



HOUSTON LIVESTOCK SHOW AND RODEO™

NRG Park • Feb. 25 - March 17, 2019

P.O. Box 20070 • Houston, Texas 77225 • 832.667.1000 • rodeohouston.com

Houston Livestock Show and Rodeo™ 2019 Boot Art Campaign Contest Rules & Regulations

The following constitutes rules for the Houston Livestock Show and Rodeo™ (“the Rodeo”) Contest via a public call out for local, Houston-area artists (“the Contest”) to design and create artwork for an on-grounds art display during the 2019 Rodeo.

OPEN ONLY TO CURRENT RESIDENTS OF THE HOUSTON AREA — REGISTERED ZIP CODE MUST BE WITHIN 20 MILES OF THE OFFICIAL HOUSTON CITY LIMITS (“Territory”) — AND OPEN ONLY TO LEGAL RESIDENTS OF THE U.S. MUST BE AT LEAST 18 YEARS OF AGE TO ENTER.

RODEO STAFF AND MEMBERS OF THE EXECUTIVE COMMITTEE AND THE BOARD OF DIRECTORS AND THEIR FAMILIES ARE INELIGIBLE TO ENTER THE CONTEST.

THE CONTEST: A public call out will for local Houston artists to design and create artwork for physical 6-foot tall, 3-D fiber glass boot sculptures. The Rodeo will evaluate all art submissions and select 8 artists to complete their design on the physical structures and compensate each artist for their creation and time.

CONTEST TERMS:

- All art MUST be within the general brand standards of the Houston Livestock Show and Rodeo and follow all proper logo and name usage.
- Selected artists will not be allowed to use official Rodeo marks and logos outside of this contest. This is a one-time permission use of officially licensed marks.
- Artwork should be in artist’s preferred medium and style, but also stay within the mission-focused and family friendly mindset of the Rodeo, including focus on at least one of the organization’s 4 pillars: Agriculture, Education, Entertainment and Western Heritage
 - Boot will be outdoors for 21+ days, therefore the artwork should be weather proofed to withstand elements.
- Artists are required to submit a detailed sketch or rendering of proposed boot artwork. If selected, artist may be required to make additional edits or changes to proposed art. Once approved, both parties will be responsible for signing the final version of the artwork.
 - PLEASE NOTE: Unless otherwise discussed and approved, artwork/design cannot alter from its originally approved version throughout production.
- Artists are required to send updates (including photos) to the Rodeo throughout production process (bi-weekly beginning Nov. 26, 2018 until artwork is complete)
- Artists are encouraged to take progress photos and/or videos of their work but are NOT permitted to release or unveil final boot design to the public until the Rodeo has done so officially on Feb. 25, 2019.

- Photos/videos may be used for marketing purposes by the Rodeo following the full reveal of the boots.
- All Contest entries, artwork and final products (the boots) become the property of the Houston Livestock Show and Rodeo and will be used for marketing purposes only.
- If artist does not complete design by set timeline (noted within the official rules) or does not return boot, the Rodeo reserves the right to request reimbursement of costs associated with boot manufacturing.
- All contestants acknowledge, as a condition of entry, that the Rodeo has a right to publicize and/or broadcast the artist's name, character, likeness, voice and/or all matters incidental herein.

CONTEST TIMELINE:

- Sep. 13 – Submissions open via the Rodeo's official Facebook page
- Oct. 15 – Submissions close
- Nov. 1 – The Rodeo will choose 8 approved designs and notify artists (via email provided in entry submission).
 - The Rodeo reserves the right to request edits and updates to selected artwork, minimum of 1 revision prior to start of project.
- Nov. 5 – 16 – The Rodeo will schedule delivery of boots to all selected artists.
- Nov. 5 – Jan. 10 – Production of boot designs underway
- Week of Jan. 15 – The Rodeo will schedule the pickup of all finalized boots with each artist no later than Jan. 18, 2019.
- Feb. 25 – Full reveal of all boot designs will be made on opening day of 2019 Rodeo.

Additions or deletions to these terms and timeline may be made at the discretion of the Rodeo, and may be enacted at any time.

The Rodeo, its affiliates, sponsors and representatives absolve themselves of any liability, financial or otherwise, resulting from any contest staged by the Rodeo.

COMPENSATION: The 8 selected artists will receive a commission of one thousand dollars (\$1,000) from the Rodeo for their work and will be recognized on a plaque next to their installation.

Limitations of Liability: The Rodeo is not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, printing errors or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including, but not limited to, malfunctions, interruptions, and disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Contest; (4) technical or human error which may occur in the administration of the Contest or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from the artist's participation in the Contest or receipt or use or misuse of any prize. The Rodeo is not responsible for misdirected or undeliverable entries or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer

transmission or any combination thereof. The Rodeo is not responsible for any typographical/other error in entries, selection announcement or for any liability for damage to any computer system resulting from participation in, accessing or downloading information in connection with this Contest.

Not all entrants will be notified. The decision of the Rodeo is final.