

GOT YOUR **BACK**

Marketing and Promotion



THE CHALLENGE

Regular exercise has helped countless fire fighters improve their physical, psychological, and social well-being, but unfortunately, many fire fighters are still not active enough.

Design the front and back of a new F2T t-shirt that could serve to promote the message of 'more fire fighters, more active, more often' to the broader community. Both the front and back image and/or text should appeal to a diverse audience.

INSTRUCTIONS

- Design a creative and engaging t-shirt that promotes the message of 'more fire fighters, more active, more often'. This phrase does not need to be on the t-shirt, but it's sentiment should be captured with an image and/or text.
- An image and/or text must be designed for both the front and back of the shirt. The following criteria must be met:
 - Appropriate for audience with diverse interests
 - For fire fighters
 - Maximum of 5 colours (front and back combined)
 - Images and/or text must be free to use (no copyright)
 - Image and/or text should fit with 11" x 11" box
 - F2T and/or IAFF must be integrated in some way
- Suggest a t-shirt color for your design by setting it as the background of your image/text.
- Authorize your design as original and grant permission to F2T and the IAFF to use with the broader community (with acknowledgement).

GRADING CRITERIA

- ✓ Design is original
- ✓ Design captures 'more fire fighters, more active, more often' sentiment
- ✓ Design is without copyright
- ✓ Design criteria met
- ✓ Background color specified
- ✓ Authorization provided to use

SUBMISSION GUIDELINES

Submissions should include the original design file and a .pdf file. Submission details will be shared with the launch of the Fit To Thrive member portal.