

CULLMAN OKTOBERFEST 2026

Shirt & Poster Design Contest — Official Rules

Celebrate Cullman's German heritage and community spirit through original artwork.

KEY DATES & LINKS

Entries open: July 14, 2026

Entries close: July 31, 2026 at 5:00 PM CT

Submit your entry: cullmanoktoberfestival.com/design-contest

Questions: info@cullmanrecreation.org

1. Eligibility

- Open to the public — anyone residing in Cullman County and surrounding areas may enter.
- Contestants under 18 must have permission from a parent or legal guardian.
- Immediate family members of Cullman Oktoberfest committee members or marketing team staff are not eligible to enter, to keep judging fair for everyone.

2. Original Artwork Requirement

- All entries must be the original work of the submitting artist.
- Designs must not have been previously published, sold, licensed, or entered into another competition.
- Artwork may not include copyrighted images, logos, trademarks, or other intellectual property owned by someone else, unless you have written permission to use it.
- AI-generated artwork is not permitted. Designs created wholly or partially using AI image-generation tools (Midjourney, DALL·E, Stable Diffusion, Adobe Firefly, Canva AI, or similar) are not eligible.
- This does not apply to standard digital art or design software — Photoshop, Illustrator, Procreate, and similar tools are all welcome. The rule is about AI generating the artwork itself, not about digital tools in general.
- By submitting, you're confirming the design is entirely your own work, that no AI-generated content was used, and that you'll cover Cullman Oktoberfest for any claim that turns out not to be true.
- Winners may be asked to share original working files (layers, sketches, or process work) to confirm the design is their own before the prize is awarded.

3. Design Requirements

- Entries must include the words "Cullman Oktoberfest 2026."
- Artwork should reflect the spirit, traditions, heritage, and community atmosphere of Cullman Oktoberfest.
- Designs should be family-friendly and suitable for all audiences.
- You may enter the Shirt category, the Poster category, or both — a winner will be chosen for each.

Print specs below are the standard we're using this year for shirts and posters. If you're not sure your file meets these, submit what you have and we're happy to help.

- **Poster artwork:**
 - Finished size: 18" × 24" (standard concert-poster size), portrait orientation

- Resolution: 300 DPI at full size
- Color mode: CMYK
- **Shirt artwork:**
 - Placement: full back print (up to approx. 12" × 16"); a front pocket-size accent (up to 4" × 4") is optional
 - The entry form will ask which placement you're designing for
 - Resolution: 300 DPI at full size
 - Color mode: CMYK; for best results, keep to 6 colors or fewer since these will be screen printed

4. Submission Guidelines

- Entry is free.
- Each participant may submit up to two (2) entries per category (shirt and/or poster).
- Accepted file formats: PDF, PNG, JPG, AI, EPS, or SVG.
- Hand-drawn artwork is welcome — just submit a high-resolution scan or photo.
- Entries must include the artist's contact information and a brief description of the design.
- Submit online at cullmanoktoberfestival.com/design-contest, which links to the entry form.
- All entries must be submitted by July 31, 2026 at 5:00 PM CT. Late or incomplete entries will not be considered.

5. Judging Criteria

- Creativity and originality.
- Representation of the Cullman Oktoberfest theme.
- Artistic quality and visual appeal.
- Suitability for reproduction on shirts, posters, and promotional materials.
- Entries are judged by the Cullman Oktoberfest committee and marketing team. All judging decisions are final.

6. Rights & Ownership

- All rights to each winning design transfer to Cullman Oktoberfest once the artist accepts the award.
- Each winning artist grants exclusive rights to reproduce, publish, distribute, modify, merchandise, and market their design.
- Winners receive only the advertised contest prize and public recognition — no royalties, licensing fees, or other compensation will be paid for merchandise or promotional use.
- Entries that are not selected as winners remain the property of their artists and will not be used or published without separately asking the artist's permission.

7. Winner Selection & Prize

- Two grand prize winners will be selected: one for the Shirt design and one for the Poster design.
- **Each winner receives:**
 - A framed print of their winning design

- \$150 in Cullman Oktoberfest food and drink tokens
- Free shirts for their family (up to 5)
- HBH Family Passes (up to 5)
- The winning designs may be featured on official Cullman Oktoberfest shirts, posters, merchandise, website, social media, and promotional materials.

8. Notification of Winner

- Winners will be notified using the contact information provided with their submission.
- If a winner cannot be reached within fourteen (14) days, declines the award, or fails to respond, the committee may select an alternate winner.

9. Questions

- Contact info@cullmanrecreation.org with any questions about the contest or your submission.