



SURFBOARDS IN PARADISE



ARTIST ENTRY FORM

The City and County of Honolulu and NFL are scanning the field for local artists interested in helping to create the ***ultimate surfboard collectibles*** as part of "Surfboards in Paradise," a new initiative benefiting local charities, being held in conjunction with the 2007 AFC-NFC Pro Bowl.

Through Dec. 22, the City will accept proposals from artists to design one of two "Pro Bowl" longboards (one AFC and another NFC) that will each be signed by members of their respective Pro Bowl teams and put up for auction worldwide on NFL.com. The auction will be active for six days, beginning simultaneously with Super Bowl XLI kickoff on Feb. 4, and ending as the clock runs down at the Pro Bowl on Feb. 10.

Judging

A judging panel consisting of representatives of the NFL and design sponsors Surftech and *Freesurf* magazine will select two artists who will each design one of the boards. Artists must be able to implement their designs to be eligible. The finished boards will be unveiled during the week of Super Bowl — immediately prior to going up for auction (though team signatures will be added when players arrive in Hawaii for Pro Bowl). The boards will also be displayed in Honolulu during Pro Bowl activities.

The City, Surftech and *Freesurf* magazine will award \$500 to each selected artist and cover costs of approved design materials and board production. Surftech and *Freesurf* magazine have also donated the undecorated longboards.

How to Apply?

Submit a proposal for design of either board by Friday, Dec. 22, 2006, to: *Surfboards in Paradise*, City & County of Honolulu, c/o McNeil Wilson Communications, Inc., Pauahi Tower, Suite 950, 1001 Bishop St., Honolulu, HI 96813. Selected artists will be notified by Jan. 1. Artists may submit more than one design, but each will be considered independent submissions.

Proposals must include:

- Artists name, Hawaii address and phone number.
- Visual representation of the board's design.
- Written description of concept (two-page maximum).
- Production schedule for design implementation (boards must be completed by Feb. 1).
- Demonstration of artist's ability to implement design (for example, samples of previous work)

Specifications:

- Longboards are each 9 feet in length.
- Boards' design must incorporate the following logos: Pro Bowl logo, City Seal, AFC or NFC logo, *Freesurf* Magazine, Surftech and Hap Jacobs logo. These logos have already been placed on the boards, but can be rearranged in the design. However, winning artists are responsible for any movement of logos when they implement their design.
- 15-20 percent surface area available on the top of the board to allow for the teams' signatures.
- Boards must also be completed by Jan. 26 to allow time for photography prior to start of auction.

For more information, visit the City and County of Honolulu's website at www.honolulu.gov or call Maria Quidez at (808) 539-3493.