



THE BROWN-FORMAN NUTCRACKER

Choreography by Val Caniparoli

2024 MERCH
DESIGN CONTEST



THE  BROWN-FORMAN
NUTCRACKER

Choreography by Val Caniparoli

—
WHITNEY HALL

12/13–12/24



Tickets:
louisvilleballet.org

HOLIDAY MAGIC, MADE IN KENTUCKY.

RULES + REQUIREMENTS



- No more than three colors in addition to black and white
- Size requirement of design: 8.5 by 11 inches. We will accept hand-drawn designs that you scan and send.
- The t-shirt design must be your own original, unpublished work. By entering the competition, you agree that your submission is your own work and Louisville Ballet has exclusive rights to use your design.
- Please Include Louisville Ballet and The Brown-Forman Nutcracker somewhere on the design
- Be prepared to email your design in the following format: PSD (Photoshop), AI (Adobe Illustrator), JPG, EPS or PDF. Subject line: LB Nutcracker t-shirt submission
- You may upload up to 3 submissions
- The Brown-Forman Nutcracker logo must appear on front pocket of shirt; your design will appear on the back
- Deadline Sept. 6, 2024
- Questions? Email rnichols@louisvilleballet.org

| SUBMISSIONS

[CLICK HERE](#) to access the Google form for design submission. If you have issues uploading your design, email rnichols@louisvilleballet.org



FINE PRINT

Publicity and Agreement:

Contest entry constitutes an agreement by the submitting designers to grant free license of all copyrights of the submitted works to Louisville Ballet in perpetuity, for publicity and promotional purposes.

Media Release:

By submitting artwork, you agree that if your design wins, Louisville Ballet retains first printing rights and a free license, in perpetuity, to utilize the design on t-shirts and other promotional items, and marketing, fundraising, and public relations materials. You are guaranteeing that your design does not contain any copyrighted material, including images/copy found on the internet, unless clearly marked as published under a Creative Commons (cc) license. Contest entrants who are not selected as the winning designer(s) retain all rights to their artwork.



WINNER PRIZES



1. Up to four tickets to a performance of The Brown-Forman Nutcracker
2. A backstage tour for up to four people prior to your viewing of The Brown-Forman Nutcracker
3. Four t-shirts and ornaments

THE BROWN-FORMAN NUTCRACKER OFFICIAL LOGOS

THE  BROWN-FORMAN
NUTCRACKER

Choreography by Val Caniparoli

THE  BROWN-FORMAN
NUTCRACKER

Choreography by Val Caniparoli

THE  BROWN-FORMAN
NUTCRACKER

Choreography by Val Caniparoli

THE  BROWN-FORMAN
NUTCRACKER

Choreography by Val Caniparoli

PREVIOUS DESIGNS



2021 Design (program cover)



2022 t-shirt design



2022 ornament design

PREVIOUS DESIGNS



2023 t-shirt design



2023 ornament design