



SHOP SMALL
saturday

SOUTH END

TOTE BAG COMPETITION

Invitation for
Creative
Participation



INTRODUCTION

What is Shop Small Saturday?

Shopping small means supporting big dreams! This shopping-based street festival has been a South End tradition for almost 12 years. The event will kick off on **Saturday, November 30, 2024** with open-air small business vendors alongside unique retailers at Atherton and along Camden Road. The annual event is produced by Charlotte Center City Partners (CCCP) and is sponsored by Lowe's Home Improvement.

What is the Shop Small Hero Card and how will the tote bag be distributed?

The Shop Small Hero Card encourages shoppers to spend money locally at the event. Shoppers collect a sticker for every \$10 they spend. Once their Hero Card is full, shoppers redeem their Hero Card for a custom South End Tote Bag at the welcome tent.



South End Tote Bag Design Competition

Design an original **South End** tote bag concept and your art could be featured on the official **2024 South End Tote Bag!** The tote bag will be the prize for a completed Hero Card at November's Shop Small Saturday and will be given away at other South End events throughout the year.

We're looking for a non-holiday, evergreen design that's creative, vibrant, inspiring, and represents the South End vibe. The contest is open to artists of all levels. All entries must include name, email, phone number, and artwork description — including how the design represents South End — bonus if you are a South End resident or have strong ties to the community. Entries will be judged by the CCCP South End team and Senior Graphic Designer.

Award

The winning design will be screenprinted on the 2024 South End Tote Bag, along with the artist's name.

The selected artist will receive:

- Recognition as the **2024 South End Tote Bag** artist on the tote bag and in promotions.
- A South End prize pack, including the new tote bag, South End stickers, and more!
- A \$500 cash award

Disclaimer: Charlotte Center City Partners will retain possession and all legal rights to the artwork selected, including all reproduction and photographic rights, with credit for the artwork being given to the artist in all accompanying material.

APPLICATION SPECIFICATIONS

If these specifications are not followed, your submission will not be considered.

- **Design concepts must be submitted via email to South End Community Manager Allison Mills, amills@charlottecentercity.org, by August 19, 2024.**
- Only original artwork will be accepted.
- A completed entry form (last page of PDF) must be included with your submission.
- Artists are limited to one entry.
- Artwork must not have been previously exhibited in any City of Charlotte program in the last three years.
- Artwork cannot contain offensive language or graphics.

Please keep the following in mind when designing:

- Artwork must be submitted as a PDF, .EPS, or AI file ONLY
- The design can only have a maximum of two colors.
- The final design should include the text "Shop Small" and your name and/or social handle for attribution.
- The tote bag imprint area does not include a full bleed. Leave space for the South End logo (*CCCP will add the South End logo to the final design.*)
- Outline all text before exporting the final file.
- Small text or details may not print legibly.

South End Tote Bag Competition Timeline

August 13, 2024	Competition Opens/Artists Submit Concepts
August 26, 2024	Competition Closes
August 28, 2024	The Selected Artist is Notified
September 4, 2024	Artist Sends First Proof to CCCP
September 25, 2024	Artist Sends Second Proof to CCCP (<i>if applicable</i>)
October 21, 2024	Artist Sends Final Design File to CCCP
November 30, 2024	Printed Tote Bag Is Available at Shop Small Saturday

Questions about the competition? Contact Allison Mills, amills@charlottecentercity.org.

SUBMIT THIS ENTRY FORM WITH YOUR ARTWORK SUBMISSION.

SHOP SMALL
saturday
SOUTH END

SE
Tote Bag
Competition
Entry Form

Name: _____

Email: _____

Phone: _____

Description:



The 2023 South End Tote Bag (and completed Hero Card) at the 2023 Shop Small Saturday event.