

# Los Angeles

June 7-8, 2024



## Living Rare, Living Stronger® NORD® Patient and Family Forum

### Swag Design Contest

NORD is providing an exciting opportunity to showcase the artistic talents of our community as part of the Living Rare, Living Stronger Patient and Family Forum on June 7-8 in Los Angeles, CA! We invite individuals impacted by rare diseases to channel their creativity and share their unique interpretations of the event's theme, "Lights, Camera, Rare Action." This is an opportunity for individuals connected to the rare disease community – as a person living with a rare disease, parents, caregivers, family members and friends – to express what this year's theme means to them.

The winning artist's submission will be prominently featured on the official Living Rare, Living Stronger® tote bag provided to all in-person attendees. The first-place winner will also receive travel and lodging assistance to attend plus one (1) guest.

Please read through the contest rules, eligibility requirements, and full submission guidelines below.

Only submissions received by 11:59 pm on March 29, 2024, will be considered.

[Submit Your Artwork Here](#)

### Contest Rules

#### Eligibility:

- To be eligible to enter the contest, artists may be 18 years old or older and artists who are younger than 18 years old must have their parent or guardian submit the artwork on their behalf.
- Artist must be directly impacted by a rare disease, including but not limited to:
  - Individuals living with a rare disease.
  - Caregivers providing support to individuals with a rare disease.
  - Relatives of individuals with a rare disease.
- Contest judges, employees of the National Organization for Rare Disorders (NORD), and their family members are not eligible to submit artwork to this contest.
- Artists must reside in the United States.

- The contest is void where prohibited by law.

#### **Theme:**

- Designs should draw inspiration from the 2024 theme for Living Rare, Living Stronger: "Lights, Camera, Rare Action."
- Designs should creatively interpret the theme of "Lights, Camera, Rare Action."
- Incorporate elements that reflect the strength, resilience, and unique stories of individuals living with rare diseases.
- Participants are encouraged to draw inspiration from the theme to convey a powerful message through their designs.

#### **Originality:**

- Original and Unpublished Work:
  - Each submission must be an original and unpublished work created by the participant.
  - By submitting an entry, participants agree that their design is intended solely for the purpose of this contest and has not been used elsewhere.
  - Submissions should not have been previously published or used in any other contests or platforms.
  - Submissions that appear to be endorsements of a particular rare disease treatment or therapy will be disqualified. Designs should focus on expressing the theme creatively without promoting specific treatments or therapies.
- Third-Party Content:
  - Submissions must not contain, incorporate, or otherwise use any content, material, element, or logos owned by a third party or entity.
  - Participants should ensure that their designs are free from any copyright or intellectual property violations.

#### **Submission Guidelines:**

- Each artist is permitted to submit one (1) design.
- Designs to be submitted in digital format. (See accepted file types below.)
- Include a brief description or inspiration behind the design.
- Art Size: 7 inches x 7 inches.
- Accepted Formats:
  - Designs must be submitted in digital format.
  - Submissions must be in a two-dimensional format.
  - Designs cannot include videos, GIFs, or any other three-dimensional elements.
  - Acceptable file formats include EPS, JPEG, PNG, PDF, AI, or PSD.
  - Submissions should be high resolution to ensure clarity and print quality.
  - A minimum resolution of 300 DPI is required.
  - The submission is two-dimensional and scannable (e.g., no videos or GIFs).
- Color Mode: Designs must be set to CMYK.
- File Size: Not to exceed 25MB.

- Naming Convention: Each design file should be named using the following convention: [Artist's Name]\_[Title of Artwork].[File Extension].
  - Example: JonDoe\_LivingRareLivingStronger.jpg.
- Submissions must be made through the online contest submission form located [here](#).
  - All artists must complete the online contest submission form in its entirety.
    - **Incomplete forms may result in disqualification.**

#### Ownership:

- By submitting a design, participants grant the National Organization for Rare Disorders (NORD) the right to use, reproduce, and modify the design for promotional purposes.
- Art submission constitutes an agreement by the submitting artists to grant a free license of all copyrights of the submitted works to The National Organization for Rare Disorders (NORD) in perpetuity, specifically for publicity and promotional purposes.
- By participating, artist agrees to the use of their name and design for promotional purposes.

