

Gift Card Design Contest



Winner Receives: \$50 Gift Card + Artwork Featured on a Future Gift Card

Contest Details

- **Age Requirement:** 13+ with parent/guardian consent required for entrants under 18
- **Entries:** Up to 2 per person
- **Submission Deadline:** October 25, 2026
- **Winner Announced:** November 4, 2026
- **How to Enter:** Email artwork files and signed release form to info@ishopthrifty.org

Key Rules

- Original artwork owned solely by the entrant
- No unauthorized third-party copyrighted, trademarked, or inappropriate content
- Judging based on creativity, brand fit, visual impact, and print readiness
- Winning artwork subject to production adjustments

Artwork Requirements

- **Artwork type:** Digital and hand-created
- **Theme:** Holiday-themed and general gift-giving
- **Brand Colors (optional):** Thrifty Shopper red #D52128 | 3fifteen orange #F36523
- **Brand Compatibility:** Must work for both Thrifty Shopper and 3fifteen
- **Design Size:** 3.375" W × 2.125" H
- **Aspect Ratio:** 27:17
- **Resolution:** At least 150 DPI high resolution
- **Orientation:** Horizontal
- **Hand-Created Artwork:** Clear, high-resolution scan or photograph of the original artwork
- **Submission Format:** JPEG, PNG, SVG, Adobe Illustrator (.AI), or EPS



Gift Card Design Contest

Official Rules

1. Sponsor

The Gift Card Design Contest ("Contest") is sponsored by The Rescue Mission Alliance of Syracuse, New York, 155 Gifford Street, Syracuse, NY 13202 ("Sponsor"), operator of Thrifty Shopper and 3fifteen.

2. Eligibility

The Contest is open to legal residents of the 50 United States and the District of Columbia who are 13 years of age or older at the time of entry. Entrants under 18 years of age must have the permission of a parent or legal guardian, who must sign the Permission & Release. Employees of Sponsor may enter, except Contest judges and employees directly involved in the administration, judging, or selection of the winner. Void where prohibited by law. No purchase necessary. A purchase will not affect the selection of a winner.

3. Contest Period

The Contest begins on September 28, 2026, at 12:00 a.m. Eastern Time and ends on October 25, 2026, at 11:59 p.m. Eastern Time ("Contest Period"). All entries must be received by the deadline.

4. How to Enter

Entrants may submit up to two designs. To enter, email the following to info@ishopthrifty.org:

- Original artwork as a JPEG, PNG, SVG, Adobe Illustrator (.AI), or EPS file
- Signed Permission & Release form, including parent/legal guardian consent for entrants under 18

For entrants under 18, Sponsor may communicate with the entrant's parent or legal guardian regarding eligibility, winner verification, and prize fulfillment.

5. Artwork Requirements

Designs may be holiday-themed or general gift-giving themed and must be suitable for use by both Thrifty Shopper and 3fifteen.

Official brand colors may be used but are not required.

Artwork must:

- Be original and owned by the entrant.
- Be appropriate for all audiences.

5. Artwork Requirements – Continued

- Contain no unauthorized third-party copyrighted, trademarked, or other protected content.
- Be horizontal at 3.375" W × 2.125" H, with a 27:17 aspect ratio.
- Be at least 150 DPI high resolution
- Be submitted as a JPEG, PNG, SVG, Adobe Illustrator (.AI), or EPS file.

Fully AI-generated artwork is not permitted

6. Judging & Winner Selection

Eligible entries will be reviewed by judges selected by the Sponsor and evaluated based on:

- Creativity and originality
- Brand fit
- Visual impact
- Print readiness

The Contest is based on skill; chance will not determine the winner. Sponsor's application of the stated judging criteria will be final. In the event of a tie, the entry with the stronger brand fit will prevail; if still tied, creativity and originality will be used as the tiebreaker.

The winning artwork may be resized, modified, adapted, or otherwise adjusted as necessary for production.

7. Prize

One winner will receive a \$50 Thrifty Shopper gift card, redeemable at all Thrifty Shopper and 3fifteen stores. See gift card for complete terms and details. Approximate retail value of the prize is \$50.

The winning artwork will also be featured on a future gift card. No additional compensation or royalties will be provided for use of the winning artwork beyond the stated Contest prize.

