



### **Overview:**

The Bakersfield Sports Foundation (BSF), a non-profit 501(c)(3) organization, is the local body responsible for the marketing and production of the Stage 5 (Individual Time Trial) of the 2012 Amgen Tour of California professional cycling race. The BSF oversees a volunteer local organizing committee which works under the direction of AEG Sports, the owner and presenter of the Amgen Tour of California.

The Local Organizing Committee has an opportunity to produce a local logo that will be used to market and promote the race. The logo will become an iconic symbol of this historic event. This is an opportunity for a local artist to design a memorable insignia the community will identify with for years to come.

### **Call for Artists: Logo Design**

The Arts Council of Kern has been commissioned to conduct a competition on behalf of the BSF creating a logo for the Bakersfield stage of the 2012 Amgen Tour of California.

### **Guidelines:**

- The artist must be a resident of Kern County.
- The logo should embody the spirit of competitive cycling.
- The logo must incorporate the official Amgen Tour of California logo within the overall design (logo is provided in two orientations and formats).
- The logo must include the day, date and location (Thursday, May 17, 2012, Bakersfield)
- The logo should be effective in both black and white and color.
- Submit up to three concepts in EPS format. Fonts must be converted to paths, and Pantone colors should be included.
- Overall design should be limited to a maximum of four colors.
- By submitting the winning design, entrants recognize that the Bakersfield Sports Foundation will own the design and all associated rights.
- Only original artwork will be accepted. Use of any copyrighted art, logos, fonts or slogans requiring a license to reproduce will disqualify the submission.
- The BSF reserves the right to refuse works judged unsuitable for any reason.
- All designs must be submitted to, and are subject to approval by, AEG and the BSF.
- The BSF reserves the right to alter all submissions without artist's consent to meet the organization's marketing and promotional needs.

**How to Enter:**

Submit the completed entry form and finished artwork on a CD to the address listed.

**Deadlines:**

*March 2, 2012:* Submission deadline of 1-3 concepts in EPS format on a CD mailed or delivered to:

Tour of California – Local Logo Submission  
1330 Truxtun Avenue, Suite B  
Bakersfield, CA 93301

All artwork must be received by 5 pm.

No artwork will be accepted after the specified date.

The BSF will announce the winning entry in mid-March, with the winning artist notified by phone or e-mail. The BSF will notify key local media outlets through a prepared news release.

The winning artist will receive:

1. Two Hospitality Passes to the official VIP Tent on Race Day or \$500.
2. Logo/artists name displayed on the Local Organizing Committee web site.
3. Winning logo displayed on locally-produced merchandise, posters and other marketing materials at the sole discretion of the BSF.
4. Recognition through a media release and other media opportunities.

**Thoughts on Design**

Submissions should:

- Work well on a small scale (such as letterhead) as well as large scale (posters);
- Should be clearly visible in both grayscale and four-color versions (compatibility with two-color print process is also preferable);
- Should be distinct and clear in its design so that upon seeing the logo, audiences will identify it with the Stage Five Finish of the 2012 Amgen Tour of California;
- Incorporate a Bakersfield “feel” to the design.

**ATTACHMENTS:**

Four color horizontal Tour of California Logo (.eps format)

Four color box Tour of California Logo (.eps format)

All attachments are copyright of their respective owners. Tour of California logo may only be used within the scope of this project and may not be reproduced without the written consent of AEG Sports.



**Logo Submission Form**

Please complete and sign the following form and submit it with your artwork on a CD no later than 5 pm on March 2, 2012 to:

Tour of California – Local Logo Submission  
1330 Truxtun Avenue, Suite B  
Bakersfield, CA 93301

Contact Information:

Artist Name \_\_\_\_\_

Address \_\_\_\_\_ Apt/Unit # \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

E-mail Address \_\_\_\_\_ Web Site \_\_\_\_\_

Artist Bio (150 Word Max): \_\_\_\_\_

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Art Information:

Number of EPS Files Submitted on CD \_\_\_\_\_

Release of Artwork:

By signing this form I understand, as the sole original artist, I release all rights associated with submitted artwork and am not entitled to any compensation related to the use of the logo. The Bakersfield Sports Foundation will own the design and all associated rights. The BSF reserves the right to alter all submitted artwork without consent from the artist and may not select any artwork submitted for this project. All artwork submitted is original and is the sole creation of the artist name printed above.

Artist Name (Printed) \_\_\_\_\_

Artist Signature \_\_\_\_\_ Date \_\_\_\_\_