Four Years, Five Stickers

Creative and Original "I Voted " Stickers











PRINCE WILLIAM
Office of Elections

ELECTION ASSISTANCE COMMISSION
UNITED STATES

CLEARINGHOUSEAWARDS

2025 EAC Clearinghouse Awards Submission

"I Voted" Stickers: Creative and Original "I Voted" Stickers

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A Brief
Summary

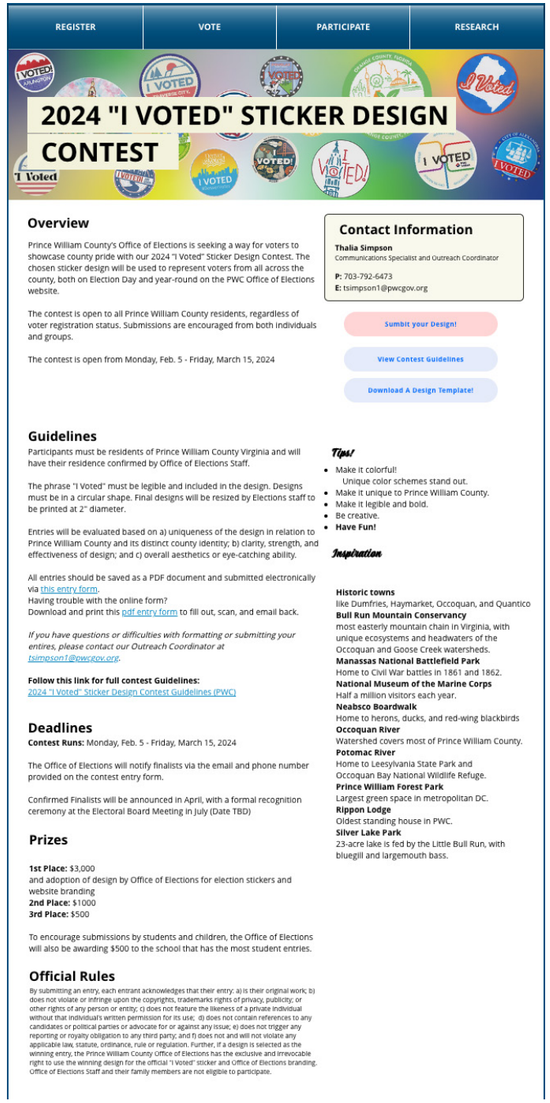
Prince William County conducted the most participatory "I Voted" sticker contest in state history, which garnered positive media coverage, a record number of entries, and gave citizens a rotation of widely representative stickers for each of the next four years.

With substantial cash prizes, an online submission process, and an extra incentive for county students, more than 600 submissions were received after substantial regional media coverage. More than half of the entries were from students. Entries were reviewed based on preset design criteria and the top 40 strongest designs were then ranked by the Board and staff to determine 11 finalists.

To determine the final winners, more than 700 election officers voted using rank-choice voting. They represent our community and it was a chance to say "thank you" to them for their service.

The results revealed four top vote getters that together were a good representation of all aspects of the history, people, and places of Prince William County. It was decided that all four stickers would be used in a rotation for the next 4 years. One additional design, submitted by a county student, was also chosen to represent "Future Voters.

Phase 1
Advertisement


REGISTER | VOTE | PARTICIPATE | RESEARCH

2024 "I VOTED" STICKER DESIGN CONTEST

Overview

Prince William County's Office of Elections is seeking a way for voters to showcase county pride with our 2024 "I Voted" Sticker Design Contest. The chosen sticker design will be used to represent voters from all across the county, both on Election Day and year-round on the PWC Office of Elections website.

The contest is open to all Prince William County residents, regardless of voter registration status. Submissions are encouraged from both individuals and groups.

The contest is open from Monday, Feb. 5 - Friday, March 15, 2024

Contact Information
Thalia Simpson
Communications Specialist and Outreach Coordinator
P: 703-792-6473
E: tsimpson1@pwcgov.org

Sumbit your Design!
View Contest Guidelines
Download A Design Template!

Guidelines

Participants must be residents of Prince William County Virginia and will have their residence confirmed by Office of Elections Staff.

The phrase "I Voted" must be legible and included in the design. Designs must be in a circular shape. Final designs will be resized by Elections staff to be printed at 2" diameter.

Entries will be evaluated based on a) uniqueness of the design in relation to Prince William County and its distinct county identity; b) clarity, strength, and effectiveness of design; and c) overall aesthetics or eye-catching ability.

All entries should be saved as a PDF document and submitted electronically via this entry form.
Having trouble with the online form?
Download and print this pdf entry form to fill out, scan, and email back.

If you have questions or difficulties with formatting or submitting your entires, please contact our Outreach Coordinator at tsimpson1@pwcgov.org.

Follow this link for full contest Guidelines:
2024 "I Voted" Sticker Design Contest Guidelines (PWC)

Deadlines
Contest Runs: Monday, Feb. 5 - Friday, March 15, 2024

The Office of Elections will notify finalists via the email and phone number provided on the contest entry form.

Confirmed Finalists will be announced in April, with a formal recognition ceremony at the Electoral Board Meeting in July (Date TBD)

Prizes

1st Place: $3,000
and adoption of design by Office of Elections for election stickers and website branding
2nd Place: $1000
3rd Place: $500

To encourage submissions by students and children, the Office of Elections will also be awarding $500 to the school that has the most student entries.

Official Rules

By submitting an entry, each entrant acknowledges that their entry: a) is their original work; b) does not violate or infringe upon the copyrights, trademarks rights of privacy, publicity, or other rights of any person or entity; c) does not feature the likeness of a private individual without that individual's written permission for its use; d) does not contain references to any candidates or political parties or advocate for or against any issue; e) does not trigger any reporting or royalty obligation to any third party; and f) does not and will not violate any applicable law, statute, ordinance, rule or regulation. Further, if a design is selected as the winning entry, the Prince William County Office of Elections has the exclusive and irrevocable right to use the winning design for the official "I Voted" sticker and Office of Elections branding. *Office of Elections Staff and their family members are not eligible to participate.*

Tips!

- Make it colorful!
  Unique color schemes stand out.
- Make it unique to Prince William County.
- Make it legible and bold.
- Be creative.
- **Have Fun!**

Inspiration

Historic towns
like Dumfries, Haymarket, Occoquan, and Quantico
Bull Run Mountain Conservancy
most easterly mountain chain in Virginia, with unique ecosystems and headwaters of the Occoquan and Goose Creek watersheds.
Manassas National Battlefield Park
Home to Civil War battles in 1861 and 1862.
National Museum of the Marine Corps
Half a million visitors each year.
Neabsco Boardwalk
Home to herons, ducks, and red-wing blackbirds
Occoquan River
Watershed covers most of Prince William County.
Potomac River
Home to Leesylvania State Park and Occoquan Bay National Wildlife Refuge.
Prince William Forest Park
Largest green space in metropolitan DC.
Rippon Lodge
Oldest standing house in PWC.
Silver Lake Park
23-acre lake is fed by the Little Bull Run, with bluegill and largemouth bass.

