

# Trinity Bellwoods Farmers' Market postcard design contest

**Would you like to design our 2015 promo postcard?**

## **THE PRIZE**

Selected design will be used for promo/distribution throughout the 2015 market season as a postcard and possibly other modes of promo. Winner will receive \$75 in TBFM vouchers to use with any vendor for the 2015 season, the glory and a credit line on the back. Wow, you say! The top 4 designs will be selected over the winter and next May they will be on display at the market for patrons to weigh in. The results from that will be considered in the final adjudication by a panel of judges (all distinguished community members I might add ;-)) who will make the final decision. Plans are to announce the winner by the end of May 2015. Then they'll be printed and shared with the world!

## **PARAMETERS**

- Text for both sides is on the back of this sheet and must be adhered to.
- Clear and legible design that stands out in a crowd.
- Capture the essence of our unique community-based market.
- Brand colour is a vibrant "goldenrod", re: see our sandwich boards.
- Winner must be able to supply ready to print digital files & be available for any adjustments/support if required.

## **WHAT & HOW TO SUBMIT \*IMPORTANT\***

Print out actual size – 4x6" postcard in full colour, mount front and back on one side on approx 8.5"x11" bristol board (or similar). On back of board clearly label your contact info (email, phone, address). Put in envelope and drop off at market to Carolyn or Tessa by the deadline. AND email [info@tbfm.ca](mailto:info@tbfm.ca) a digital file.

Trinity Bellwoods Farmers Market does not take responsibility for submissions that are not clearly labeled with your contact info.

**SUBMISSION DEADLINE: OCT. 28th, 2014**  
**LAST DAY OF MARKET or prior**

Submissions must be dropped off at the market during market hours 3-7pm  
at the info tent to CAROLYN OR TESSA.

# Trinity Bellwoods Farmers Market postcard design contest text requirements

## FRONT OF POST CARD TEXT:

TRINITY BELLWOODS FARMERS MARKET  
TUESDAYS (OR TUES) 3 – 7PM  
DUNDAS & SHAW

## BACK SIDE OF POST CARD TEXT:

“The Trinity Bellwoods Farmers’ Market mandate is to support and promote local, sustainable and organically grown agriculture. To educate the community in the food they eat, the source from which it comes and how it is grown and/or prepared. To increase community access to fresh, local, organic and sustainably grown produce, meats and dairy. We support slow food - gathering regional food to cook and eat at hearth and home”.

TWITTER @TBFARMERSMARKET  
FACEBOOK  
WWW.TBFM.CA

DESIGNER CREDIT

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If you have any additional questions or need any clarification on the parameters, please ask Carolyn or Tessa, or email us at [info@tbfm.ca](mailto:info@tbfm.ca)

## **IMPORTANT**

**Submissions have to be hand delivered to market by  
deadline, Tuesday October 28<sup>th</sup>, 2014 by 7pm.**

**No exceptions.**

**Clearly label all material with your contact info.**