

TRUST Logo Design Contest 2021 Official Rules and Terms

Please review these official rules before entering the contest. Minors must obtain the consent of their parent or legal guardian to enter the contest.

Background

The Trusted Response Urgent Support Team (TRUST), is a innovation project as a part of The Santa Clara County Behavioral Health Services Department's (BHSD) Mental Health Services Act (MHSA). In November 2004, California voters passed Proposition 63, the Mental Health Services Act (MHSA). The MHSA provides for a 1% tax on taxable personal income over \$1 million. The MHSA calls for a transformed behavioral health system where access is easier, services are more effective, out-of-home and institutional care are reduced, and stigma toward those with severe mental illness or serious emotional disturbance no longer exists.

The TRUST program is a community driven mobile crisis response team that will significantly expand community-based mental health and crisis response services in Santa Clara County. The expanded program uses a model where community residents, mental health workers, and emergency medical services providers respond to needs and crises in the community, ensuring more individuals and families have access to mental health and crisis services without involving law enforcement.

The TRUST program follows a community engagement and program development process initiated in the wake of the killing of George Floyd and other recent events that have heightened longstanding concerns related to law enforcement interactions with communities of color and segments of the community that have been unserved, underserved, or inappropriately served. These communities often find interacting with law enforcement to be a frightening, distressing, and potentially life-threatening experience, and may hesitate to request services if law enforcement will be involved. The newly expanded TRUST program is designed to reduce the need for calls to law enforcement, allowing incidents and needs to be effectively and quickly addressed in community before they escalate.

Contest Description

The County of Santa Clara Behavioral Health Services Department (BHSD) is a contest open to all community artists for an opportunity to design a logo for the TRUST program. The logo should aide in confronting stigma and negative attitudes about seeking assistance. It should embody the principle of the TRUST program which is to proactively help individuals in crisis: any situation where an individual needs assistance in resolving conflicts or stressful situations.

Who Can Enter

The contest is open to all Santa Clara County residents.

Contest Period

October 12, 2021 – November 12, 2021

Binding Agreement

Submission of an entry in the contest requires that each individual involved in the design of the TRUST logo agree to all of the terms and conditions set forth in these TRUST Logo Design Contest (“Official Rules”). These rules form a binding agreement between each such individual and the County of Santa Clara

How to Enter

1. Each individual artist or team of artists shall submit a potential logo for the TRUST program by the contest deadline.
 - a. The design should not exceed 300MB for uploads.
 - b. Original files must be in .PNG .PDF, or .JPEG, format. (.PNG is preferred)
2. Each entry should be uploaded to the designated website by 12:00am on Tuesday, November 12, 2021.
3. Each entry should include a Contest Entry Form, Parent Consent Form (if the artist is under the age of 18), and final Design File to the Contest Sponsor by Tuesday, November 12, 2021.
 - a. It is the responsibility of the individual artist or team of artists to make sure the required documents and files are submitted to the Contest Sponsor on-time.
 - b. The Contest Sponsor is not responsible for lost or stolen items.
 - c. Once the entry has been received by the Contest Sponsor, the design submission is final and cannot be modified.

4. All required contest forms will be submitted electronically. Signed documents and design files will be uploaded during the online submission process detailed at <https://bhsd.sccgov.org/about-us/mental-health-services-act>
5. The final original design file must be submitted using the contest entry form here: <https://www.surveymonkey.com/r/7FYF6HV>

Designs can also be submitted by sending an email with the completed contest entry form and design entry to MHSA@hhs.sccgov.org

6. Designs must be submitted in English.
7. All designs must be the artist or team of artist’s original creation and not infringe upon any third party’s personal or proprietary rights.
8. Each artist or artist team member must submit a signed Entry Form. In addition, the following people must submit a consent form signed by themselves and their parent or legal guardian (if under 18 years of age) acknowledging receipt and understanding of these Contest Rules and agreeing to abide by these Contest Rules.:

- Each artist or artist team member under 18 years of age must also have their

parent or legal guardian sign the consent form.

- Each artist or artist team member 18 years of age and older may sign the consent form on their own behalf.