We had to ensure that our contest had clear guidelines. It was imperative that our winner be someone who was a resident of Prince William County.

Based on research we'd done on other "I Voted" Sticker design contests from around the country, we also noticed a trend that winning designs were bold and vibrant, and featured subjects that were specific to the locality in which they were to be used. Red, white and blue is great, but we wanted a design that would emphasize that voting is a local process.

2024 "I Voted" Sticker Design Contest

The Prince William County Office of Elections is thrilled to announce our first-ever "I Voted" Sticker Design Contest.

Prince William County's Office of Elections is seeking a way for voters to showcase county pride with our 2024 "I Voted" Sticker Design Contest. The chosen sticker design will be used to represent voters from all across the county, both on Election Day and year-round on the PWC Office of Elections website.

Eligibility: The contest is open to all Prince William County residents. Entries may be submitted by both individuals and groups. Multiple entries are permitted and encouraged.

Design Guidelines: The phrase "I Voted" must be legible and included in the design. Design should be circular. All designs must be submitted as a PDF document. The final printed sticker dimensions will be resized to 2" diameter.

How to Enter: The design contest will run from February 5th to March 15, 2024. All designs must be submitted electronically via this form as a PDF document.
If you have questions about how to format or submit your entries, please contact our Outreach Coordinator at 703-792-6473, or email tsimpson1@pwcgov.org.

Judging: The Office of Elections and the Electoral Board will review all entries for adherence to the contest rules and evaluate those entries based on a) uniqueness of the design in relation to Prince William County and its distinct county identity; b) clarity, strength, and effectiveness of design; and c) overall aesthetics or eye-catching ability. The Electoral Board and Staff will select final designs to advance to a vote by Prince William County Election Officers.

Finalists: The Office of Elections will notify finalists via the email and phone number provided on the contest entry form. If a finalist cannot be confirmed by the office, then the entry with the next highest number of votes will become the potential winner, pending confirmation.

Winners: The confirmed design with the most votes will become the winner. Once confirmed, the Office of Elections will publicly announce the winner.
All finalists and the winner will be recognized as part of the July 2024 Electoral Board meeting.

Prizes:

1st Place: $3,000 and adoption of design by Office of Elections for election stickers and branding

2nd Place: $1000

3rd Place: $500

Rules: By submitting an entry, each entrant acknowledges that their entry: a) is their original work; b) does not violate or infringe upon the copyrights, trademarks rights of privacy, publicity, or other rights of any person or entity; c) does not feature the likeness of a private individual without that individual's written permission for its use; d) does not contain references to any candidates or political parties or advocate for or against any issue; e) does not trigger any reporting or royalty obligation to any third party; and f) does not and will not violate any applicable law, statute, ordinance, rule or regulation. Further, if a design is selected as the winning entry, the Prince William County Office of Elections has the exclusive and irrevocable right to use the winning design for the official "I Voted" sticker and Office of Elections branding. *Office of Elections Staff and their family members are not eligible to participate.*

PRINCE WILLIAM Office of Elections

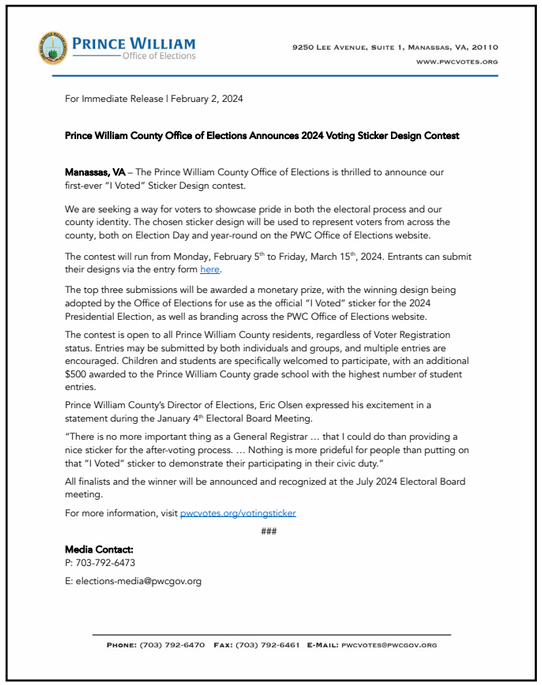
For more information:
Call: 703-792-6473
Email: tsimpson1@pwcgov.org
Website: pwcvotes.org/votingsticker

To aid entrants in their designs, we included a list of tips and inspiration that re-emphasized our desire to see bold color and county-centric designs. This did not completely stop us from receiving a good number of eagles and American flag designs, but it did help.

2025 EAC Clearinghouse Awards Submission

To help advertise our contest, we emailed several individuals and organizations within the county asking that they promote the contest within their circles. Contacts were chosen based on their work in creative spaces, work with students, and/or ability to reach a wider audience across the county.

In addition to the contest guidelines, we sent along a press release and a media kit so that our messaging would be clear even if it was not being shared directly by our office.



PRINCE WILLIAM
Office of Elections

9250 Lee Avenue, Suite 1, Manassas, VA, 20110
www.pwcvotes.org

For Immediate Release | February 2, 2024

Prince William County Office of Elections Announces 2024 Voting Sticker Design Contest

Manassas, VA – The Prince William County Office of Elections is thrilled to announce our first-ever "I Voted" Sticker Design contest.

We are seeking a way for voters to showcase pride in both the electoral process and our county identity. The chosen sticker design will be used to represent voters from across the county, both on Election Day and year-round on the PWC Office of Elections website.

The contest will run from Monday, February 5th to Friday, March 15th, 2024. Entrants can submit their designs via the entry form here.

The top three submissions will be awarded a monetary prize, with the winning design being adopted by the Office of Elections for use as the official "I Voted" sticker for the 2024 Presidential Election, as well as branding across the PWC Office of Elections website.

The contest is open to all Prince William County residents, regardless of Voter Registration status. Entries may be submitted by both individuals and groups, and multiple entries are encouraged. Children and students are specifically welcomed to participate, with an additional $500 awarded to the Prince William County grade school with the highest number of student entries.

Prince William County's Director of Elections, Eric Olsen expressed his excitement in a statement during the January 4th Electoral Board Meeting.

"There is no more important thing as a General Registrar … that I could do than providing a nice sticker for the after-voting process. … Nothing is more prideful for people than putting on that "I Voted" sticker to demonstrate their participating in their civic duty."

