Zip _____ Are You: Male Female

Telephone (Home) _____ (Cell) _____ (Work) _____

Email Address _____ Date of Birth _____

month year

Enclosed find \$35.00 non-refundable entry fee postmarked by September 10, 2009 (cashier's check, check or money order payable to: Edison Ford Winter Estates Foundation or EFF. Credit cards and cash not accepted.) Please enter my design in the Edison Ford Winter Estates 2009 Graphic Artist Contest.

Helpful Hints for Preparing Your 2009 Graphic Art Design Checklist

Part 91, Subpart C, Section 91.23
Scoring criteria for contest.
Entries will be judged by the Southwest Florida Community via www.edisonfordfoundation.org on the basis of artistic composition and suitability production for fundraising for the Edison & Ford Winter Estates.

Use bright, bold, pleasing, warm colors.

Keep the design simple.

Remember, this art is going to be used to produce promotional items and/or publicity — look at your finished product at a reduced size so that you will see what the image will look like if it were to be made into a lapel pin or a poster.

Finally, remember that the first impression of your entry is a lasting one.

Good Luck!

Don't forget to:

- Affix the Entry Form to the back of your entry**
- Sign the Display, Participation & Reproduction Rights Agreement**
- Include your \$35.00 entry fee (check, cashier's check or money order made payable to *Edison Ford Winter Estates Foundation or EFF.* (No cash or credit cards accepted.)**

**Edison Ford Winter Estates Foundation
2009 Graphic Artist Contest
PO Drawer 88
Fort Myers, FL 33902**