

1st ACC VOLUNTARY ARTS CONTEST

INTRODUCTION

The Association for Fighting Cancer of Marília and Region (ACC), was founded in 1992 and its mission is to welcome, guide and assist cancer patients, their families and caregivers, as a non-profit institution. Unfortunately, Cancer is still a very present disease in the world population. It brings great suffering not only to the patients, but also to their families and caregivers. Living with pain and finding strength to face the daily struggle for life ends up being the main challenge for those who need to face this disease. Hence, ACC provides food supplements, medicines and multidisciplinary care to those in need: social workers, pharmacists, nutritionists, psychologists and, in partnership with the University of Marília – UNIMAR – also provides dental care. The Association for Fighting Cancer of Marília and Region (ACC) provides lectures to patients and the Association for Fighting Cancer of Marília and Region community aiming at the care and prevention of cancer, as well as carrying out projects that aim to improve the self-esteem of patients. It also helps its patients with food supplies, geriatric diapers, loans for wigs, wheelchairs and bath chairs, hospital beds, “eggshell” mattresses and other necessary equipment to overcome and better cope with the disease. It also has a Support Home, where the organization offers patients in the region and a companion which they can stay during the radiotherapy and chemotherapy treatment. This Support Home provides complete nutrition to the patients and a place to rest between treatment sessions.

Cancer cases have increased considerably recently and, according to research by the National Cancer Institute, by 2039 there will be a 70% increase in new cases. As a result, we understand that it is of great importance that ACC is also ready to deal with those new patients and new demands for food supplements, medications, integrative therapies and care. Due to the treatment, monitoring and care that Association for Fighting Cancer of Marília and Region (ACC) is

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capable of offering to its patients, it has significant expenses. Without the help of private initiatives, ACC would be unable to keep going and helping its community. Thus, in order to reach the monthly income necessary to cover their expenses with the work offered to the community, the Association for Fighting Cancer of Marília and Region (ACC) started to customize some items and sell them online. However, the online store was not enough to cover their expenses. Hence, seeing ACC struggling to keep their work, the Rotaract Club Marília-Pioneiro and the University of Marília, together with the Rotaract 1690 District Representation, is now promoting the “1st ACC Voluntary Arts Contest”. The Contest aims to raise different arts that will become part of the new hall of products offered in ACC online store. Among the items sold in ACC online store, there are mugs, calendars, squeezes, pet food/drinking bowls, slippers, t-shirts, key chains and personalized wood boards. The selling of these products is to provide autonomy to the ACC, making it more independent to carry out their work.

CONTEST SCHEDULE

DESCRIÇÃO	DATA
Launch of the notice of the “1st ACC Voluntary Arts Contest”	September 1st, 2021
Registrations opening	October 1st, 2021, at 00:01
Closing of registrations	November 16th, 2021, at 23:59
Evaluation of the arts by the Organizing Committee and selection of the finalist arts	Between November 18th and 25th, 2021
Start of the public voting on Instagram @accmariliasp	November 27th, 2021, at 00:01
End of the public voting on Instagram @accmariliasp	November 28th, 2021 at 23:59
Winning results on ACC's Social Media and notification of the winners	November 30th, 2021

* Public notice times follow Brasília/BR time – UTC/GMT -03:00

CONTEST REGULATIONS AND RULES

1. PROMOTION

I. The Association for Fighting Cancer of Marília and Region (ACC), in partnership with the Rotaract Club of Marília-Pioneiro and the University of Marília - UNIMAR, make it known to the public that registrations for the **1st ACC**

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Voluntary Arts Contest are now open from October 1, 2021 to November 16, 2021, being ruled by the regulations mentioned below;

II. The 1st ACC Voluntary Arts Contest is a contest aimed at every artist who fits the provisions of the item “ELIGIBILITY”.

2. CONTEST GOALS

The **1st ACC Voluntary Arts Contest** aims to create a catalog of arts given voluntarily by the participants, so that the organization can use it on the items for sale in ACC’s virtual store.

