New Mascot Submission Process

In spring 2018, UT Tyler unveiled a total redesign of its original 1979 logo and announced exciting plans to create a new mascot. The time has finally arrived to begin the new mascot process and we want your help!

Your idea could be selected to be the next UT Tyler mascot, which will embody our Patriot Pride and become a pillar of student engagement and events for years to come.

For Reference:

- **Team Name**: The UT Tyler team name is Patriots and should be used to refer to our teams in all NCAA team sports. The team name Patriots is also used generally to refer to any formal or informal groups of UT Tyler students, faculty, staff and alumni.
- **Mascot**: The mascot is the character that serves as the school spirit encourager, primarily on the sidelines of athletic events.
- **Team Logo**: The team logo is the Flag T icon. The team logo is not an icon representation of the mascot.

**Dos & Don'ts**

The new mascot must reflect the positive, wholesome, competitive spirit of the UT Tyler Patriot Team name and invoke a sense of patriotism.

Mascot artwork/design should be original work only. Mascot artwork/design should be full body images, this means the entire body should be drawn and may not be cut off at the knees, waist or shoulders.

If you decide to include a mascot name, it may be incorporated into the design or listed on the submission form. Name suggestions should not include established product, service, character or mascot names (e.g. Big Bird, Buc-ees).

Any entries deemed inappropriate by the Mascot Committee will be disqualified. This includes but is not limited to: nudity (implied or actual), drug paraphernalia or other non-family friendly mascot design and name submissions.

Ideas similar to previous mascots will be disqualified.
Who Can Enter

The contest is open to any individual or group of individuals. In order to be eligible for the contest, you or one of your group members should be of sufficient legal age to enter into a contract with UT Tyler for the use of your design.

Contest Timeline

We are accepting submissions until Friday, March 8. To be considered, all entries must be received by the UT Tyler Marketing and Communications by 5:00 p.m. (CT) on Friday, March 8. The winner(s) will be announced at our upcoming Homecoming 2019.

Prizes

The winner(s) of the contest will receive a cash prize:

- $400 for the winner of the artwork/design contest
- $100 for the winner of the name contest

Beyond the contest prize, no additional compensation will be provided for the continued use of the mascot design, artwork, or name, and the winner(s) agrees that s/he/they will relinquish the rights to UT Tyler for copyright, trademark, promotional use and other uses as deemed necessary by the University.

Contest Rules

We will accept submissions in a variety of forms, including a composite image, rendering, drawing, sketch or any other visual manner needed to best communicate your idea. You can submit them to the marketing office via the submission form here. Ideas should be submitted by attaching a scan or digital image that fits within 8.5 x 11-inch standard size sheet of paper at a minimum of 200dpi. 3D models and videos may also be attached or linked but are not required.

If you have any questions, send an email to mascot@uttyler.edu.
How to Submit

OPTION ONE:

Email artwork and submission form to mascot@uttyler.edu. Please compress artwork files. If file size is too large, please use one of the other options.

OPTION TWO:

Send submission form and link to an online file sharing tool (Examples: Dropbox, Egnyte, 4Shared, Box, etc.) to mascot@uttyler.edu.

OPTION THREE (Available with UT Tyler login):

a. Log in to OneDrive using the large orange button on one of the following pages:
   i. Students: https://www.uttyler.edu/it/office365/365-students.php
   ii. Faculty/Staff: https://www.uttyler.edu/it/office365/365-employees.php
b. Create a new folder and add the following to it:
   i. The filled-out PDF.
   ii. The drawing/rendering of your mascot idea.
   iii. Any additional files.
c. Share the new folder with mascot@uttyler.edu, being sure to set the link type to “Anyone with the link”.

Sharing instructions: https://support.office.com/en-us/article/Share-OneDrive-files-and-folders-9fcc2f7d-de0c-4cec-93b0-a82024800c07#OS_Type=OneDrive_-_-Business

Reviewal/Selection Process

After the submission deadline, the Mascot Committee will eliminate ideas that don’t meet the parameters. There will be three feedback sessions will be held, including one online, with all the committee members in attendance. The sessions will be held at various times/locations to assure maximum ease of attendance. Feedback can also be sent in via a web form.

The committee will meet and nominate a winning candidate from the entries. The Executive Cabinet and President will certify the winning design.