



Paint the Town 2019:

Rules and Guidelines

NEIGHBORHOOD
HOUSING OFFICE

The purpose of this event is to generate excitement in the community for UWM Homecoming by painting the windows of businesses located near campus in the following perimeter: North: Capitol, East: Downer, West: Oakland, South: North Ave. This event allows the community to see the many talents the UWM campus brings to the community and helps showcase UWM's school spirit throughout Homecoming week.

Timeline

1. The entry deadline for the contest is **October 28th**.
2. Student organization window **design plan and draft example** and **Hold Harmless Release Form completed by both the student org and business manager** must be submitted in person to the Neighborhood Housing Office before decorating may begin and **no later than October 31st by the end of the day**. Approval/revisions will be given within 24-48 hours. It is in organizations best interest to submit design plan and example draft as early as possible.
3. Decorating may start on **Friday, November 1st** and must be complete by **November 6th at noon**. Student organizations must coordinate when to get the decorating done. Dates of decoration must be agreed upon by both the Student Organization and the Business contact person.
4. **Photo submissions** for judging of window decorations **submitted in .jpeg** form to housing@uwm.edu by **November 6th at noon**. Photos of window decorations will be featured on the Neighborhood Housing Website, Newsletter, and Social Media.
5. Judging will take place **November 6th-8th**.
6. Winners will be announced at the basketball game on **November 9th**. Representatives from your student organization must be present to win.
7. Student Organizations must clean-up window decorations no later than **Sunday, November 10th at 5 pm**.

How to Get Involved

To enter your student organization in the contest, e-mail the UWM Neighborhood Housing Office at housing@uwm.edu by **October 28th** with the following information:

- First and Last name of Student Organization Point Person and 3 other participating member of your student organization
- Contact Person Phone number
- Contact Person UWM E-mail
- Whether or not you would like to be matched with a business or if your organization will find your own business to partner with. If selecting your own business to partner with, please e-mail the managers contact information to housing@uwm.edu when you submit your organization for entry into the contest. The Neighborhood Housing Office will send your match information to you by the end of the day on **Friday, November 1st**.

Once student orgs receive business match information, student orgs must reach out to the business contact person to establish a time to paint the business's windows between the dates of **November 1st and November 6th**.



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Prize Information

1st, 2nd and 3rd place winners will be recognized and prizes will be announced at the **November 9th** Men's Basketball game. Potential prizes could include: spring programming funding, pizza party, t-shirts, gift cards, and more!

Contest Rules

1. Paintings must be based off the theme "Bring the Roar". Winner will be announced at the basketball game on **November 9th** against Western Michigan - you are welcome to use this in your decorating. Representatives from your student organization must be present to win.
2. Windows must be painted on the outside of the business window unless otherwise agreed upon between student org and business.
3. The window pane must be painted in good taste and incorporate UW-Milwaukee, the Homecoming theme, and the student organization in the design.
 - a. **Appropriate content:** Portraying your organization and/or school in a positive light. Making visuals/writing unique, eye-catching, etc.
 - b. **Disqualifying content:** Threatening, discriminatory, hateful or harassing visuals and/or language. Negatively portraying any organization or school.
4. At least 4 members of your organization must decorate the window. The more the merrier!
5. You must decorate in specified window(s). Your business partner will let you know exactly which ones.
6. You must use the supplies provided by your business partner or the Neighborhood Housing Office. Check with the Neighborhood Housing Office to see where your supplies are coming from! Only tempera paints can be used for the window designs! No glitter, glitter paints, or any glitter products can be used. Businesses have the discretion to supply whatever supplies they desire and have been recommended the following: paint, stencils, brushes, and a drop cloth.
7. Both the business and the student organization must sign a Hold Harmless Agreement which is to be delivered in person to the Neighborhood Housing Office prior to design approval or decorating.
8. In the event of rain or dangerous weather, the event will be cancelled.
9. **Clean-up:** student organizations will be responsible for cleaning the window properly by 5pm on Sunday, November 10th, unless determined otherwise in the Hold Harmless Agreement.
10. **Student Organizations that decorate windows with disqualifying content, fail to receive proper approval, or fail to properly clean the windows of the business will be subject to a \$250 charge posted to the student organizations account.**
11. Judging will be based on the following: creativity, originality, incorporation of UWM & homecoming theme, use of space, and overall effect.

For questions, please contact the Neighborhood Housing Office by emailing housing@uwm.edu, calling (414) 229-6999, or stop into the Neighborhood Housing Office in the Student Union, WG85