2027 MLK Parade T-Shirt Design Contest Guidelines

The Collin County NAACP invites students aged 6 to 19 to participate in the 2027 Martin Luther King Jr. Parade T-Shirt Design Contest. This is a unique opportunity to honor Dr. King's legacy through art and contribute to our community's celebration. The parade will be held on Monday, January 18, 2027, at 10:00 a.m.

Eligibility:

Open to students ages 6 to 19 residing or attending a school in Collin County.

Theme:

Designs should reflect the 2027 parade theme, "Honoring the Dream. Answering the Call," and embody Dr. King's vision and values, showing how we can put what he stood for into action.

Design Requirements:

- Originality: Submissions must be original works created by the entrant.
- Content: Include the following elements:
    - The phrase "2027 Collin County MLK Parade" or "2027 Collin County Martin Luther King Jr. Parade."
    - Imagery or symbols representing Dr. King's vision and the parade's theme.

Format:

- Submit designs in high-resolution digital formats (PDF, AI, EPS).
- Ensure the design is suitable for printing on a standard T-shirt.
- Limit the design to a maximum of four colors. Multi-color designs will be used on digital collateral and on-site event signage.
- Size: Design dimensions should be 11 inches by 11 inches.

Submission Details:

- Deadline: All entries must be submitted by Tuesday, December 8, 2026.
- How to Submit: Use this link to submit the form and artwork https://forms.gle/vMeTTtqqbRathUEz6

Judging Criteria:

Designs will be scored based on creativity and originality, relevance to the theme, visual appeal and clarity, and overall concept.

Prizes:

Winner: Receives a $250 prize and the honor of riding in a parade car with the Grand Marshal during the 2027 MLK Parade.

Recognition: The winning design will be featured on the official parade t-shirts and marketing materials.

Design Rights:

By submitting a design, entrants agree to transfer all rights to the artwork to the Collin County NAACP. The organization reserves the right to modify the design as necessary for production purposes.

Additional Information:

- Participants may submit only one design.
- Ensure that the design does not include any copyrighted material unless you have explicit permission to use it.

For any questions or further information, please contact Leslie Thornton at mlkparade@collincountynaacp.org.

We look forward to seeing your creative designs that celebrate the enduring legacy of Dr. Martin Luther King Jr. and inspire others to answer the call to make a difference in our community.