#### Deadline:

- Submissions must be received through the online submission form by Friday, March 29, 2024 11:59 pm EST.
- [Submit Your Artwork Here](#)
- Late submissions will not be considered.

#### Judging Criteria:

- Each judge will score submissions independently, and the final scores will be compiled to determine the winning designs.
- Scoring System:
  - Judges will score submissions on a scale of 1 to 5 in each category, with 1 being the lowest and 5 being the highest.
- Designs will be judged based on their ability to effectively capture and convey the essence of the theme and visual appeal.

#### Judging Categories:

- **Relevance to Theme:** How well the submission aligns with the theme of "Living Rare, Living Stronger: Lights, Camera, Rare Action."
- **Originality and Uniqueness:** Assessing the novelty and uniqueness of the design in the context of rare diseases.
- **Message Impact:** Effectiveness of the art submission in conveying a powerful message related to rare diseases.

#### Scoring Accumulation:

- Total points for each submission will be tallied by adding the scores across all judging categories.

#### Judging Panel:

- The judging panel for this contest is comprised of Living Rare, Living Stronger Patient and Family Forum Volunteer Host Committee members and NORD Staff.
- Judges are committed to maintaining the confidentiality of the submissions and will not disclose any information regarding the entries.

### Judging Process

- **Top 10 Finalist Selection:**
  - The NORD Living Rare, Living Stronger Volunteer Host Committee will evaluate all submissions using the point system based on the categories mentioned above.
  - The top 10 submissions with the highest total points will be determined as the top ten (10) finalists.
- **Secondary Evaluation:**
  - The top 10 submissions will be shared once more with the NORD Host Committee members for a vote of their favorite submission from the top 10.
  - NORD staff members will also participate in this round.
- **Final Determination:**
  - The contest winner and second place runner-up will be determined based on the submissions that receive the most votes during this final round of evaluation.
- Judges will not have access to personal information about the participants during the evaluation to maintain objectivity.
- The decisions made by the NORD Living Rare, Living Stronger Volunteer Host Committee and NORD staff are final and binding.

### One First Place Winner & Prize:

- First Place Winner and one guest will join us at the Living Rare, Living Stronger event on June 7-8, 2024.
- The winner will be provided up to \$450 in airfare per person. Provided for the winner and one (1) guest to facilitate attendance.
  - The provided airfare for the winner and their guest covers general boarding only.
  - It does not include extra space, first class, or business class accommodation.
- One (1) double occupancy room accommodation at the host hotel for the nights of June 7 & 8, 2024, will be included.
- The winner will be required to provide a credit card upon check-in at the hotel.
  - The winner is responsible for any incidental expenses they may incur during their stay at the hotel.

### Second Place (Runner-up) Winner & Prize:

- The second place runner-up will receive a NORD swag prize pack.
- The second place runner-up artwork may be used in a future NORD campaign.
  - This usage may include featuring the artwork on a printed thank you card or promotional emails to our community.

- The printed thank you card or promotional emails will include recognition of the artist.
- NORD may utilize the cards and emails for various purposes, including donor correspondence, speaker thank you notes, volunteer thank you notes, and community promotions.
- Travel to Living Rare, Living Stronger is not included in the prize for the second-place runner-up.

**Notification:**

- Winners will be selected and notified via email on April 19, 2024.
- Winners are required to reply to the email notification to acknowledge receipt.
  - If a winner does not acknowledge receipt within three (3) business days, another winner will be selected.
  - The first place winner must work with NORD staff on booking travel and lodging for the Living Rare Living Stronger event.
  - The first-place winner is not to book travel until they are informed of the policies and procedures for the travel stipend by a NORD staff member.

**Contact Information:**

For any questions or inquiries regarding the contest, please contact NORD at [action@rarediseases.org](mailto:action@rarediseases.org).