



Kachemak Heritage Land Trust

Kenai River Brewing Co and
Kachemak Heritage Land Trust's
Battle of the Beer Label

Did someone say BEER?!

Kenai River Brewing Co.(KRBC) has generously offered to brew a beer supporting Kachemak Heritage Land Trust (KHLT) – donating a portion of the beer sales to our important conservation organization. How fantastic is *that*?! Monies raised will help fund KHLT's annual stewardship responsibilities; stewarding irreplaceable lands under their care from the head of Kachemak Bay to the Kenai River. KHLT is a nongovernmental, 501(c)3 nonprofit organization that conserves important Kenai Peninsula lands for the future. KHLT's strategic focus is protecting critical salmon habitat, connecting important moose corridors and conserving recreational lands for our communities by working with private landowners.

You're invited! Battle of the Beer Label

KRBC and KHLT are hosting a beer label competition and invite artists (age 21+) from around the Peninsula to participate. This is fantastic opportunity to show us your creative skills by designing the beer label artwork for KPBC's craft **Spruce Tip Double IPA** – specially brewed for the occasion. For the design theme, consider the importance of land conservation for salmon, wildlife, our beautiful landscape as well as for our unique Alaskan way of life. The design must fit measurements outlined in the Contest Rules and Guidelines. The label artwork will be used for a first run release with possible future runs to be considered. By entering, you are agreeing to the rules and guidelines of the contest, along with declaring that you own the artwork and it in no way infringes on the copyrights or trademarks of others. Any artwork found to be using protected artwork, or artwork owned by someone other than you will be removed from the competition. KHLT staff and Board members are not eligible to participate.

Deadline and Judging

All artwork must be submitted by or before 5pm, Monday, April 16, 2018. There is no limit to number of entries per person. No late entries will be excepted. Entries may be posted on KRBC and KHLT website(s), social media, etc. Entries will be judged by three people: Doug Hague of KRBC, Joel Cooper of KHLT, and one community member designated by Doug. Announcement of the label artwork winner will be at a First Tap event to be held in May or June – date TBD.

1st Place:

Artist's design is used on Kenai River Brewing Co's Spruce Tip Double IPA beer label
Bragging rights
\$25 KRBC gift card

2nd Place:

\$25 KRBC gift card
Bragging rights for being runner up!



Battle of the Beer Label Art Contest Rules and Guidelines

Entry Fees:
Free!

Image Size: The winning artwork has to have the ability to scale down to: **3.75" tall x 5.375" wide**

- **Email submissions to:** denise@kachemaklandtrust.org by 5pm, Monday, April 16, 2018

Age Requirement:
The Battle of the Beer Label is open to all artists 21 years of age or older.

The Work Must Be Original:
You must be the creator of the art and image file you submit to the competition. Your art must be your own original concept and not a copy of anyone else's copyrighted material. If your image infringes upon another's copyright it will be disqualified. Upon submitting your work to this competition, you are solely responsible for any infringement on copyrighted materials.

Non-exclusive Permissions:
By entering this art competition, you are granting Kenai River Brewing Co. (KRBC) and Kachemak Heritage Land Trust (KHLT) a non-exclusive perpetual license to reproduce images of your artwork for use on their website(s), social media, in newsletters, newspaper advertisements, posters, and in other like publications in relation to this competition and the beer being brewed by KRBC.

Final Pick:
KRBC has the right to choose artwork from outside this competition for the Spruce Tip Double IPA if desired artwork has not been submitted in this contest. The winning entry may need to be adjusted as needed for printing.

Design Theme:

- The importance of land conservation for salmon, wildlife, our beautiful landscape, and for our unique Alaskan way of life.
- Monies made from the sale of the KRBC's Spruce Tip Double IPA will benefit KHLT's Stewardship Program, supporting KHLT's stewardship responsibilities – caring for irreplaceable lands for the future.

Artwork Checklist

- Minimum 21 years of age
- Original Artwork
- Image Size: The winning artwork has to have the ability to scale down to: **3.75" tall x 5.375" wide**
- High resolution (min 1M) JPG file – multiple colors OK
- Any font(s) that may be used are included with submission
- Email submissions to: denise@kachemaklandtrust.org
- Entry(s) submitted by or before 5pm, Monday, April 16, 2018
- Winner will be announced at the First Tap event in May/June of 2018 – date TBD
- All artists will be notified of winner by email following the First Tap event
- Have fun!