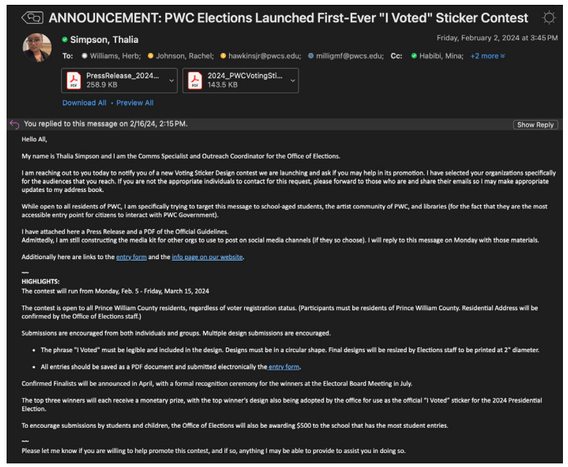
All finalists and the winner will be announced and recognized at the July 2024 Electoral Board meeting.

For more information, visit pwcvotes.org/votingsticker

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Media Contact:
P: 703-792-6473
E: elections-media@pwcgov.org

Phone: (703) 792-6470 Fax: (703) 792-6461 E-Mail: pwcvotes@pwcgov.org



ANNOUNCEMENT: PWC Elections Launched First-Ever "I Voted" Sticker Contest

Simpson, Thalia — Friday, February 2, 2024 at 3:45 PM
To: Williams, Herb; Johnson, Rachel; hawkinsjr@pwcs.edu; milligmrf@pwcs.edu; Cc: Habibi, Mina; +2 more

PressRelease_2024... 258.9 KB
2024_PWCVotingSti... 143.5 KB
Download All · Preview All

You replied to this message on 2/16/24, 2:15 PM. Show Reply

Hello All,

My name is Thalia Simpson and I am the Comms Specialist and Outreach Coordinator for the Office of Elections.

I am reaching out to you today to notify you of a new Voting Sticker Design contest we are launching and ask if you may help in its promotion. I have selected your organizations specifically for the audiences that you reach. If you are not the appropriate individuals to contact for this request, please forward to those who are and share their emails so I may make appropriate updates to my address book.

While open to all residents of PWC, I am specifically trying to target this message to school-aged students, the artist community of PWC, and libraries (for the fact that they are the most accessible entry point for citizens to interact with PWC Government).

I have attached here a Press Release and a PDF of the Official Guidelines.
Admittedly, I am still constructing the media kit for other orgs to use to post on social media channels (if they so choose). I will reply to this message on Monday with those materials.

Additionally here are links to the entry form and the info page on our website.

—
HIGHLIGHTS:
The contest will run from Monday, Feb. 5 - Friday, March 15, 2024

The contest is open to all Prince William County residents, regardless of voter registration status. (Participants must be residents of Prince William County. Residential Address will be confirmed by the Office of Elections staff.)

Submissions are encouraged from both individuals and groups. Multiple design submissions are encouraged.

- The phrase "I Voted" must be legible and included in the design. Designs must be in a circular shape. Final designs will be resized by Elections staff to be printed at 2" diameter.
- All entries should be saved as a PDF document and submitted electronically the entry form.

Confirmed Finalists will be announced in April, with a formal recognition ceremony for the winners at the Electoral Board Meeting in July.

The top three winners will each receive a monetary prize, with the top winner's design also being adopted by the office for use as the official "I Voted" sticker for the 2024 Presidential Election.

To encourage submissions by students and children, the Office of Elections will also be awarding $500 to the school that has the most student entries.

—
Please let me know if you are willing to help promote this contest, and if so, anything I may be able to provide to assist you in doing so.

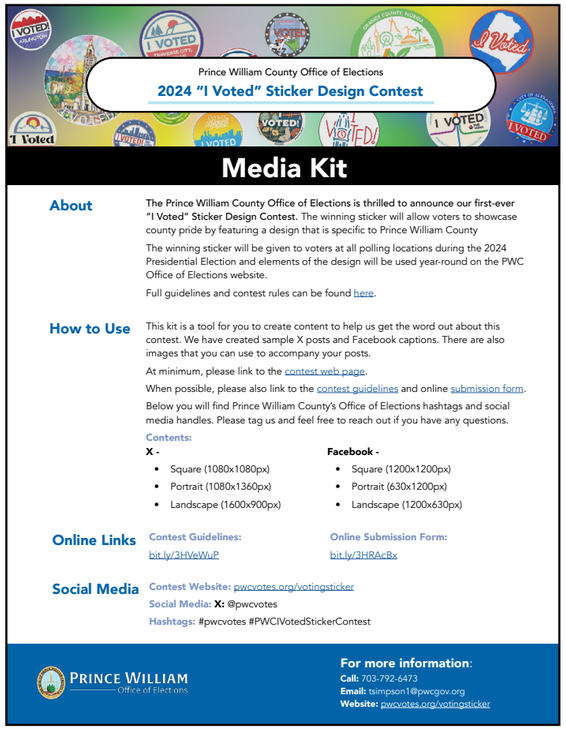
We contacted:

- Prince William County Office of Communications
- Director of Communications for Prince William County Public Library System
- Visual and Performing Arts Coordinators for Prince William County Public Schools
- Director of the Prince William County Arts Council
- Reporters for local newspapers, Prince William Times and InsideNova



Prince William County Office of Electi... @PWCVo... · Mar 12, 2024
You asked, we answered! The Prince William County Office of Elections is holding an "I Voted" Sticker Design Contest. Submit your designs by THIS FRIDAY, March 15, 2024. See contest info and guidelines at pwcvotes.org/votingsticker.
#pwcvotes #PWCIVotedStickerContest





Prince William County Office of Elections
2024 "I Voted" Sticker Design Contest

Media Kit

About

The Prince William County Office of Elections is thrilled to announce our first-ever "I Voted" Sticker Design Contest. The winning sticker will allow voters to showcase county pride by featuring a design that is specific to Prince William County

The winning sticker will be given to voters at all polling locations during the 2024 Presidential Election and elements of the design will be used year-round on the PWC Office of Elections website.

Full guidelines and contest rules can be found here.

How to Use

This kit is a tool for you to create content to help us get the word out about this contest. We have created sample X posts and Facebook captions. There are also images that you can use to accompany your posts.

At minimum, please link to the contest web page.

When possible, please also link to the contest guidelines and online submission form.

Below you will find Prince William County's Office of Elections hashtags and social media handles. Please tag us and feel free to reach out if you have any questions.

Contents:

X -
- Square (1080x1080px)
- Portrait (1080x1360px)
- Landscape (1600x900px)

Facebook -
- Square (1200x1200px)
- Portrait (630x1200px)
- Landscape (1200x630px)

Online Links

Contest Guidelines: bit.ly/3HVeWuP

Online Submission Form: bit.ly/3HRAcBx

Social Media

Contest Website: pwcvotes.org/votingsticker
Social Media: X: @pwcvotes
Hashtags: #pwcvotes #PWCIVotedStickerContest

PRINCE WILLIAM
Office of Elections

For more information:
Call: 703-792-6473
Email: tsimpson1@pwcgov.org
Website: pwcvotes.org/votingsticker

We also created a media kit so that we could provide clear, visual messaging for other organizations to promote the contest on our behalf. We included a full suite of images formatted for X, Facebook, and Instagram so that they could post on their organizations' social media feeds.



