



Official 2024 Shrimp Festival
T-Shirt Design RFP
Deadline for Submissions:
December 31, 2023



Isle of Eight Flags Shrimp Festival

T-Shirt Application Guidelines for Design Acceptance

DESIGN THEME: The T-shirt design will be used as the Official 59th Isle of Eight Flags Shrimp Festival Design on apparel, marketing and advertising pieces, plus other items as needed. Past designs have included shrimp, shrimp boats, the eight flags of Amelia Island, pirates, pirate boats, downtown Fernandina Beach architecture, shrimp nets, gamefish and other ideas pertaining to the history of the Shrimp Festival. The T-shirt designs from past years and a history of the eight flags are attached. When the eight flags are used, they must be the historically accurate version.

DESIGN REPRODUCTION The selected design must be an original piece of art conceived and executed by the submitting artist. The selected design will become the exclusive property of the Isle of Eight Flags Shrimp Festival, Inc. The artist may be asked to minimally alter the design for acceptance, if necessary (i.e. change in color, font or historical aspect). If chosen, in consideration of the promise to pay \$1,000 (or otherwise negotiated), the entrant will assign all rights, ownership and title for its use to the Isle of Eight Flags Shrimp Festival, Inc. for use in promoting the Shrimp Festival via marketing, advertising and selling T-shirts and other merchandise containing the design, or other production purposes, in perpetuity. Artist signature may inconspicuously appear on the design, subject to Selection Committee approval of placement.

DESIGN SIZE: Overall maximum size of the design for T-shirts should be 13" wide x 14.5" tall. Ability to reduce digitally to accommodate placement on children size t-shirts is a plus.

DESIGN CRITERIA: The design must follow the attached Detail of Art Specifications. The design must contain the information "59th Isle of Eight Flags Shrimp Festival" AND the date and location: "May 3, 4 & 5, 2024", "Fernandina Beach, Florida".

SELECTION CRITERIA: Design will be selected based on originality, theme, use of color, overall appearance, and commercial viability. The decision of the Selection Committee shall be final and the financial award shall be at their sole discretion.

SUBMISSION: A signed copy of the Entry Form with the name, address, phone number and e-mail of the artist must be submitted with each design.

ENTRIES: The number of entries is unlimited; however, each entry must be submitted individually in accordance with these qualifications. All design entries will become the property of the Isle of Eight Flags Shrimp Festival, Inc.

MAIL ENTRIES TO: Isle of Eight Flags Shrimp Festival, Inc.
ATTN: Merchandise
P.O. Box 6146
Fernandina Beach, FL 32035

E-MAIL ENTRIES TO:
merchandise@shrimpfestival.com

For Delivery options or if you require additional details or clarification, please contact:

Betty Means

860-214-6058

merchandise@shrimpfestival.com

59th Isle of Eight Flags Shrimp Festival, Inc.
2024 T-SHIRT DESIGN ENTRY FORM

PLEASE PRINT

Name: _____ Phone: Day (____) _____

Address: _____ Evening (____) _____

City: _____ State: _____ Zip: _____

E-mail: _____

I acknowledge I have read and understand the Guidelines for Design Acceptance for the 59th Isle of Eight Flags Shrimp Festival, Inc. T-shirt Design, and by submitting this Entry Form, I agree to abide by them. I agree that the original design and all rights of reproduction are hereby assigned to the Isle of Eight Flags Shrimp Festival, Inc., in perpetuity, should my design be chosen. I certify that I have full power, right and authority to assign it, which I hereby do voluntarily.

Signature

Date

SUBMIT WITH EACH ENTRY

Isle of Eight Flags Shrimp Festival

2024 T-Shirt Design Detail of Art Specifications

Art must be provided as output ready digital files. All file formats must be correctly sized and placed with all required elements present. A full color print out proof of the composite art is also required to be submitted, along with the digital files. This is needed for reference.

Design Size

Overall maximum size of the design for T-shirts should be 13" wide x 14.5" height. Ability to reduce digitally to accommodate placement on children size t-shirts is a plus.

