



BENDIGO EASTER FAIR SOCIETY

Poster Competition

PROJECT:

Poster Competition

BACKGROUND:

Bendigo Easter Fair Society is the custodian of the Bendigo Easter Fair.

The Bendigo Easter Fair Society is a not for profit organisation that has been involved in staging the Easter Festival since 1871; the longest, continuously running community festival in Australia. With the help of the City of Greater Bendigo and sponsors, this largely free event has been staged for the benefit of locals and visitors alike.

Bendigo Easter Festival continues to showcase Bendigo's diverse community through displays from the Bendigo Chinese Association and many other community groups who have contributed to it's success. The Gala Parade and Torchlight Lantern Procession are integral to the festival and provide opportunities for the community to express artistic talent and demonstrate cultural diversity.

The event currently runs over three days and features parades, carnival rides, fireworks and general entertainment with a focus on families, it also facilitates the inclusion of a multitude of additional events and exhibitions run independently by local community and service groups.

Bendigo Easter Fair will celebrate its 150th festival in 2020 with a four day Festival Program.

Further information about the Bendigo Easter Fair Society and Festival can be found at www.bendigoeasterfairsociety.org.au

BRIEF:

While the Festival and Society are steeped in history, the current day festival is very much a contemporary, vibrant event and an important part of the Bendigo and indeed, Australian events calendar.

Key influences to consider in the poster design:

• **Entertainment** • **Vibrant** • **Diverse** • **Family** • **Cultural** • **Heritage** • **Fun**

There are no restrictions to colours used in the design.

The poster will appear in electronic and print formats.

There are 3 categories – Primary Student, Secondary Student and Open (18+).

MANDATORIES

The poster must include the words Bendigo Easter Fair, 150 Years, 1871–2020 & include the 150 logo.

DEADLINE:

Entries for Secondary and Open will be accepted from 20 November 2019 and close on 20 January 2020

DETAILS:

Design submissions should be presented as .pdf or .jpeg files and emailed to competitions@bendigoeasterfairsociety.org.au

A prize of \$500 will be awarded to the winning submission in each of the School Aged category's, \$250 to the School and \$250 to the student.

In the Open category (an individual over the age of 18 years) a \$1,000 prize will be awarded

Submissions will be reviewed by a judging panel and the winner announced for Primary School entries – 1 December 2019, winner announced for Secondary and Open entries – 1 February 2020.

All rights to the unlimited use of the winning designs and related artwork files will be wholly owned by Bendigo Easter Fair Society Inc.