3. ELIGIBILITY

I. For the eligibility criteria, will be able to participate in the **1st ACC Voluntary Arts Contest** one of the follow:

a) Any Individual, over the age of eighteen, who is interested in submitting their graphic art;

b) Any Legal Entity interested in submitting their graphic art.

4. ENTRY

I. Enrollments should be made between October 1, 2021 and November 16, 2021, filling the following form: <https://forms.gle/tCJT8Bi3kkX8xmr3A>

II. This Contest has no fee; registration is **free**;

III. Each candidate may submit a maximum of two artworks from each category, following the themes suggested by this Regulation in section 5, item III;

IV. For selection purposes, the submission date will be considered, which should not exceed the closing date limit;

V. The applicant of the **1st ACC Voluntary Arts Contest** in the VOLUNTEER scope assigns all copyright and property rights of the object here called

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"WORK" for the exclusive use of ACC on a permanent, irrevocable, irreversible and universal basis, in a total and definitive manner, declaring to be the author of the same and assuming, therefore, any and all responsibility to keep the ACC immune from the effects of any claims from third parties other than the applicant;

VI. The applicant authorizes ACC to explore their work as they wish and promote as many editions, total or partial, as necessary and in any number of copies, as well as its distribution, including with regard to national or foreign circulation, in material means used in the storage or placement of the "WORK".

VII. The applicant declares, by participating in the **1st ACC Voluntary Arts Contest**, to transfer their WORK to ACC, free of charge, without any pecuniary remuneration, reimbursement, compensation or services of any kind to the applicant;

VIII. The assignment of copyright and property rights of the WORK will be definitive over to the ACC, as soon as the candidate applies to the **1st ACC Voluntary Arts Contest**;

IX. The artist may include their **signature** or social network (@Example) in the **arts submitted** as the ACC remains unable to remove it, but is authorized to readjust it if necessary;

Sole Paragraph: in case of the participant has his art selected to be on the list of prints of ACC items, they must make themselves available to the ACC for a possible technical alteration of the submitted art so that it may be suitable for the production of the items to be sold.

5. ART GUIDELINES

I. The art must be submitted upon registration;

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Sole Paragraph: if the participant wishes to submit two arts to the **1st ACC Voluntary Arts Contest**, he must make two different entries, one for each art;

II. The submitted art must fit one the following **categories**:

- a) Category #1: Drawing;
- b) Category #2: Lettering.

III. The submitted art must fit one or more **themes** below.:

- a) Theme #1: Pink October and/or Blue November Campaigns;
- b) Theme #2: Respect;
- c) Theme #3: Family;
- d) Theme #4: Love;
- e) Theme #5 Hope;
- f) Theme #6: Spirituality;
- g) Theme #7: Father's Day;
- h) Theme #8: Mother's Day;
- i) Theme #9: Children's Day;
- j) Theme #10: Valentine's Day;
- k) Theme #11: Pet;

IV. The images submitted must be in the 20cm x 25cm proportion and with a minimum resolution of 3600 x 2400 Pixels (8 megapixels) in PSD (Adobe Photoshop), CDR (Corel Draw) or AI (Adobe Illustrator) formats;

V. It is **mandatory** to use the ACC logo in the arts submitted by the registrant and candidate, who may use it according to their creativity and freely, however, without modifying it, as shown in Appendix I at the end of this Regulation;

§1 The ACC logo in Photoshop, Corel Draw and Adobe Illustrator formats is made available to all artists on the following website: bit.ly/3jUTwBr

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§2 Submissions that **do not have** the ACC logo will be automatically disqualified.

VI. The submitted arts must not have commercial or institutional features for advertising or promotion purposes either of individuals, legal entities, organizations or clubs;

Sole Paragraph: the arts that contain any element that refers to private institutions or promotes legal entities, organizations or clubs belonging to third parties will be automatically disqualified.