Prince William County @pwcgov · Feb 26, 2024
The Prince William County Office of Elections wants YOU to design the next "I Voted" Sticker! Entries are due March 15, 2024. For more info and contest guidelines, visit pwcvotes.org/votingsticker @PWCVotes

X

The Prince William County Office of Elections wants YOU to design the next "I Voted" Sticker"! Entries are due March 15, 2024.

For more info and contest guidelines, visit pwcvotes.org/votingsticker

#pwcvotes #PWCIVotedStickerContest

Looking for an "I Voted" sticker with more personality? Now's your chance to create one! The PWC Office of Elections is holding a sticker design contest. Designs are due March 15, 2024.

Contest info and guidelines are at pwcvotes.org/votingsticker

#pwcvotes #PWCIVotedStickerContest

You asked, we answered! The Prince William County Office of Elections is holding an "I Voted" Sticker Design Contest. Submit your designs by March 15, 2024.

See contest info and guidelines at pwcvotes.org/votingsticker.

#pwcvotes #PWCIVotedStickerContest

Facebook

Calling all Prince William County residents! The Prince William County Office of Elections wants YOU to design the next "I Voted" Sticker"in their 2024 "I Voted" Sticker Design Contest. The winning sticker will be given to all voters during the 2024 Presidential Election.

Submit your designs by 11:59PM on March 15, 2024. For more info and contest guidelines, visit pwcvotes.org/votingsticker. #pwcvotes #PWCIVotedStickerContest

Have you been waiting for an "I Voted" sticker with a little more personality. Have you hoping to showcase your civic duty with more county pride? Now is your chance to create just that!

The Prince William County Office of Elections is holding an "I Voted" Sticker Design Contest. The winning design will be used to represent voters from all across the county during the 2024 Presidential Election.

Submit your designs by 11:59PM on March 15, 2024. For more info and contest guidelines, visit pwcvotes.org/votingsticker. #pwcvotes #PWCIVotedStickerContest

You asked and we answered! The Prince William County Office of Elections is holding an "I Voted" Sticker Design Contest The winning design will be used for the "I Voted" sticker that is given to all voters during the 2024 Presidential Election.

Submit your designs by 11:59PM on March 15, 2024. For more info and contest guidelines, visit pwcvotes.org/votingsticker. #pwcvotes #PWCIVotedStickerContest

PRINCE WILLIAM
Office of Elections

For more information:
Call: 703-792-6473
Email: tsimpson1@pwcgov.org
Website: pwcvotes.org/votingsticker

Sample Images

All image files are named with the convention of **SocialMediaPlatform_ImageShape-XX** (example: Facebook_Square-05)

The numbers correspond to the background color of the image. (Number/Color Codes are listed below)

All image files can be found in a Google Drive Folder here.

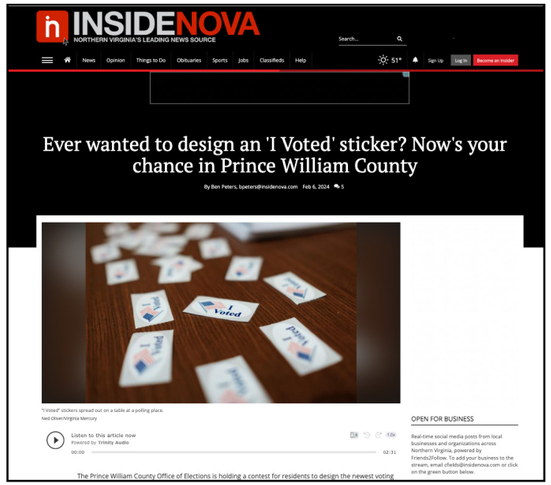


PRINCE WILLIAM
Office of Elections

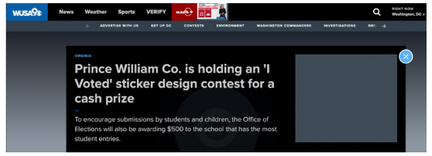
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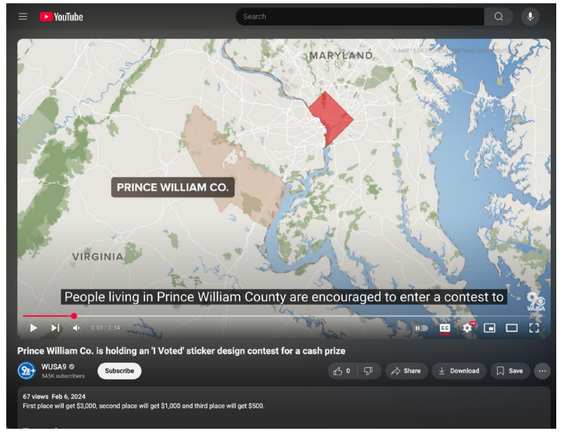
Phase 1