Software

PC: Photoshop, Illustrator, Corel Draw, 300 DPI at actual size - AI, CDR, EPS, PDF, PSD, TIFF.
MAC: Quark XPress, Photoshop, Illustrator, Freehand, Corel Draw, 300 DPI at actual size - TIFF, EPS, AI.
GIF, JPG, JPEG, PICT, and BMP file formats are usually not acceptable (unless the JPEG file is high quality (300 dpi at actual size or higher). Web pages or web banners are not acceptable.

Graphic File Format

Provide VECTOR art file formats whenever possible. Submit an editable version of all files. Send the file in its native format if it is one of the programs we support. Include all graphic files (scans, pictures, placed images, etc.) Be sure to include all linked files along with your document. Photoshop files must be in layers and submitted in Photoshop (.PSD) no less than 300 dpi resolution at actual size. Illustrator and Freehand should be saved with an .ai or .fh extension or in EPS format or Converted PDF. The higher the resolution, the better the quality of the final printed product. Illustrator is the preferred program.

Prepare your file for printing

Include all fonts (outline/postscript/screen). Include all fonts used in EPS, TIFF and Photoshop files. Check for missing or modified images. Include all EPS, TIFF & JPG files. Make sure all graphics have the proper resolution (at least 300 dpi.) Make sure your color images are CMYK, not RGB. In order for your color images, type and objects to print correctly you need to change them to CMYK unless you are using Pantone colors.

Color

Colors should be designated as spot or CMYK process colors. Spot colors should be matched to the Pantone matching system (Coated version). PMS colors included in a CMYK print should be defined in CMYK terms unless they are to print as a separate additional color. Colors defined as RGB must be redefined as CMYK. Converting spot or RGB colors to CMYK may change the appearance of the color. A color output is necessary for any four color process (CMYK) imprint.

Transfer Media

Flashdrive, Thumbdrive, CD, DVD, FTP site, or shared Cloud file.

Isle of Eight Flags Shrimp Festival

T-Shirt Design Usage

Merchandise: (no sponsor logos)

| | |
|------------------------------------|-----------------|
| T-Shirts/Apparel | 3,500+/- |
| Tervis 24oz Tumblers (wrap) | 100+ |
| Official Design Posters | 50 |

(to be signed by artist)

Pre-Festival T-Shirt Sales to Local Businesses

(for employee wear only – not wholesale; business may have their logo added to sleeve for additional \$) 250+

Festival Marketing (includes logo Presented by Baptist Health - Nassau)

| | |
|---|----------------|
| Schedule of Events Brochures | 15,000+ |
| Festival Locator Map Signage | 5-10 |
| Park & Ride Flyers | 100+ |
| Promotional Posters | 500 |
| Cover of Local Newspaper Insert Magazine | 10,000+ |
| Website www.shrimpfestival.com | |
| Shrimp Festival Social Media venues | |

Advertising (includes logo Presented by Baptist Health - Nassau)

Folio Weekly – double truck
Full Page Ad in Newspaper Insert or Magazine
Website Banner Ads
Television Station Ads

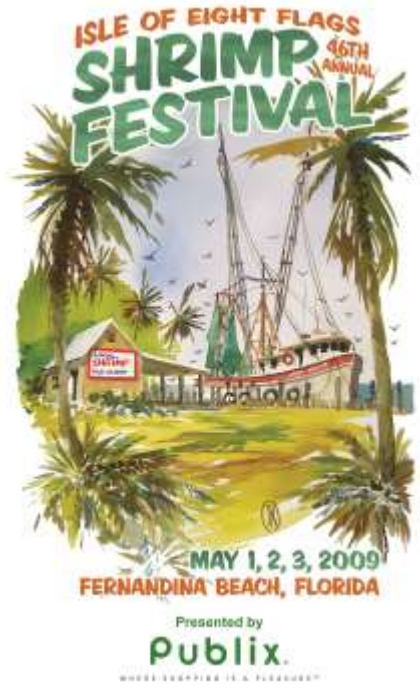
Others as Determined, but not limited to:

(includes logo Presented by Baptist Health - Nassau)

Festival Name Tags for Committee and Sponsors, etc.
Notebook Covers
Miss Shrimp Festival Pageant Judges Book (7)
Operations Manuals (7)
Press Release Publicity

We like to use the Official T-Shirt Design as much as we can!

