



Help Shape the Future of the Gasparilla Distance Classic Association Brand

GDCA Logo Design Challenge

For nearly five decades, the Gasparilla Distance Classic Association (GDCA) has united our community through health, fitness, volunteerism, and charitable giving. As we prepare to celebrate the 50th Running of the Gasparilla Distance Classic, we invite our community to help shape the future of our organization's brand by submitting original logo concepts that capture the spirit, history, and future of this iconic Tampa nonprofit.

Whether you're a professional designer, student, artist, or passionate supporter, we encourage you to share your vision for the next era of the Gasparilla Distance Classic Association.

IMPORTANT

This challenge is focused on the visual identity of the Gasparilla Distance Classic Association (GDCA), the nonprofit charitable organization that produces Race Weekend and supports local youth charities throughout the Tampa Bay area.

Participants are not being asked to redesign the logos for individual races, challenges, sponsor activations, programs, or the annual event itself. The selected design should represent the organization as a whole, including its mission, values, community impact, and future vision.

CONTEST GUIDELINES

Eligibility

The Logo Design Challenge is open to legal residents of the United States who are at least 18 years of age. Employees of GDCA, members of the GDCA Board of Directors, members of the GDCA Organizing Committee, immediate family members of employees or board members/organizing committee, and any individual, agency, consultant, or organization currently under contract with GDCA are not eligible.

Submission Requirements

Entries must include:

- Logo design submitted in PNG, JPG, or PDF format.
- High-resolution artwork suitable for reproduction.
- Original editable/vector files if selected as a finalist or winner.
- A written description (100–250 words) explaining the inspiration, symbolism, and connection to GDCA and the Tampa Bay community.

Submission Deadline: Monday, July 6th

How to Submit

- Through the contest submission form at www.rungasparilla.com
- By email to information@rungasparilla.com
- By direct message through Facebook or Instagram to the official RunGasparilla social media accounts

Design Parameters

Participants are encouraged to create original concepts that reflect the history and legacy of GDCA, the organization's mission of supporting local youth charities, the spirit of health, wellness, volunteerism, and community, the unique culture of Tampa, and a vision for the next generation of community impact.

Organizational Focus

The purpose of this challenge is to create a logo concept that represents the Gasparilla Distance Classic Association as an organization rather than a specific event, race distance, sponsor activation, or anniversary celebration.

Long-Term Brand Considerations

Submitted designs should be intended for long-term organizational use and should not include anniversary-specific references, dates, "50th Running" references, commemorative badges, or temporary celebration graphics.

Existing Brand Elements

Existing GDCA logos may not be copied or substantially replicated. However, entrants may draw inspiration from the organization's history, mission, and community impact.

Artificial Intelligence

Entries must be substantially created by the entrant and may not consist primarily of AI-generated artwork. AI-assisted tools may be used for minor production, editing, or workflow purposes. However, submissions may not consist primarily of AI-generated artwork, imagery, or design elements.

GDCA reserves the right to determine, in its sole discretion, whether a submission satisfies the contest requirement that entries be substantially created by the entrant and not consist primarily of AI-generated artwork.

Sponsor Restrictions

Submissions may not include sponsor names, sponsor logos, sponsor slogans, references to current or former sponsors, or commercial branding belonging to any third party.

Judging Criteria

- Creativity and originality
- Visual impact
- Scalability and ease of reproduction
- Representation of the Tampa Bay community
- Alignment with the mission and values of GDCA

Finalist Selection and Community Feedback

A panel of GDCA staff members will review all eligible submissions and select up to five finalists. Finalist entries may be displayed publicly to gather community feedback and input. Community feedback is advisory only. GDCA retains sole and absolute discretion in selecting the winning entry.

Winner Recognition

The selected winner will receive:

- Complimentary entry for five consecutive years to the Gasparilla Distance Classic event of their choice
- Recognition on GDCA digital platforms and marketing materials
- Recognition during Race Weekend activities and the 50th Running celebration

Intellectual Property and Ownership

By submitting an entry, participants represent and warrant that the submission is their original work, that they possess all rights necessary to submit the design, and that the design does not infringe upon any copyright, trademark, intellectual property right, or other legal right of any third party.

If selected as the winner, the entrant agrees to assign and transfer all right, title, and interest in the design to GDCA. GDCA shall have the unrestricted right to modify, adapt, refine, digitize, reproduce, display, publish, distribute, trademark, and otherwise use the design without additional compensation beyond the stated prize.

Reservation of Rights

GDCA reserves the right to reject entries, disqualify participants, select no winner, cancel or modify the contest, combine elements from multiple submissions, further

develop submitted concepts, and determine that no submitted design adequately meets organizational needs.

GDCA reserves the right to reject any submission inconsistent with the organization's mission, values, charitable purpose, community standards, or brand identity.

Publicity Release

By entering the contest, participants grant GDCA permission to use their name, likeness, city of residence, statements, and submitted materials for promotional, educational, and marketing purposes related to the contest and organization without additional compensation.

Liability Disclaimer

By participating, entrants agree to release and hold harmless GDCA, its officers, board members, organizing committee members, employees, volunteers, sponsors, and affiliates from claims arising from participation in the contest or acceptance and use of any prize.

The Pirate Fine Print

The Gasparilla Distance Classic Association was built by a community of runners, volunteers, sponsors, donors, and supporters who have helped create a lasting impact throughout Tampa for nearly 50 years.

We invite you to dream big, think creatively, and help chart a course toward the next chapter of our organization's story. Show us what the future of the Gasparilla Distance Classic Association looks like through your eyes, and help us create a brand that will inspire the next generation of runners, volunteers, and community leaders.

Fair winds and following seas, matey.