

**Design the Downtown Holiday Mug Contest
Maple Hill Holiday Parade Initiative
September-October Design Phase
November Mug Print and Distribution**



The Maple Hill Holiday Parade is Saturday November 19 and it is one of the longest standing community parades in the greater Kalamazoo region. The parade hosts helium balloons, marching bands, floats, and marching units that together create an amazing parade symbolizing our community and its promise of creating a family tradition - the kick off to the holidays.

Every year, the parade hosts an after-parade day where businesses, parade attendees, entertainers, and retailers close the Kalamazoo Mall for an afternoon of family focused activities and retail events that celebrate the kick-off of the holiday season. New this year, the downtown retailers would like to feature a commemorative holiday parade mug where students have the opportunity to create the official design. This design will be printed on mugs that will be sold during the parade and the design will be for the community to see and have in their households during the holiday season. This is a commemorative mug.

Contest

The contest features two categories - middle school and high school. Each winner will receive a \$100 art prize package of prism colors and sketch books. The runner up will receive a \$50 prize package of art supplies. And, the contest winner's name will be printed on the mug (unless requested not to be included by the winner).

Submissions:

Submissions will be via an online application with the electronic PDF files submitted separately. The application link will outline the opportunity to provide information regarding student's school so that the school can also be highlighted in the award presentation. The online application will provide specifics as to the design space. Submission of the design must be original and can include manipulation of graphics for the creative realm. The submitted artwork should include the artist name for recognition and ownership of the art design.

The submission of the art in an electronic form via a PDF is for the contest reviewing, but it might be necessary to have the original electronic artwork for print submission. The submission of the artwork renders the work to the Kalamazoo Holiday Parade, LLC and any use of the art will include the artist signature, unless it is requested to be excluded.

Design Theme

The theme is holidays. The name - Maple Hill Holiday Parade 2022 - must be included in the design. It is a holiday collection mug that will be used at the Kalamazoo Holiday Parade events and as part of the collector hot chocolate booths following the parade. The mug will be sold in participating downtown retail locations.

Timeline:

Contest Launch	September 19
Online Application Open	September 19
Submission Deadline	October 19
Jury Panel Review	October 20-23
Artwork Selected	October 24
Artwork to Printer	October 26
Winner Announced	October 27

Production of Mugs	November 1-16
Distribution to sites	November 17

Contact Information:

KELC Events is the event team responsible for implementing this contest. Question or additional information is available through the following contacts:

- events@experientiallearningcenter.org
- 269-388-2830 Office Phone
- www.kalamazooholidayparade.org
- Deborah Droppers at deb@eventkalamazoo.com
- Abby Vandenberg, Maple Hill Auto Group, avandenberg@maplehill.com