Isle of Eight Flags Shrimp Festival
Past T-Shirt Designs
2008 through 2012



Isle of Eight Flags Shrimp Festival
 Past T-Shirt Designs
 2013 through 2018



Isle of Eight Flags Shrimp Festival
Past T-Shirt Designs
2019 through 2023



Falling For Shrimp



Oct 1, 2 & 3, 2021
Fernandina Beach, FL

Special October 2021 event



The History of the Eight Flags of Amelia Island, Florida

Amelia Island is Florida's Golden Isle that the French visited, the Spanish developed, the English named and the Americans tamed. **It is the only U.S. location to have been under eight different flags.**



French Attempts at Settlement 1564

The French established a short-lived settlement, in 1564, near Jacksonville at the mouth of the St. Johns River. During this period there was no single official flag for France. Their flag may have had a blue field which bore the royal golden fleur-de-lys. The French also occupied Pensacola from 1719 to 1722 during the War of the Quadruple Alliance.



First Spanish Occupation 1565 - 1763

The Burgundian saltire, or Cross of Burgundy, represented Spanish rule in Florida from 1565 to 1763. The X-shaped cross symbolized the rough branches of the trees on which Saint Andrew, the patron saint of Burgundy, was crucified. The flag was introduced into Spain by Philip I, Duke of Burgundy, and was later established as one of the country's banners by his son Charles I, in 1516.



British Occupation 1763-1784

The red Cross of St. George, the patron saint of England, was the major element of the British flag. In combination with the white Scottish Cross of St. Andrew, it formed the Union flag. This flag flew over Florida from 1763 until 1784.



Patriots Flag 1812

As Spanish power was declining in Florida, a group of seventy Georgians and nine Floridians crossed the St. Marys River to Amelia Island on March 13, 1812, to establish the "Territory of East Florida." They read a manifesto and raised a flag with the Latin inscription, "Salus populi lex suprema," or "The safety of the people, the supreme law." President James Madison refused to acknowledge their claim, and the movement failed.



Green Cross Flag 1817

In 1817 American citizens, desiring the independence of Florida, sponsored an expedition into the Spanish-territory led by Gregor MacGregor, a veteran of Latin American revolutions. The group occupied Amelia Island on June 20 and raised a white flag with a green cross. Four months later they were forced to leave, and their flag was all but forgotten.



Mexican Revolutionary Flag 1817

Irwin and Hubbard were joined by the pirate Luis Aury, who gained control and raised the Mexican rebel flag. U.S. troops occupied the island in December, 1817, and held it "in trust for Spain."



National Flag of the Confederacy 1861-1862

Confederates took over Fort Clinch in April, 1861, but federal troops regained it in March 3, 1862, and occupied Fernandina for the duration of the War.



United States 1821-Present

Spain ceded Florida to the United States in 1821. Work began on Fort Clinch in 1847. In the 1850s, Fernandina moved from Old Town to become the terminus for Florida's first cross-state railroad. Organized by Senator David Yulee, the railroad ran from Fernandina to Cedar Key.

Fernandina's Historic District retains evidence of the town's greatest period of prosperity. Tourists flocked here via steamboats direct from New York to stay in two elegant hotels. Shipping boomed with lumber, phosphate and naval stores. The Spanish-American War fostered gun running from the local port, and troops again occupied Fort Clinch. After the turn of the century, tourism surged southward.

ISLE OF EIGHT FLAGS
SHRIMP
FESTIVAL
FERNANDINA BEACH, FL 2024

For further information, contact:

Isle of Eight Flags Shrimp Festival, Inc.

P.O. Box 6146

Fernandina Beach, FL 32035

Email: merchandise@shrimpfestival.com

Betty Means: 860-214-6058

www.shrimpfestival.com

59th Isle of Eight Flags Shrimp Festival

May 3, 4 & 5, 2024