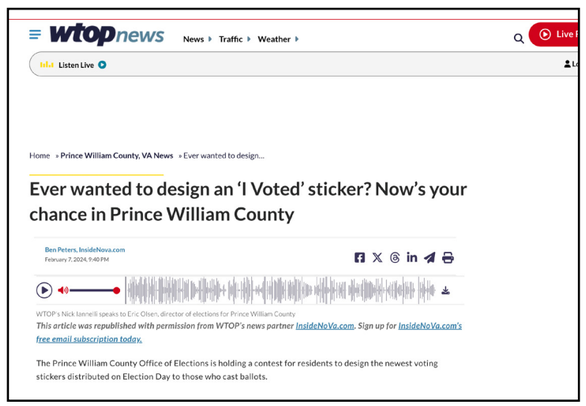






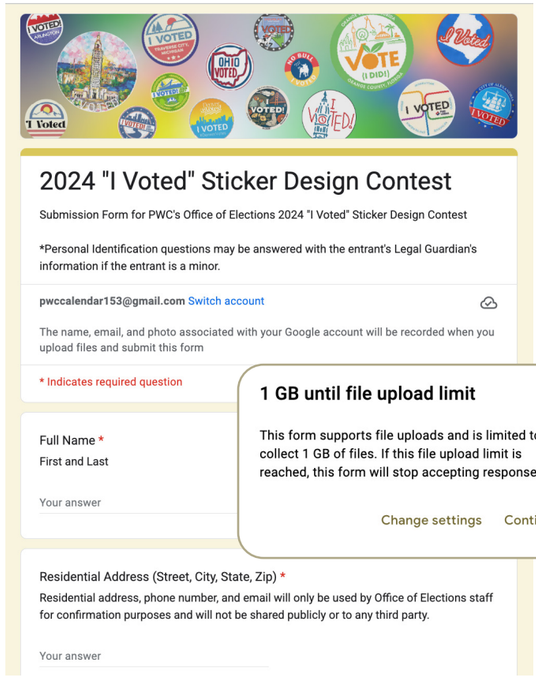


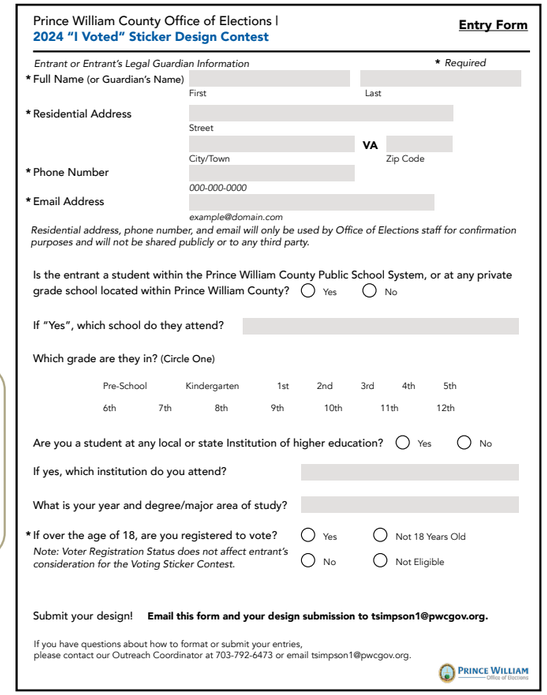




Our press release to local media garnered news stories within the county, that were then picked up by regional media outlets and further broadcast on television and radio, reaching an even wider portion of our citizens. The only drawback was that the extended coverage led us to have to turn away some entires from applicants who lived in the surrounding localities. These only accounted for a small number (5) of the total submissions received to our office.

Phase 2
Entries





We created an online submission form in Google to help make the submission process as accessible as possible. Any questions that asked for Personal Identifying Information were explained as only doing so to allow our staff to confirm adherence to the entry guidelines, namely county citizenship status.

The last question included a space for entrants to upload their files directly to the form. NOTE: There is an upload limit on the folder that attaches to a Google Forms, so the Project Coordinator checked it every few days to relocate received submissions into another space on the drive, in order to maintain room for future contestants to upload their work through the end of the six-week submsiion period.

A fillable PDF entry form provided an additional option for those who might have had difficulty accessing the online submission form.

We learned that, for security, Google requires anyone uploading files to a form to have some sort of email service through their platform. Still less restrictive than the file upload requirements for users of Microsoft Forms, which limited us to only individuals who also specifically had an address with our county's organization.

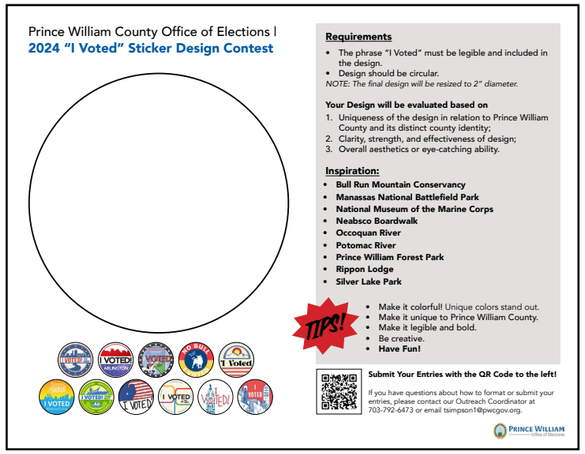
Only about 30 entries were emailed directly to our Project coordinator.

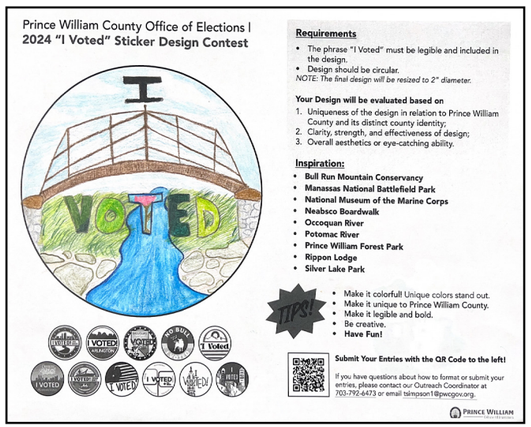
Phase 2

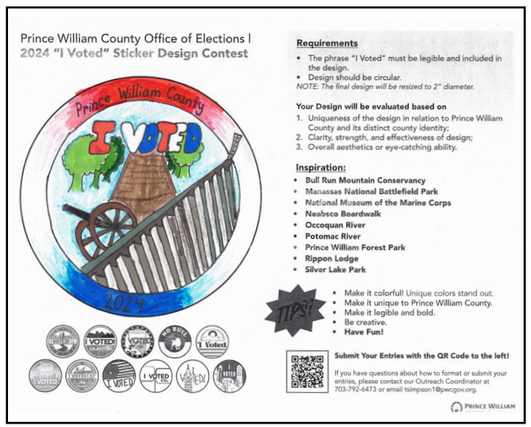
2025 EAC Clearinghouse Awards Submission

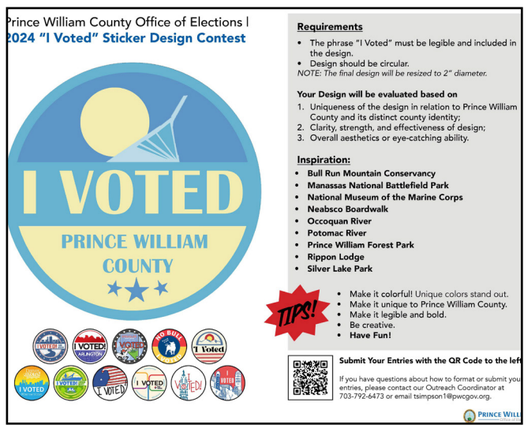
To encourage all types of media submissions, and make it easier for students of all ages to participate, we designed a template that could easily be printed out and turned into a classroom activity facilitated by teachers.

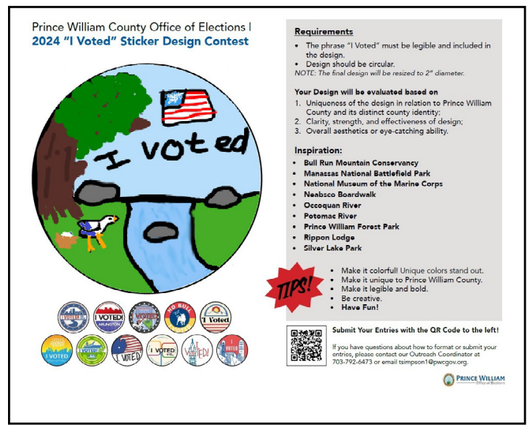
On the template, we included the same tips and inspiration language that we had on our website, as well as some inspiration images of winners from other "I Voted" Sticker contests around the country. We also included a QR code right on the template that linked directly to our online submission form.