VII. The submitted arts must be of the applicant's own authorship and cannot contain plagiarism of any kind;

VIII. The names of the files to be submitted must follow the following pattern:
FullName_Category_Theme.

Example: JoãoFerreira_Lettering_Respect.PSD;

IX. In case of submission of more than one file, in the same theme and category, the registrant must send the files named with different titles.

Examples:

JoãoFerreira_Lettering_Respect.PSD

JoãoFerreira_Lettering_Respect02.PSD

6. JUDGING AND WINNERS

I. The evaluation of the arts will be done in two phases;

II. In the first phase of the evaluation, an Evaluation Committee will choose, through scores ranging from 0 to 10, three finalists for each of the current **themes** in each **category**, provided for in section 5, item III of this Regulation;

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§1 The Evaluation Committee will be composed of two members of the Association to Fight Cancer of Marília and Region (ACC), two members of the Rotaract Club of Marília-Pioneiro and two representatives of the University of Marília (UNIMAR);

§2 The evaluation of the arts by the Evaluation Committee will occur between November 18, 2021 and November 25, 2021;

III. In the second phase of the evaluation, the general public must decide, among the finalists, the winners of each theme of both categories through *likes* on Instagram posts;

§1 The Instagram page of the Association for the Fight against Cancer of Marília and Region (ACC) - @accmariliasp will be the official network for posting the artwork and judging the winners;

§2 For the final vote count, only the *likes* in the official photos posted on the official Instagram of the Association for the Fight against Cancer of Marília and Region (ACC) - @accmariliasp will be those valid.

§3 Public *likes* will be open between November 27, 2021 at 00:01 am (Brasilia time - BR | UTC/GMT -03:00) and November 28, 2021 at 11:59 pm (Brasilia time - BR | UTC/ GMT -03:00), as the *likes* will be counted until the end of this period.

IV. The final result of the winners in each category will correspond to the post with the most *likes* on the official Instagram of the Association for Combating Cancer of Marília and Region - @accmariliasp.

7. NOTIFICATION OF THE WINNERS AND PRIZES

I. The selected arts, that is, the instagram winners, will be publicized on November 30, 2021 on the official Instagram page of the Association to Fight Cancer of Marília and Region - @accmariliasp;

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II. Either Rotaract, UNIMAR or the Association for Combating Cancer of Marília and Region may contact the winner(s) through the telephone number or e-mail provided upon registration;

III. The winning artwork in each theme will be posted on ACC's Instagram page. We recommend that all applicants follow the page to find out about the finalists;

Sole Paragraph: ACC's Instagram page can be accessed at: <https://www.instagram.com/accmariasp/>

IV. The participant who obtains the highest amount of *likes* in the official post of the Association to Fight Cancer of Marília and Region, characterized as the winner of this Contest, will receive an official product of the organization with their own printed art;

V. The three finalists of each theme **IN THE ART CATEGORY** of this Contest will have their art exhibited in the city of Bordeaux or nearby, in France, through a partnership between the Rotaract Club of Marília and the International Rotaract Board of District 1690 (FR).

8. SOCIAL MEDIA ANNOUNCEMENT

I. The artist(s) whose art is selected to be on the ACC products will, upon registration, authorize the dissemination of the submitted art on social networks and on the ACC website;

II. The artist(s) whose art is selected to be on the ACC products it is allowed to publish in their portfolio and social media, if they wish, about the Contest, the selected arts and the ACC products.

9. GENERAL CONDITIONS

I. Enrollment in the selection implies full acceptance, by the participant, of all the provisions established in this Regulation;

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II. The registration form must be completely filled, under penalty of cancellation of the participation in the **1st ACC Voluntary Arts Contest**;

III. The dates established throughout this Regulation may change if necessary. The new dates will be widely communicated to all participants;

IV. The Rotaract Club of Marília-Pioneiro team will be available if the participant has any questions about this Regulation through the following e-mail: rotaractmariliapioneiro@rotary4510.org.br

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APPENDIX I

Example of use of the ACC logo in the art to be submitted

