

## HERO MASCOT CREATION

Create a Hero mascot for HeroDeli Food Inc.



The mascot will be based on the following description of the Hero character:

**Hero** is a young adult male (16-24 years old) with a well-rounded personality. He is athletic, articulate, patriotic, confident, wholesome, respectful, family oriented and God-fearing. He is a leader and a role model who excels both in academic and extra curricular activities.

### OFFICIAL RULES:

1. Contest is open to all Filipino artists aged 18 years old and above.
2. Each entry is composed of two sheets of the artist's ORIGINAL character design in FULL COLOR on an 8.5 x 11 inch paper. The **first sheet** must be a **full body image** of the character standing up with one hand holding a Hero Hungarian Sausage sandwich. He is smiling, with his head up and a confident stance. The **second sheet** must be a **full body image** of the character standing in front, side and back views.
3. Each entry should be enclosed inside a brown envelope labelled "**HERO MASCOT CREATION CONTEST**" with the full name of the artist on the outside. The following information should be written on the inside of the envelope:

- a. Full Name of Artist:
- b. Birthday:
- c. Mailing Address:
- d. Email address:
- e. Landline and/or Mobile No.:
- f. School/Company:
- g. Course/Position:

4. Multiple entries per contestant will be accepted.
5. Entries can be rendered digitally or traditionally.
6. Deadline of submission of entries is at the **3rd Summer Komikon** on **APRIL 16, 2011, 1PM** at the KOMIKON Booth.
7. Accepted entries will be judged by representatives from **HeroDeli Food Inc.** Judges decision is final.
8. Winners will be announced and awarded at the **3rd Summer Komikon** on April 16, 2011, **6PM**. Winners who fail to claim their prizes on the day will be notified by email and have up to 30 days to claim their prizes from the office of **HeroDeli Food Inc.**
9. **Non-winning entries** can be claimed at the Komikon booth only until 8PM. Any unclaimed entries will be disposed off after the event and can no longer be claimed.
10. All **winning entries** (Grand Prize Winner & Special Awards) become the property of **HeroDeli Food Inc.** Contestants of winning entries acknowledge and agree that **HeroDeli Food Inc.** shall have the right to edit, adapt, modify, reproduce, publish, promote, create a sound recording with, broadcast, or otherwise display or use entries in any way it sees fit without limitation or compensation to entrants.
11. The **Grand Prize Winner** can be requested by **HeroDeli Food Inc.** to make up to two minor edits and revisions to their entries up to May 31 at no cost. Any revisions and edits starting June 1 will be paid for by **HeroDeli Food Inc.**

By entering this contest, the contestant agrees to the terms of these Official Rules.

### CRITERIA FOR JUDGING:

- Creativity 25%
- Originality 25%
- Interpretation 25%
- Overall Impact 25%

### PRIZES:

- **Grand Prize Winner:** Php 4,000 cash + Php 4,000 worth of **HeroDeli Food Inc.** GC
- **Special Awards:** **HeroDeli Food Inc.** GC
- All contestants get a Certificate of Participation

For more information, visit [www.komikon.org](http://www.komikon.org) or email contests[[@](mailto:)]komikon.org