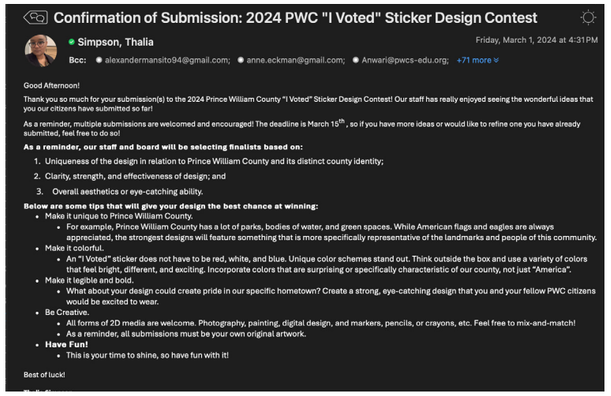




Some entrants colored right onto the sheet and submitted photographs or scans of the work. Others utilized the template as a guide for a digital design.

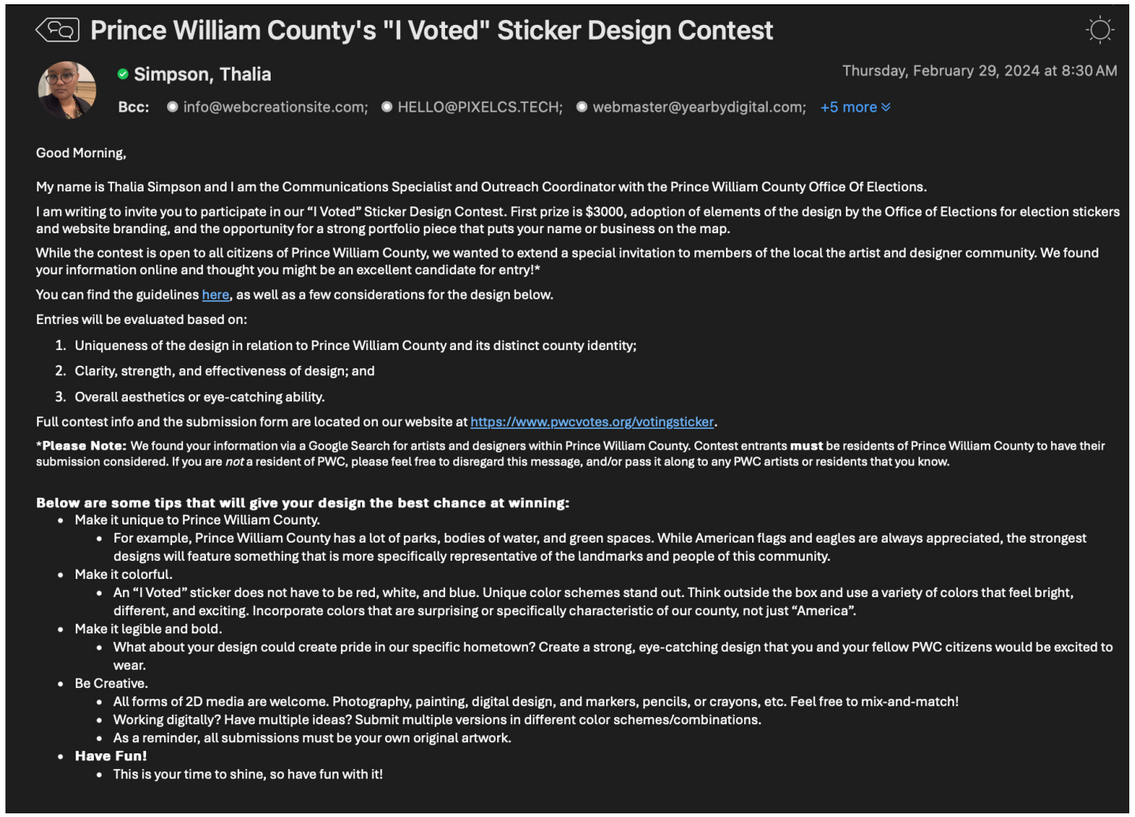
Phase 2

Entries



A few early submissions did not quite meet the contest requirements or consider the suggestions for strong contenders, so we sent an email to those individuals thanking them for their time and encouraging them to try again.

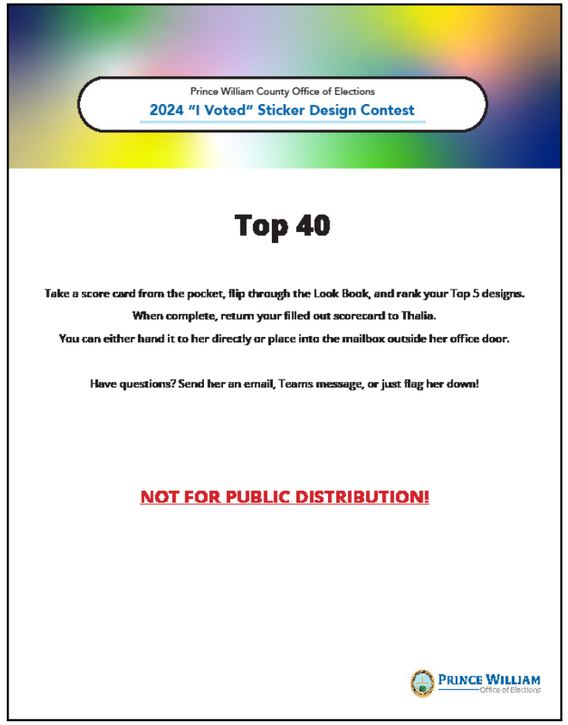
We did not have a limit on how many designs one individual could submit to the contest.



True artists take their time. Even still, quality submissions were slow to come in at the beginning, and the submission period was only 6 weeks long. Admittedly, we got a little impatient and decided to help the process along by looking up local artists and designers within the county and reaching out directly to notify them of this contest and encourage their participation.

Four replied to our message, thanking us for the notification and sharing their excitement for the contest. One of these designers went on to have his entry become part of the winning sticker set.

Phase 3
Finalist Selection



Prince William County Office of Elections

2024 "I Voted" Sticker Design Contest

Top 40

Take a score card from the pocket, flip through the Look Book, and rank your Top 5 designs.