8. Winner Notification

The potential winner will be contacted using the email address or phone number provided with the entry and is expected to be announced November 4, 2026, subject to verification of eligibility.

Official Rules continue on next page →

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Official Rules

8. Winner Notification — Continued

The potential winner must respond to Sponsor's notification within five calendar days. If the potential winner cannot be contacted, does not respond within the required time, is found ineligible, or fails to comply with these Official Rules, Sponsor may select the next highest-rated eligible entry.

If the potential winner is under 18, their parent or legal guardian must confirm eligibility and accept the prize on the minor's behalf.

9. Artwork Rights & Permission

By entering, each entrant agrees to the Contest's Permission & Release and represents that the submitted artwork is original, is theirs to submit, and does not infringe the intellectual property, privacy, publicity, or other rights of another person or entity.

Entrants grant Sponsor permission to display and promote submitted artwork in connection with the Contest.

If selected as the winner, the entrant grants Sponsor the rights described in the signed Permission & Release, including the perpetual, royalty-free right to reproduce, modify, adapt, display, publish, promote, distribute, and use the winning artwork on gift cards and related print and digital marketing and to sell gift cards featuring the artwork in stores and online. For an entrant under 18, the entrant's parent or legal guardian must consent to the entrant's participation and grant of rights by signing the Permission & Release.

Sponsor may require the winner and, if applicable, their parent or legal guardian to sign additional documentation confirming Sponsor's rights to use the winning artwork before it is placed into production.

10. General Conditions

Sponsor reserves the right to disqualify any entrant or entry that violates these Official Rules, interferes with the entry or judging process, provides false information, or otherwise compromises the fairness or integrity of the Contest.

Sponsor is not responsible for entries that are late, lost, misdirected, incomplete, corrupted, inaccessible, or not received due to technical or transmission problems.

10. General Conditions — Continued

To the extent permitted by law, Sponsor reserves the right to amend these Official Rules or modify, suspend, or cancel the Contest, with or without prior notice, if fraud, technical failure, error, circumstances beyond Sponsor's reasonable control, or other conditions affect the administration, security, fairness, integrity, or proper operation of the Contest. Any amended Official Rules will be made available wherever the current Official Rules are published.

11. Governing Rules

These Official Rules and the signed Permission & Release govern the Contest. If promotional materials conflict with these Official Rules, these Official Rules control.

Except where prohibited by applicable law, the Contest and these Official Rules will be governed by the laws of the State of New York.

12. Privacy & Publicity

Information submitted in connection with the Contest may be used to administer the Contest, verify eligibility, communicate with entrants and, where applicable, their parents or legal guardians, and award the prize.

Where permitted by law and as authorized by the signed Permission & Release, Sponsor may use the winner's name and winning artwork in connection with announcing, promoting, and publicizing the Contest without additional compensation. For a winner under 18, such use is subject to the consent of the winner's parent or legal guardian.

Permission & Release on next page →

Gift Card Design Contest Permission & Release

Please submit this form when you send your artwork to info@ishopthrifty.org.

For Entrants Ages 18+

By signing below, I confirm that I am 18 years of age or older and that I have read and agree to the Official Rules of the Gift Card Design Contest on Pages 1-2, which are incorporated by reference into this Permission & Release.

Name: _____ Email: _____
Phone: _____ ZIP Code: _____
Signature: _____ Date: _____

For Entrants Ages 13-17

By signing below, I confirm that I am 13 years of age or older and that I have read and agree to the Official Rules of the Gift Card Design Contest on Pages 1-2, which are incorporated by reference into this Permission & Release. If I am under 18, my parent or legal guardian must also sign below.

Entrant Information

Name: _____ Age (must be 13-17): _____
Signature: _____ Date: _____

Parent/Legal Guardian Information & Consent – Required for Entrants Under 18

I certify that I am the parent or legal guardian of the entrant named above. I consent to their participation in the Contest, have read and agree to the Official Rules and Permission & Release, and consent to the entrant's grant of the rights described therein. I authorize Sponsor to use the entrant's information, name, and artwork as described in the Official Rules and Permission & Release.

Name: _____ Email: _____
Phone: _____ ZIP Code: _____
Signature: _____ Date: _____