



## BOY SCOUTS OF AMERICA

# 100TH ANNIVERSARY LOGO CONTEST

## FACT SHEET

### OVERVIEW:

The Boy Scouts of America's 100<sup>th</sup> Anniversary represents much more than a date on the calendar. It represents an important milestone around which to reintroduce Scouting to America — to celebrate our rich heritage and to reinforce the important role Scouting will continue to play in shaping our country's future.

*Therefore, in honor of our 100<sup>th</sup> Anniversary, we want to create a memorable logo that captures the true spirit of Scouting and, we are calling on Scouts and Scouters all across the country to help us in the effort.*

The goal of our national 100<sup>th</sup> Anniversary logo contest is to inspire creative thinking and engage Scouts at every level. Every registered Scout is eligible. Entries are due by Nov. 30, 2007. Winners will be chosen in several categories. The overall winner will work with nationally recognized graphic artist and Eagle Scout, Kit Hinrichs, to format the design for wide use throughout our celebration.

### HOW THE CONTEST WILL BE JUDGED:

We have assembled a distinguished panel of judges who will determine winners in several categories. The panel reflects the very best in graphic arts, history, culture, and Boy Scout volunteerism and achievement.

**Joe Csatari**  
renowned Scouting artist

**Elaine Didier**  
director, President Gerald R. Ford Presidential Library and Museum

**Ethan Draddy**  
Scout executive, Jersey Shore Council, Toms River, N.J.

**John Gottschalk,**  
BSA executive vice president and chairman and CEO of the Omaha World-Herald Company

**Larry Knapp**  
director, BSA Merchandising Division

**Kit Hinrichs**  
Eagle Scout and partner, Pentagram Design

**Stephen Medlicott**  
director, BSA Marketing and Communications Division

**Ann B. N'Gadi**  
BSA volunteer and technical information specialist with the Smithsonian Institution's Museum Conservation Institute

**Christian Tobler**  
Eagle Scout and graphic arts student

**Jim Wilson**  
associate publisher and director of BSA Custom Communications Division

**Kent York**  
director of marketing, Northern Star Council, St. Paul, Minn.

### WINNING CATEGORIES:

To encourage as much participation as possible, winners will be chosen in the following five categories:

#### Best Overall Design

Best Design by an Eagle Scout	Best Design by a Boy Scout
Best Design by a Venturer	Best Design by a Cub Scout or Webelos Scout

### RECOGNITION:

Every contest participant will receive a special patch and certificate from the Boy Scouts of America National Council recognizing their contribution to this important effort. Further, participation fulfills one of the requirements for the Graphic Arts merit badge.

Winners in each of the five categories will be honored at the upcoming May 2008 Boy Scouts of America Annual Meeting, with travel and accommodations provided by the Boy Scouts of America.

*The overall winner will receive an all-expense paid trip to San Francisco, Calif. to work hand-in-hand with Kit Hinrichs to finalize the 100<sup>th</sup> Anniversary Celebration logo design.*

### HOW TO ENTER:

We have worked hard to make participation in the logo contest as easy as possible! Submissions may be entered through the Boy Scouts of America 100<sup>th</sup> Anniversary Web site ([www.scouting.org/100years](http://www.scouting.org/100years)) or by mail (Boy Scouts of America; P.O. Box 152079; Irving, Texas 75015-2079; ATTN: Anniversary Logo Contest.). Every submission must be accompanied by:

- The logo contest entry form
- A design that includes, at a minimum:
  - Boy Scouts of America or BSA
  - 100 Years of Scouting or 1910 – 2010
  - Celebrating the Adventure. Continuing the Journey
- A no more than 100-word statement explaining how the design captures the true spirit of Scouting
- Confirmation of eligibility

*Please note: We welcome and encourage entries by all registered Scouts. However, for legal reasons, entries from Scouts under the age of 18 must be made by an adult on your behalf.*

### IMPORTANT NOTES:

- All submissions must be received by midnight on Nov. 30, 2007.
- Winners will be announced in Jan., 2008.
- Eligibility is limited to currently registered Scouts — or Scouting units on behalf of a group of Scouts.
- All submitted designs must be original work.
- See reverse side for contest rules.

Boy Scouts of America 100<sup>th</sup> Anniversary Web site:  
[www.scouting.org/100years](http://www.scouting.org/100years)

## BOY SCOUTS OF AMERICA 100<sup>TH</sup> ANNIVERSARY LOGO CONTEST OFFICIAL RULES

1. **Eligibility:** The contest is open to currently registered youth members of the Boy Scouts of America (BSA). This includes Tiger Cub Scouts, Cub Scouts, Webelos Scouts, Boy Scouts, and Venturers. Logo designs may also be submitted by scouting groups i.e.: a den, patrol, pack, troop, or crew.
2. **Agreement to Official Rules:** By submitting one or more BSA 100<sup>th</sup> Anniversary logo designs, each entrant fully and unconditionally agrees to accept these official rules and the decisions of the BSA as contest sponsor which are final and binding.
3. **Judging Categories:** Entries will be grouped for judging into four categories with a winner selected for each category and one overall contest winner. The judging categories are:
  - Tiger Cub/Cub Scout/Webelos Scout
  - Boy Scout
  - Venturer
  - Eagle Scout
4. **How to Enter:** There are two ways to submit an entry:

