

KWVA Campus Radio
T-Shirt and Poster Design Competition
\$150 Cash Prize

SUBMISSION DEADLINE: Monday, April 9th

Vibe Statement:

To celebrate KWVA 88.1 FM's Annual Birthday Bash and 23 years of college radio at the UO and the Eugene/Springfield community, KWVA is teaming up with Moonlight Mash to create a free, participatory event that celebrates local music as well as the progressive and sustainable culture of bike riding. The event will begin in the heart of downtown at Kesey Square. Bikers will follow a guided tour around Eugene while we listen to radios that are tuned to 88.1 FM for a live-broadcast soundtrack for the bike ride. After the Mash, riders will continue on to the WOW Hall for a free showcase of two of Eugene's most exciting musical acts: *Alvin and the Chipfunks* and *Soul Vibrator*.

We are seeking one main design to become both a T-SHIRT and POSTER that will be sold and distributed as promotion for the event. The winning design will embody the vibe of the event while expressing both primary features of the event, the bike ride and the local music showcase at WOW Hall, in simple and appealing fashion. Each submission must include t-shirt and poster designs.

Required Poster Text:

- KWVA's 23rd Annual Birthday Bash
- Performances by: Alvin & the Chipfunks and Soul Vibrator
- May 21st
- Free event

Additional Required Poster info:

Please also convey that the bike ride portion begins in Kesey Square at 8pm for the Moonlight Mash, and the music showcase will begin at WOW Hall at 9:30pm.

Required T-Shirt Text:

- KWVA'S 23rd Annual Birthday Bash
- Alvin & the Chipfunks and Soul Vibrator

Optional for both:

- Some tagline along the lines of:
 - A night filled with bikes and music /Funkify your life / A night guaranteed to funk you up

Design elements / guidelines:

- File type: non-flattened Photoshop layer file at 300dpi or illustrator based vector art : contact us if you need more info.
- T-shirt is 2 colors
 - Design something you would want to wear! T-shirts are heather grey, so don't go designing invisible colors. The more contrast the better!
- Poster is 4 Color CMYK, size is 11x17 inches

Please keep in mind that the T-shirt art will be printed in 2 colors, and Poster will be printed CMYK, just like all those posters you see up at UO. if you have questions about what these guidelines mean please contact us.

Don't forget- have fun! Funk!fy and listen in to KWVAradio.org - KWVA 88.1 FM

***Please send all submissions/questions to marketing@kwvaradio.org,
with email subject: Design Competition Submission (+name)***