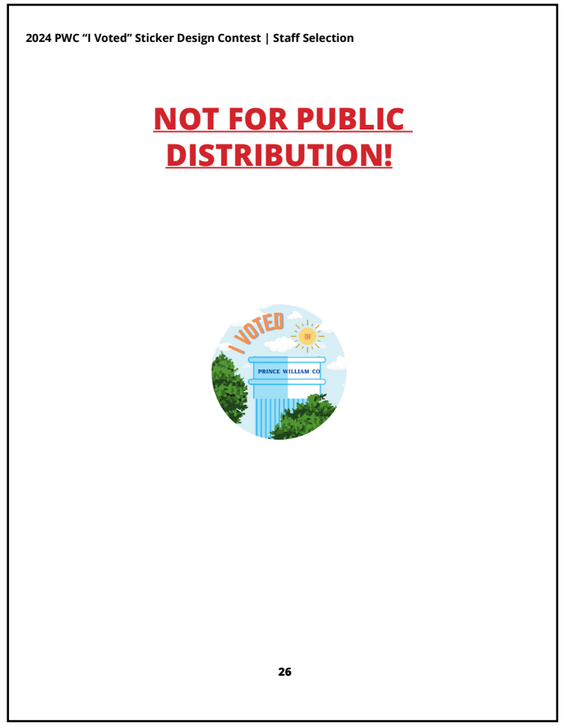
When complete, return your filled out scorecard to Thalia.

You can either hand it to her directly or place into the mailbox outside her office door.

Have questions? Send her an email, Teams message, or just flag her down!

NOT FOR PUBLIC DISTRIBUTION!

PRINCE WILLIAM Office of Elections

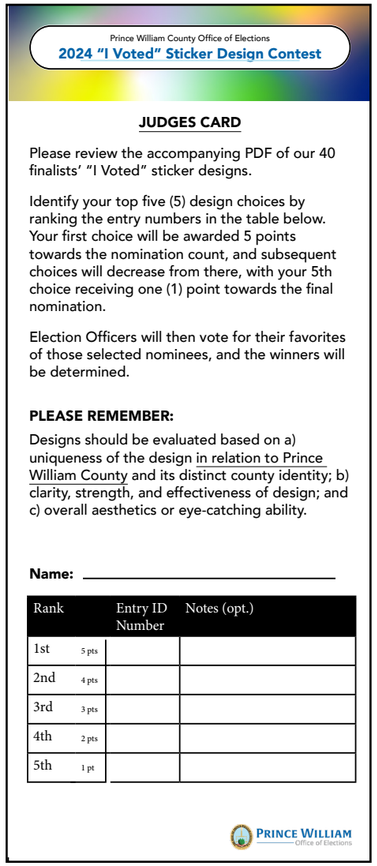


2024 PWC "I Voted" Sticker Design Contest | Staff Selection

NOT FOR PUBLIC DISTRIBUTION!

26

Once the submission period closed, all designs were gathered into one space and evaluated for their adherence to the contest guidelines and design evaluation criteria. Of 600 entries, 40 were placed into a binder for our Electoral Board and staff to rank their favorites.



Prince William County Office of Elections

2024 "I Voted" Sticker Design Contest

JUDGES CARD

Please review the accompanying PDF of our 40 finalists' "I Voted" sticker designs.

Identify your top five (5) design choices by ranking the entry numbers in the table below. Your first choice will be awarded 5 points towards the nomination count, and subsequent choices will decrease from there, with your 5th choice receiving one (1) point towards the final nomination.

Election Officers will then vote for their favorites of those selected nominees, and the winners will be determined.

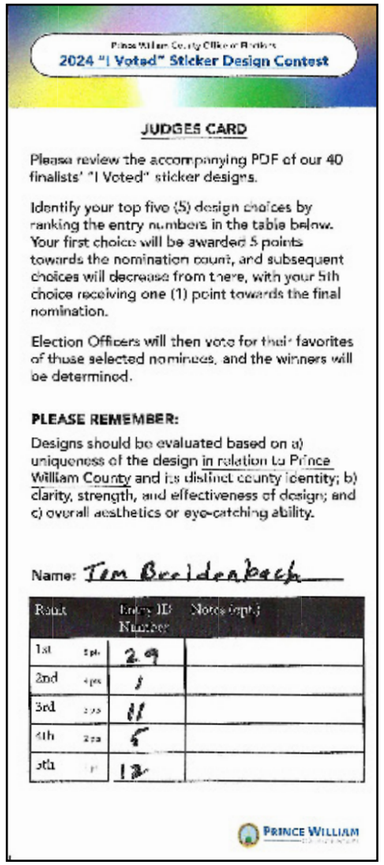
PLEASE REMEMBER:

Designs should be evaluated based on a) uniqueness of the design in relation to Prince William County and its distinct county identity; b) clarity, strength, and effectiveness of design; and c) overall aesthetics or eye-catching ability.

Name: _____

Rank		Entry ID Number	Notes (opt.)
1st	5 pts		
2nd	4 pts		
3rd	3 pts		
4th	2 pts		
5th	1 pt		

PRINCE WILLIAM Office of Elections



Prince William County Office of Elections

2024 "I Voted" Sticker Design Contest

JUDGES CARD

Please review the accompanying PDF of our 40 finalists' "I Voted" sticker designs.

Identify your top five (5) design choices by ranking the entry numbers in the table below. Your first choice will be awarded 5 points towards the nomination count, and subsequent choices will decrease from there, with your 5th choice receiving one (1) point towards the final nomination.

Election Officers will then vote for their favorites of those selected nominees, and the winners will be determined.

PLEASE REMEMBER:

Designs should be evaluated based on a) uniqueness of the design in relation to Prince William County and its distinct county identity; b) clarity, strength, and effectiveness of design; and c) overall aesthetics or eye-catching ability.

Name: Tim Breidenbach

Rank		Entry ID Number	Notes (opt.)
1st	5 pts	29	
2nd	4 pts	1	
3rd	3 pts	11	
4th	2 pts	5	
5th	1 pt	13	

PRINCE WILLIAM

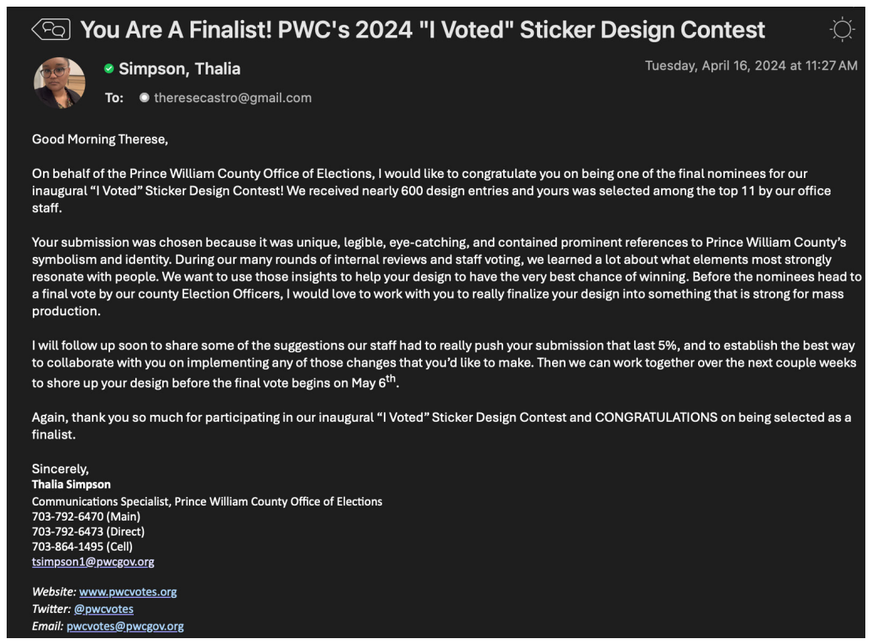
Our staff had a great time shuffling through the binder of top designs and were mildly distressed at the fact that they could only select five options to try to push forward to the final round.