**To enter online:** On or before Nov. 30, 2007, visit [www.scouting.org/100years](http://www.scouting.org/100years).

**To enter by mail:** On or before Nov. 30, 2007, complete a 100<sup>th</sup> Anniversary contest entry form (available at [www.scouting.org/100years](http://www.scouting.org/100years)). Enclose it with your entry and mail to:

National Office, Boy Scouts of America  
P.O. Box 152079  
Irving, Texas 75015  
Attention: 100<sup>th</sup> Anniversary Logo Contest
5. **Contest Deadline:** The BSA 100<sup>th</sup> Anniversary Logo Contest begins Aug. 25, 2007. Entries must be received by Nov. 30, 2007. If electronically submitted, the entry must arrive before midnight on Nov. 30, 2007. If mailed, the entry must be postmarked no later than Nov. 30, 2007.
6. **Entry Details:**
  - a. Logo design must include each of the following elements:
    - Boy Scouts of America or BSA
    - Celebrating the Adventure. Continuing the Journey
    - 100 Years of Scouting or 1910-2010
  - b. Logo design may use other elements related, and relevant, to Scouting such as: fleur-de-lis and images of ribbons, stars, the American flag, an eagle, a Scout, etc.
  - c. Entries may be created in the artistic media the designer feels best presents their proposed logo. This might include: pen, pencil, or marker drawings, paint, or computer assisted drawings.
  - d. It is recommended that design entries be no smaller than approximately 3" x 3" and no larger than 8" x 10".
  - e. All entrants must certify (on the entry form) that the design and artwork are their own original work.
  - f. All entries must be accompanied by a statement (no more than 100 words) explaining why the submitted design best captures the true spirit of Scouting.
  - g. In the unlikely event a design is submitted that is virtually the same as (not distinguishable from) a previously submitted design, the judging panel will deem the first design received as the entrant and reject the design received at a later time/date.
  - h. Multiple entries from a single person or scouting unit (den, patrol, pack, troop, crew) are permitted.
  - i. All entries become the property of the Boy Scouts of America. Entries will not be returned.
7. **Judging:** Entries will be judged by a panel of individuals selected by the Boy Scouts of America. The judging panel is featured on the 100<sup>th</sup> Anniversary Web site ([www.scouting.org/100years](http://www.scouting.org/100years)). Decisions of the judges are final.
8. **Publicity:** Submitting an entry to this contest and/or acceptance of any prize shall constitute and signify the entrant's agreement and consent that the BSA may use the entrant's name, city, state, likeness, age, logo design and/or prize information for advertising and promotional purposes worldwide, including the Internet, without limitation and without further payment or consideration, except where prohibited by law.
9. **Recognition for Participation and Winning Entries:**
  - a. Each eligible person or group, submitting one or more logo design entries, will receive a commemorative 100<sup>th</sup> Anniversary logo design contest patch and certificate.
  - b. The winner in each of the four categories and the overall contest winner will receive specially designed plaques and be invited to attend an award ceremony at the 2008 BSA National Annual Meeting. Each winner may attend with one adult guardian. Transportation and hotel accommodations for the winner and their adult guardian will be provided. No substitutions, or compensation in lieu of, will be permitted if the winner is unable to attend the award ceremony.
  - c. In addition, the overall contest winner will receive a trip, with one adult guardian, to meet with renowned and award winning graphic designer, Kit Hinrichs to develop their entry into a professionally crafted design. Transportation and hotel accommodations for the overall contest winner and their adult guardian will be provided. No substitutions, or compensation in lieu of, will be permitted if the winner is unable to make this trip within the time frame needed to finalize the submitted design for use as the official 100<sup>th</sup> Anniversary logo.

Note: In the event a group entry is selected as the overall winning design, or the winning design of a category, the group will need to select one member and adult guardian as their representative to work with Kit Hinrichs and one representative and adult guardian to attend the recognition ceremony at the 2008 National Annual Meeting.
10. **This contest is void in states and US territories where prohibited.**
- j. The Boy Scouts of America and its agents are not responsible for loss of entries.
- k. The Boy Scouts of America shall have the right to edit, adapt, and publish any or all of the logo designs submitted, and may use these designs in any media without attribution or compensation to the entrant, his or her successors or assigns, or any other entity. Submission of an entry in this contest constitutes entrant's irrevocable assignment, conveyance, and transference to the BSA of all right, title, and interest in the entry, including, without limitation, all copyrights. BSA is not responsible for entries which are lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due, all of which will be deemed void and ineligible for the contest. In addition, by submitting one or more logo designs, entrants represent and warrant that the entries that they submit:
  - i. Are their own original creations;
  - ii. Do not infringe any other person's or entity's rights; and
  - iii. Have not been submitted previously in a contest of any kind.