

20TH ANNUAL WATERSHED FORUM

T-Shirt Design Contest

BACKGROUND AND THEME

Calling all designers and creatives! The Alliance for the Chesapeake Bay will celebrate its 20th annual [Chesapeake Watershed Forum](#) at the National Conservation Training Center (NCTC) in Shepherdstown, WV, on November 7-9, 2025. This watershed-wide event reaches over 400 restoration and conservation practitioners annually to inspire and empower local action towards clean water. **The planning committee is hosting a t-shirt design contest to celebrate the 20th anniversary! The winning t-shirt design will be printed and available for purchase during registration.**

DESIGN GUIDELINES

Scope of Work

Design a memorable t-shirt that reflects what clean water means to you, the spirit of the environmental community, or your experience at the Watershed Forum. Let your artwork celebrate the vibrant ecosystems, diverse wildlife, and powerful connections between people and the lands and waters they cherish. Your design should capture your heart in the Chesapeake Bay watershed and the shared hope for a cleaner, healthier future.

Design Guidelines

- **Designs should meet the following specs:**
 - **A digital file in the following format: PDF**
 - If selected as the winner, we will request the original file in one of the following formats: AI, EPS, PDF, TIFF, PNG
 - **High resolution 300 dpi recommended**
 - **CMYK color space preferred**
 - **Art with a transparent background surrounding the design is preferred**
- **Winning artwork will be displayed on the front of a t-shirt within an 11x14-inch print area**

Inspiration

For additional information about the event and inspiration, please see the following links:

- [2024 Watershed Forum Photo Album](#)
- [2023 Watershed Forum Photo Album](#)
- [Watershed Forum Short Film](#)
- [Past Watershed Forum Artwork](#)

Eligibility & Submission Requirements

The Watershed Forum t-shirt design contest is open to all (individuals, teams, students, and professionals) regardless of whether you have attended this event. There is no entry fee. Limit of one design submission per person/team. All artwork must be original and not infringe on third-party rights

PRIZE & RECOGNITION

Winning designer receives:

- Free registration to the 2025 20th Anniversary Watershed Forum event.
- Complimentary T-shirt with their design
- Recognition on-site at the Watershed Forum and on our website/social media

TIMELINE

Milestone	Date
Contest launches	May 19, 2025
Design submissions due	July 14, 2025
Submission review period	July 14-25, 2025
Winning design announced	July 25, 2025
Artwork prepared for print	July 28-August 15, 2025
Forum registration opens	August 25, 2025

EVALUATION & SELECTION CRITERIA

Evaluation Criteria	Poor (0 points)	Good (1 point)	Excellent (2 points)
Relevance	T-shirt design is irrelevant to an	T-shirt design is relevant to an	T-shirt design is highly relevant to an

	environmental conference and does not meet the scope of work.	environmental conference and generally meets the scope of work. This t-shirt may resonate with a few conservation and restoration practitioners.	environmental conference and highly relates to the scope of work. This t-shirt will deeply resonate with conservation and restoration practitioners.
Creativity & Originality	T-shirt design demonstrates little to no originality or creativity, with limited effort in understanding the scope of work.	T-shirt design demonstrates a good level of creativity and originality, with well-thought-out and unique ideas or solutions.	T-shirt design is exceptionally creative and original, demonstrating a profound understanding of the project goals and using highly innovative and impactful ideas.
Technical Compliance	Design does not meet format, size, resolution, or color specs.		Design does meet the format, size, resolution, and color specs.

SUBMISSION GUIDELINES

Intellectual Property & Usage Rights

By submitting, entrants grant Alliance for the Chesapeake Bay:

- Exclusive, perpetual, worldwide, royalty-free license to reproduce, distribute, and display the artwork on T-shirts and promotional materials
- Right to modify artwork for production needs (e.g., color separations)
- Entrants retain copyright and may use the design for non-commercial personal portfolios

SUBMIT YOUR DESIGN

All submissions must be received using our submission form. **Access the submission form [here](#). Submission Deadline is Monday, July 14, 2025, at 11:59 PM EST.**

For questions about guidelines, contact: Lauren Sauder at chesforum@allianceforthebay.org