

2010 Women In NAAAP! Logo Contest Rules and Guidance

Who is WIN!?

“Leadership Inspired by Women”

Women in NAAAP! was launched at the 23rd annual NAAAP National Convention in Denver on August 15th 2009. It is a special program created and developed to build competent and confident women leaders within NAAAP and within the Asian Pacific community.

Over the course of the coming year, WIN! will be creating an international platform to launch our unique leadership training program for our NAAAP members and the Pan Asian Diaspora. We are looking to initiate and establish partnerships with premier national and international leadership organizations.

Our overall objectives include:

1. Equip Asian women with skills, confidence, and resources to effectively lead in a multicultural environment.
2. Connect Asian leaders to role models and create a mentoring network.
3. Empower Asian women and educate about challenging perceptions.
4. Engage with the community at large and represent Asian women across the world.
5. Inspire Asian women to a make meaningful difference in government, education, business, and society.

Top Things to Communicate Through Our Logo Design:

1. Leadership
2. Asian Women
3. Empowerment/Inspirational
4. Network
5. Professional looking
6. Congruent with NAAAP National’s logo (possibly changing the color of the a)
7. Gender neutral inviting to both women and men, yet supportive of Asian women’s leadership
8. Connected to tree theme
9. Good balance of masculine and feminine
10. Our creative tag line “Leadership Inspired by Women.”

Our Target Audience:

Our target audience is those who are interested in joining our ever-growing NAAAP, specifically WIN!, Community – in particular, anyone interested in learning about the specific challenges that Asian women face in leadership roles, and – especially, Asian women who are looking to grow their leadership skills, expand their network, share their experience and give back to the community. We welcome anyone who is interested in learning or getting involved with NAAAP, specifically WIN!, and who might refer us to potential members, including other stakeholders in NAAAP.

Design Requirements:

- Easy on the eye
- Professional
- Must be suitable for public use and viewing
- Gender neutral inviting to both women & men, yet supportive of women's leadership
- Does not include any words or phrases other than WIN and Keywords contained in the vision/mission
- Preferably a short description on the design concept
- Must not be submitted in other contest or used by other purposes before
- Appeal to groups of age 20+
- File must be manipulatable (in term of size and file type)

Design guidance:

- Formats accepted: .JPG, TIF, PDF
- Compressed Files should not be submitted by .ZIP
- Design image should fit within the space of 1 8.5 X 11 page

Usage

Include but not limited to Web, Print Media, Any written distributed material. Once submitted and selected, NAAAP and WIN! reserve the rights to the usage of the winning pieces. By checking the terms acceptance, potential winner will no longer have the ownership if submission is selected. Creator of the winning piece will be awarded prizes specified in the Award section.

Design Submission:

Must be submitted online by EST midnight 07/15/2010.

Eligibility:

All Current NAAAP members from all Chapters and Ventures.
Unlimited Submissions per chapter.
No more than 3 Submissions per person.

LEGAL INFORMATION**Copy Rights:**

Anyone who is any agent of NAAAP in compliance with intellectual property norms does NOT retain copyright. NAAAP receives copyright and legal permission to reproduce, copy, and use.

***Entrant means the individual that offers a design/image submission under the term of this Contest and chapter he/she belong to.**

- When entrant submit a design/image, entrant are expressly stating that the submission is your original work and was not created as a work for hire,
- When entrant submit a design/image, entrant are expressly stating that the design/image has not been licensed to any other entity,
- By submission of a design, if said design is selected, entrants are expressly granting NAAAP and WIN! a full

and complete assignment of the intellectual property rights entrant have in the submitted design or image including copyright, trademark and/or patent interests, and the selected design or image may be reworked to prepare it for use,

- Intellectual property rights including trademark and/or patent rights of the selected design or image are owned and controlled by NAAAP and IBC of WIN!,
- Works submitted in formats which do not conform to the contest guidelines will not be considered eligible for judging by IBC of WIN!,
- Judges cannot vote for their own Chapters and Ventures submissions,
- All decisions by NAAAP will be considered final; and
- NAAAP is not responsible for lost, late and/or never received submissions.

Interpretation. In the case of any dispute about the interpretation of the Rules, NAAAP's decision as to the interpretation shall be final and Entrant shall be bound by NAAAP's decision.

Winning Design

- The Logo Contest winner will be publicly announced at WIN!'s Community Reception at the 24th Annual NAAAP Convention & Diversity Career Fair presented by Macy's in San Francisco.
- After unveiling, the winning design will become the Official Women In NAAAP! logo – and will be used in various promotional materials including but not limited to: website, brochures, letterheads, envelopes, banners, signs, posters business cards and advertisements.
- The Logo Contest first place winner will receive a First Prize Package, which includes a \$500 cash prize towards WIN! Programming at Chapter and Venture, Creative Credit on WIN!'s website and Programming for 1 year plus individual and Chapter/Venture recognition at our Convention at WIN!'s Community Reception on Saturday, August 14th, 2010 including a black and white business card ad in NAAAP's Program Booklet, and a \$125.00 Visa Gift Card for the individual.
- Second and third will also be selected and be given honorable mentions. Second Prize receives \$75 Visa Gift Card; Third Prize gets \$50 Visa Gift Card.

BY SUBMITTING A DESIGN FOR the Women In NAAAP 2010 LOGO CONTEST to ibc@womeninnaap.org - Each ENTRANT THEREBY AGREES TO ABIDE BY THE RULES AND GUIDELINES OF THE Women In NAAAP LOGO CONTEST and Women in NAAAP!'s International Board Committee warmly thanks the entrant for your consideration of the Logo Contest.

For additional information regarding the 2010 Women In NAAAP contest, please email Sheila Sun at sheila.sun@womeninnaap.org