



Run Amok Mead Label Art Contest

Greetings, Artist!

Thank you for coming by to check out our Label Art Contest. Here are some important details:

Run Amok Mead is currently a Meadery-in-Planning. This means that we are not open for business yet – but behind the scenes we are very busy! We are scouting locations, testing recipes, working on marketing calendars, making decisions about equipment, verifying fermentation schedules, and crunching the numbers on many (many!) Excel spreadsheets.

One of the most important (and fun! Did I mention fun?) facets of Run Amok's Meadery will be its showcasing of many things WNC. From local honey to local mead, from incredible views to thrilling mountain driving, from local art to WNC-inspired mead labels... we love it here and we suspect you probably do too. We would love to see your WNC art, and we would love to use it to represent Run Amok Mead. What we are proposing is a Label Art Contest that will put your art on our mead.

The design must be convertible to a format that can be printed as a mead label. It will need to lend itself easily to fitting within the confines of the label's shape, size and outline. And of course, mead labels must conform to TTB requirements, which will be incorporated in the final layout.

Rich, intense color really appeals to at least one of the judges :-). We know that watercolor paintings and photography do a good job of emulating the look we are seeking. But we won't ping you for creativity of a different type – so bring it on! Just remember it will need to reproduce well on a mead label in order to be considered.

We look forward to seeing your beautiful work!

Gold Star Honeybees, LLC
dba Run Amok Mead

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(Contest version 10-26-2018)

Run Amok Mead Label Art Contest Guidelines

1) Eligible Entries are either or both:

- Works by an artist who is a resident of Western North Carolina
- Art that depicts Western North Carolina / The High Country

2) All submissions must be original work, and be of professional quality. Work copied from magazines, artwork created by another artist, or photographs not taken by the artist - are not considered original work.

3) Artists may submit a maximum of 4 entries per year.

4) Entries may be submitted at any time. Run Amok Mead reserves the right to pair entries with the mead of their choice. Due to the nature of fermentation schedules, this means winning entries may not be used in the order in which they were chosen. At the time of acceptance of a preliminary winner, a tentative commitment will be made concerning what mead release the label will be associated with.

5) All entries must be submitted to the address shown on the Contest Entry Form.

6) Artists have two options for sending their submissions. They may:

- Ship the work via USPS to the address on the Contest Entry Form
- Deliver the work (by appointment) to the address on the Contest Entry Form

7) Each individual entry must be accompanied by a copy of the Contest Entry Form.

8) Run Amok Mead has a tentative layout for the final label design (see image below). Winning designs will be incorporated into this layout, which will also conform to all TTB regulations. The winning artist may work with the label team to create the final label design.

9) Run Amok Mead retains the right to approve the final design. When a submission is initially selected, this is known as a preliminary winner. The artist may be asked to make some adjustments that will help to showcase the work in the formats for which it may come to be used. Once the design has been finalized, the winner will be confirmed, and items 10-12 go into effect. If agreement cannot be reached concerning the final design, Run Amok Mead reserves the right to reject the entry and select another design.

10) By selecting the winners of this contest, Run Amok Mead obtains perpetual and exclusive licensing for the use of the selected artwork in all forms and formats. Run Amok Mead may reproduce, in any fashion including multimedia and electronic imaging, all or any portion of the winning design, and may distribute for profit any reproduction of the design on labels, merchandise, and “swag” goods, including but not limited to posters, note cards, post cards, t-shirts, hats.

11) The confirmed winner will receive:

- A \$250 cash prize, paid at the Mead Release event for the associated mead
- A local press release about the artist, the contest, and selected design
- A blog post by Run Amok Mead showcasing the art and the artist
- A solo exhibit highlighting the label art, as well as other agreed-upon works by the artist. This show will open with a Meet the Artist, Mead Release, and Tasting Event and will be held at a facility of Run Amok Mead's choosing.
- Two bottles of the mead that bears the winning Run Amok Mead label

12) The artist agrees to be present for and participate in a "Meet the Artist" at the Mead Release. Run Amok Mead staff and the artist will work together to coordinate the dates of this event and the show.

13) Artists have two options for retrieving their submissions. They may:

- Include appropriate packaging material and pre-paid postage in their submission, and their works will be mailed back.
- Pick up their work within 14 days of being notified of non-acceptance of the submission.
- Items not picked up by the deadline will become the property of Run Amok Mead.



**Run Amok Mead Label Art Contest
Contest Entry Form**
(Please include one form with each entry.)

Artist's Name: _____

Studio Name: _____

Address: _____

City/State/Zip: _____

Best phone #: _____ Alternate phone #: _____

Email: _____ Website: _____

Please describe your entry: _____

Run Amok Mead will notify successful applicants about their acceptance as soon as possible after receipt of the work. Planning will begin then for the timing of the mead release, and the opening of the solo artist exhibit.

Unsuccessful applicants may pick up submissions by appointment within 14 days of receiving notice that a different selection has been made. If you would like us to return your artwork to you via mail, be sure you have included the appropriate packaging with prepaid postage. If you would like to pick it up, please call to arrange an appointment. Any works not picked up by the deadline will become the property of Run Amok Mead.

Please check one of the following options:

- _____ I have included adequate packing material with prepaid postage for return.
_____ I will call to make an appointment to pick up my submission within 14 days.
_____ Run Amok Mead may keep my submission(s).

Acknowledgement:

I have read the guidelines for the Run Amok Mead Label Art Contest and I understand them. I agree to the terms, which include a grant of rights to Run Amok Mead to reproduce winning artwork on mead labels and other Run Amok Mead marketing materials and merchandise as Run Amok Mead deems fit. By signing below I acknowledge these guidelines and terms, and confirm that my submission is my own original creation.

Signature of Artist

Date