Belmont SPARK T-Shirt Design Contest

What is SPARK?
SPARK stands for **Scholarship, Performance, Art, Research & Knowledge** —
Belmont's annual symposium showcasing student creativity, discovery, and innovation.
This contest invites you to design a T-shirt that represents the inclusive spirit of SPARK
and helps promote the event across campus.

Who can enter
Open to all Belmont University students (undergraduate and graduate, full- or part-time).

Important Dates
- Contest opens: **November 17, 2025**
- Submission deadline: **5:00 PM CST, January 30, 2026**
- Winner announced: **February 13, 2026**

Design Guidelines
Your design should:
- Visually evoke the SPARK theme: creativity, discovery, performance, growth, knowledge, art, etc.
- Include the SPARK name or acronym, either prominently or integrated into the artwork.
- Be an original design and should not include any AI-generated components.
- A helpful reference is the Belmont Brand Guide, should you decide to use University colors.
- For suitable printing, utilize a maximum of **2-3 ink colors** in design.
- Fit within a standard front T-shirt print area (e.g., ~12" x 12", but confirm with printer).

Accepted file formats typically include:
- High-resolution PDF (print/press quality)
- Illustrator (AI), EPS
- Photoshop (PSD) with layers
- PNG (300 dpi, transparent background)

How to Submit
Send all entries to **katie.mitchell@belmont.edu** with the following:

1. A preview image (PDF or high-res PNG)
2. The editable source file (AI, EPS, PSD, etc.)
3. Your name, BUID, major, class year, and contact info

Be sure to clearly label files and use a consistent naming convention (e.g. "SPARK_Tshirt_YourName").

Judging & Selection

A committee including representatives from **University Marketing & Communications**, **Watkins College of Art**, and the **SPARK committee** will review submissions. Designs will be evaluated based on:

- Creativity and originality
- How well the design captures the SPARK theme
- Print feasibility and visual impact on a T-shirt

Prize & Uses

- **Winner receives:** A $100 gift card to Jerry's Artarama and campus recognition.
- The winning design will be used for the official SPARK T-shirt, which individuals can purchase in advance of SPARK through an online store, and possibly in-person during SPARK as well.
- Belmont may also produce, promote, and distribute the selected design for SPARK and related events.

Artwork Usage & Rights

By submitting an entry, you agree to the following terms:

1. **Grant of Rights**: You grant Belmont University a **non-exclusive, royalty-free, perpetual license** to reproduce, distribute, promote, display, and create derivative works of your submitted artwork for the purpose of producing SPARK T-shirts and other university promotional/informational materials.
2. **Modification & Branding**: Belmont reserves the right to modify your design (for size, color separations, layout, branding compliance, etc.) to ensure print quality and adherence to university identity standards.
3. **Credit**: Belmont will make reasonable efforts to credit the designer (e.g. "Designed by [Your Name]") in promotional materials, shirts, or announcements, when feasible.
4. **Further Usage**: Beyond T-shirts, Belmont may also use the design in marketing, digital media, merchandise, or campus publications, always in line with the terms above.

Additional Notes & Rules

- Each student may submit only **one entry**.
- No stock, clip art, or copyrighted imagery unless you have permission to use them.
- Belmont reserves the right to reject any submission that violates contest rules, includes inappropriate content, or does not meet technical requirements.
- Production decisions (quantities, shirt styles, distribution) are at the discretion of Belmont University.