

A T-SHIRT DESIGN CONTEST FOR

sport for sport's sake

AN EXHIBITION AT THE MUSEUM OF DANISH AMERICA | April 23, 2016 – Spring 2017

THE CONTEST: The winning graphic design will appear on the front of a shirt that will be made available for purchase through online sales and in the museum's Design Store. The museum's logo, exhibit title, and other information may be printed on the back.

THE EXHIBIT: The Museum of Danish America will open a new exhibition *Sport for Sports' Sake: Athletes and Ethnicity in Danish America* on Saturday, April 23, 2016. The exhibit will remain on view for museum visitors until spring 2017. Many artifacts from the museum's collection will be featured, including gymnastics equipment, trophies from tug-of-war tournaments (won by a group of Danish immigrant cousins), bicycles, trampolines (invented by a Danish American), and other materials used in the context of Danish-American sport. Photographs of groups and individuals will exemplify Danish-American athletes, both historic and contemporary, including the fields of basketball, football, snowboarding, and others. The exhibit will explore four aspects of sport: Fitness, Competition, Camaraderie, and Profession.

ELIGIBILITY: The contest is open to high school students from the following Iowa school districts: Atlantic, Audubon, Exira-Elk Horn-Kimballton, and Harlan.

DESIGN GUIDELINES: The design should be a vector graphic made up of no more than three colors (not including the base color of the shirt) and containing no text or logos. The design must be wholly original. The maximum printable area is 12 inches wide by 18 inches high.

DESIGN SUBMISSION: The file must be sent electronically as a 5MB-or-less PDF to media@danishmuseum.org with the subject line "T-Shirt Design Contest" no later than noon on **Tuesday, March 15, 2016**. A maximum of two designs per student will be accepted. Entries should also include the entrant's full name, address, telephone number, age, school name, and grade level. By submitting an entry you are agreeing to all contest rules, and you are guaranteeing that you hold rights to everything in it and that it does not contain any copyright material. Entries become the exclusive property of the museum upon submission.

PRIZES: All entrants will receive a certificate for one free family admission to the Museum of Danish America. Admission also entitles the group to same-day entry to the Genealogy Center, Bedstemor's House (Memorial Day-Labor Day), and Jens Dixen cabin.

The winning entry will be selected by staff of the Museum of Danish America and announced on or before April 1, 2016. One grand prize winner will receive a **t-shirt** with their design, a gift certificate to the Museum of Danish America Design Store in the amount of **\$100**, and a one-year **membership** at the Contributing Level (which includes access to the online collections database).

