

NATIVE AMERICAN HERITAGE COMMISSION

1550 Harbor Blvd., ROOM 100
West SACRAMENTO, CA 95691
(916) 373-3710
Fax (916) 373-5471



CALL FOR ENTRIES

Special Interest License Plate Design Competition

OVERVIEW

The mission of the California Native American Heritage Commission (NAHC) is to protect Native American burials from vandalism and inadvertent destruction, maintain inventories of Native American sacred sites, seek injunctive relief to protect Native American sacred sites on public lands, and administer the California Native American Graves Protection and Repatriation Act (CalNAGPRA), among other duties.

To help support proposed programs in furtherance of this mission, the NAHC seeks issuance of a special interest license plate by the Department of Motor Vehicles as an additional source of funding. To begin this process, the NAHC is seeking design submissions for the special interest license plate.

ELIGIBILITY

Participation is open to artists 18 years of age and older.

DESIGN REQUIREMENTS

The winning design will be used on license plates of two dimensions: 12 inches by 6 inches and 7 inches by 4 inches. The design will be located on the left side of the plate and will be located in the space typically occupied by the first letter or number of a license plate. The design may also include a phrase (up to twenty-two characters) at the bottom of the plate. The design element, the phrase used at the bottom of the plate, and the program or programs to be funded by the plate will be chosen by the Commission at the July 21, 2017 Commission meeting in San Diego. Please use the diagram below for reference.



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*Additional Design Information*

- There may be no more than four colors used in the final license plate design.
- The background color of the license plate may be changed, if desired.
- The color of the letters/numbers on the license plate may be changed, if desired.
 - The size, format, and font of the letters/numbers may not be changed.
- The font and color of “California” and the phrase at the bottom of the plate may be changed, if desired.
- The NAHC created a market research survey for input on the design elements for the license plate and programs to be funded by the license plate.
 - The top five symbol responses were: California Indian basket, feather, acorn, bear paw print, and petroglyph.
 - The overwhelming top response for the phrase for the bottom of the license plate was “Protect Native Culture.”

SELECTION CRITERIA

The following criteria may be used in the selection process:

- The design and phrase must publicize or promote the official policy, mission, or work of the NAHC.
- The design and phrase should be representative of California Native Americans and not one specific Tribe or group.
- The design and phrase must be clear and readable from a distance.
- The design and phrase should be appropriate for the public sector.
- Prior to production, the final design must be approved by the Department of Motor Vehicles and the California Highway Patrol.
 - Any requested alterations or changes to the design must be implemented by the artist.

SELECTION PROCEDURE

Following the conclusion of the submission period, all submissions meeting all of the design requirements will be reviewed by NAHC staff and the top three designs will be selected. The top three designs will then be presented to the NAHC Commissioners at the July 21, 2017 NAHC Commission meeting for final selection. The decision of the NAHC will be final. The selected artist will be notified for further steps.

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**SUBMISSION REQUIREMENTS**

- Submissions must be **received** no later than 5:00 p.m. (PST) on June 30, 2017.
- Artists must sign and complete the official submission form. This form must be included with the artwork at the time of submission.
- Submissions must be original art work by the submitting artist.
- All submitting artists must be willing to donate exclusive rights and title to their design in perpetuity for the exclusive use by the Native American Heritage Commission if their design is chosen. The chosen design will be for use on the special interest license plate and any related documents or materials.
- All submissions must be digital images. Should the artist wish to submit via U.S. Mail, the submission must be saved on to a USB flash drive.
- The NAHC is not responsible for misaddressed/undelivered submissions.
- No application materials will be returned.
- Each artist may submit up to three different design concepts for consideration.
- Submissions should be sent to Samantha Cypret via email at samantha.cypret@nahc.ca.gov.
 - Submissions may also be sent by mail to:
Samantha Cypret
Native American Heritage Commission
1550 Harbor Blvd., Suite 100
West Sacramento, CA 95691

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SUBMISSION FORM

Special Interest License Plate Design Competition

Please complete the following information and submit the completed form with your submission.

Artist Name: _____

Artist Address: _____

Artist Phone Number: (_____) _____

Artist Email Address: _____

Artist Tribal Affiliation (if applicable): _____

ARTIST SUBMISSION CERTIFICATION

By signing below, I certify the following information to be true:

- My submission is original work and was not copied from other artists' work. No other hands were involved in the production. The entry is my own creation and idea.
- I am over the age of eighteen (18) at the time of submission.
- I am willing to donate exclusive rights and title to my design in perpetuity for the exclusive use by the Native American Heritage Commission if my design is chosen.
- I understand that the chosen design will be for use on the Native American Heritage Commission special interest license plate and related documents/materials.
- I have reviewed the requirements and criteria as set forth in the "Call for Entries" and accept all terms.

Artist Signature: _____

Date: _____