

Downtown Florence Holiday Card Art Contest

Florence Downtown Development Corp. (FDDC) invites artists from across South Carolina's Pee Dee region to submit original artwork for the Downtown Florence Holiday Card Art Contest.

The selected artwork will be featured on a holiday card produced by Downtown Florence, and the winning artist will receive a \$300 cash prize in exchange for use rights of work.

Contest Theme

Submitted artwork must have a holiday or Christmas theme be original and incorporate a recognizable connection to Downtown Florence.

Artists are encouraged to creatively interpret the sights, architecture, businesses, streetscapes, traditions, character, or atmosphere of Downtown Florence during the holiday season.

Eligibility

The contest is open to artists / anyone who lives, works, attends school, or otherwise maintains a residence within the Pee Dee region of South Carolina.

Artists of all experience levels are welcome to participate, even youth artists!

Artwork Requirements

All submissions must:

- Be an original work created by the submitting artist.
- Be two-dimensional artwork suitable for scanning and reproduction as a printed holiday card.
- Be 5X7 in size
- Incorporate a Downtown Florence-related theme or subject.
- Be appropriate for public and family-friendly distribution.
- Be submitted in a condition and format that can be clearly scanned or digitally reproduced.
- Be the artist's own work and not infringe upon the copyright, trademark, or intellectual property rights of another individual or organization.

Acceptable media may include painting, drawing, illustration, watercolor, mixed media, collage, printmaking, and other two-dimensional traditional art forms.

Artificial Intelligence

AI-generated artwork will not be accepted.

Artwork created wholly or substantially using generative artificial intelligence tools is ineligible for submission. FDDC reserves the right to request additional information regarding an artist's creative process if necessary to verify eligibility.

Prize

One artwork will be selected as the winning design.

The selected artist will receive a \$300 cash prize.

The winning artwork will be reproduced as an official Downtown Florence holiday card and may also be featured through Downtown Florence promotional, digital, social media, and public-relations channels in connection with the holiday card and contest.

Artwork Licensing

By accepting the \$300 prize, the selected artist agrees to grant Florence Downtown Development Corp. (FDDC) a perpetual, royalty-free license to reproduce, print, publish, display, distribute, and promote the selected artwork for Downtown Florence holiday card production and related promotional purposes.

The artist will retain copyright and ownership of the original artwork unless otherwise agreed upon in writing.

The license granted to FDDC will remain in effect in perpetuity and will allow FDDC to reproduce the artwork for future holiday card production without additional licensing fees or compensation.

FDDC may make reasonable modifications necessary for reproduction, including resizing, cropping, formatting, or the addition of Downtown Florence branding, provided such modifications do not substantially alter the character of the original artwork.

Submission Requirements

Each submission should include:

- Artist's full name
- Email address

- Phone number
- Address
- Title of the artwork if applicable
- Medium used
- A brief description of the artwork and its connection to Downtown Florence
- A clear digital image of the artwork in high resolution format (2MBT)

Submission Deadline: October 26, 2026 at 11:59 p.m.

How to Submit: (Cognito Form to be built)

Artists may be asked to provide the original artwork. Artist will receive physical work back after scanning.

Selection

Submissions will be reviewed by a committee of FDDC's board. Artwork will be evaluated based on:

- Connection to Downtown Florence
- Holiday theme
- Creativity and originality
- Artistic quality
- Visual appeal
- Suitability for reproduction as a holiday card

The decision of the selection committee will be final.

Additional Terms

Submission of artwork does not guarantee selection or publication.

Only 25 submissions will be accepted.

FDDC reserves the right to reject submissions that do not meet contest requirements or that are deemed inappropriate for the intended use.

The winning artist may be asked to sign a licensing agreement confirming the rights granted to FDDC before receiving the prize.

By submitting artwork, participants acknowledge that they have read and agree to abide by the contest rules.

Questions regarding the Downtown Florence Holiday Card Art Contest may be directed to:

progress@florencedowntown.com