Contest Sponsor

Santa Clara County Behavioral Health Services
828 Bascom Avenue, Suite 280
San Jose, CA 95126
(669) 301-0918
mhsa@hhs.sccgov.org

Winner Selection

Winners will be selected through the following process:

- BHSD will convene a meeting with Santa Clara County's MHSA Stakeholder Leadership Committee (SLC) to choose the top design entries.
- The top entries chosen will be posted online to allow the community of Santa Clara County an opportunity to vote on the top design.
- Once the public voting process concludes, BHSD will convene a public meeting to share the winning design.

Prizes

The winning design will be awarded a cash prize of \$5,000.

**Cash prizes will be mailed within 90 days of winner announcement.*

Division of cash prizes will be done at the discretion of artist team members.

Winner Notification

The winning artist or artist team will be notified by email in December 2021.

Additional Rules

1. The County is not responsible for lost, late, destroyed, incomplete, unreadable, corrupted, or misdirected entries; Internet malfunction; server unavailability; or computer malfunction.
2. By participating in the contest, participants agree to be bound by the decisions of the County. The County reserves the right to disqualify any submissions containing content deemed by the County, in its sole and absolute discretion, to be obscene, offensive, or slanderous. Any false information provided within the context of the contest by any participant may result in elimination of the entry from the contest. The County also reserves the right to disqualify any entry that they believe infringes or violates the rights of any third party, does not comply with the Official Rules, or violates applicable federal, state or local laws. The County may refuse to award any prize to a person who has violated any Contest Rule, gained an unfair advantage in participating in the contest, or obtained winner status using fraudulent means. The County and will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the contest and County's decisions concerning such disputes shall be final. If the conduct or outcome of the contest is affected by human error, any mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, intentional interference or any event beyond the control of the County, the County reserves the right to terminate this contest, or make such other decisions regarding the outcome as the County and deems appropriate. All decisions made by the County are deemed final. The County may waive any of these rules in their sole and absolute discretion.
3. The County reserves the right, in their sole and absolute discretion, to modify, withdraw, suspend, or terminate this contest at any time and for any reason without prior notice.
4. By participating in the contest, each individual involved in the production of the logo design authorizes the use, without additional compensation, of his or her name, age, likeness, voice and/or municipality of residence in any manner and in any medium (including, without limitation, radio broadcasts; newspapers and other publications; television or film releases; slides; videotape; distribution over the Internet; and picture data storage) that the County may deem appropriate for purposes of the BHSD.
5. Designs may also not use the name or logo of the Santa Clara County Behavioral Health Services Department or any other organization without their expressed consent.

Intellectual Property Rights

1. Entry submissions. By submitting an entry, each individual participating in the contest thereby grants to the County an irrevocable, perpetual, and royalty-free right to use, reproduce, edit, display, transmit, prepare derivative works of, modify, publish, and otherwise make use of the entry in any and all media for any purpose that BHSD chooses.
2. Winning entry. The participant with the winning entry understands, acknowledges, and agrees that he/she grants to the County all right, title and interest in the winning entry selected as the logo for the TRUST program. The County shall grant the winning participant a perpetual and royalty-free right to reproduce, display, and transmit the winning entry for their own personal, non-commercial use. The participant with the winning entry shall not use, prepare derivative works of, modify, or publish the winning entry in any manner without the written approval from an employee of the County who is authorized to grant such approval.
3. By submitting an entry, the individuals participating in the contest, thereby represent and warrant that neither the submitted work nor any portion thereof infringes on any copyright, any rights of privacy or publicity of any person, or any other right of any third party.

Waiver of Liability and Agreement to Indemnify

By submitting an entry, each individual participating in the contest, and each of their respective heirs, successors and assigns (each a "Contest Participant") releases, forever discharges and covenants not to make a claim against or sue the County of Santa Clara, the Contest Sponsor, or any of their employees, agents, officers, directors, representatives, successors or assigns (collectively, the "Hosts") for any claim, liability, loss, injury or damage arising out of, or in connection with the entry, The TRUST Logo Design Contest, or the use, incorporation or exploitation of the entry for any purpose described herein. Contest Participants waive and forego the right to seek injunctive relief against the Contest Sponsor relating in any way to the entry, the contest, or the use, incorporation, or exploitation of the materials for any purpose described herein. Contest Participants agree to indemnify and hold harmless the Hosts from and against any liabilities, losses, claims, demands, costs (including, without limitation, reasonable attorneys' fees) and expenses arising in connection with Contest Participants' participation in the Contest.

Funding

The new TRUST program is funded with the Mental Health Services Act Innovation funding.