Phase 4
Refinement

Once we had determined 11 finalists, we reached out to each entrant individually to help them refine their designs. While each entry was already in a very strong place at the time of submission, during the review process, our staff also had feedback on things they liked or elements they wished they could see tweaked in each design.

Our staff is a small but even sample of voters from our county, so we decided to share that feedback with the designers to help get the designs closer to something that we knew all of our voters would enjoy.





You Are A Finalist! PWC's 2024 "I Voted" Sticker Design Contest

Simpson, Thalia — Tuesday, April 16, 2024 at 11:27 AM

To: theresecastro@gmail.com

Good Morning Therese,

On behalf of the Prince William County Office of Elections, I would like to congratulate you on being one of the final nominees for our inaugural "I Voted" Sticker Design Contest! We received nearly 600 design entries and yours was selected among the top 11 by our office staff.

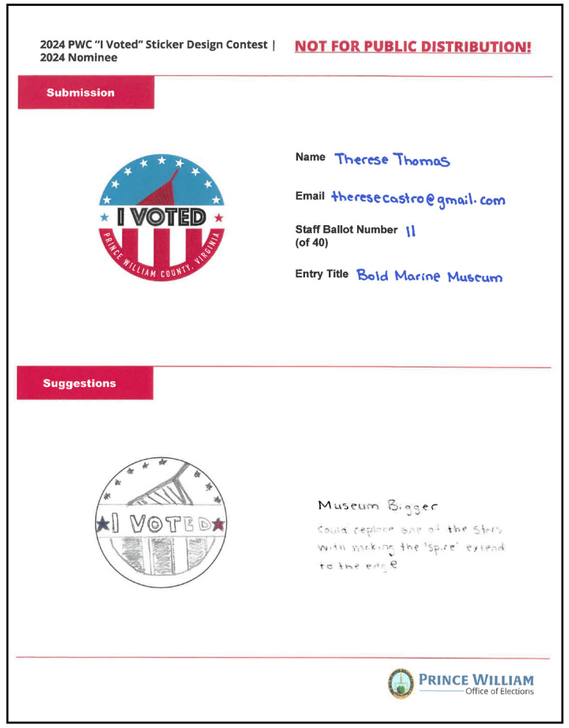
Your submission was chosen because it was unique, legible, eye-catching, and contained prominent references to Prince William County's symbolism and identity. During our many rounds of internal reviews and staff voting, we learned a lot about what elements most strongly resonate with people. We want to use those insights to help your design to have the very best chance of winning. Before the nominees head to a final vote by our county Election Officers, I would love to work with you to really finalize your design into something that is strong for mass production.

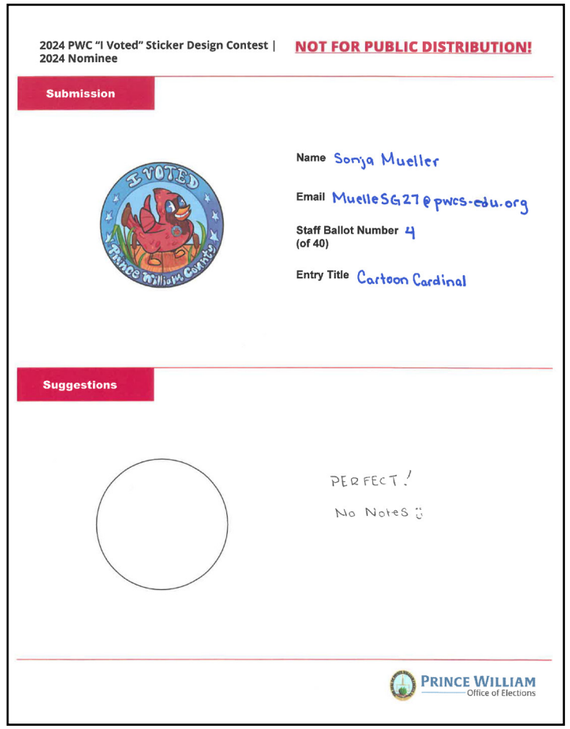
I will follow up soon to share some of the suggestions our staff had to really push your submission that last 5%, and to establish the best way to collaborate with you on implementing any of those changes that you'd like to make. Then we can work together over the next couple weeks to shore up your design before the final vote begins on May 6th.

Again, thank you so much for participating in our inaugural "I Voted" Sticker Design Contest and CONGRATULATIONS on being selected as a finalist.

Sincerely,
Thalia Simpson
Communications Specialist, Prince William County Office of Elections
703-792-6470 (Main)
703-792-6473 (Direct)
703-864-1495 (Cell)
tsimpson1@pwcgov.org

Website: www.pwcvotes.org
Twitter: @pwcvotes
Email: pwcvotes@pwcgov.org





We were fortunate enough to have a staff member with design experience working on this project. A simple template was created to help effectively communicate suggested edits to each designer.

Via email, our staff member coordinated back and forth with each entrant for approximately 10 days to iterate through refinement of designs until each entrant was satisfied with the work that would go on to the final round of voting.

***This step is optional for those who seek to replicate our "I Voted" Sticker design contest process.**

Phase 5
Rank Choice Voting

Once the refinement process for all submissions was complete, rather than email every single entrant, we drafted another press release to convey the contest's progress with the public.

We also updated our contest's web page with language that communicated that the submission period had ended and that all finalists had already been contacted.



PRINCE WILLIAM Office of Elections

3230 Lee Avenue, Suite 1, Manassas, VA. 20110
www.PWCVOTES.org

For Immediate Release | May 10, 2024

PWC Office of Elections Unveils 11 "I Voted" Sticker Design Contest Nominees

Manassas, VA - For its inaugural "I Voted" Sticker Design Contest, the Prince William County Office of Elections received nearly 600 design submissions from students, designers, and citizens around the county. This is the most submissions received for any voting sticker contest conducted in the state of Virginia.

It took nearly a month for office staff and the PWC Electoral Board to evaluate and narrow down the top 11 nominees. Thalia Simpson, the Communications Specialist, stated:

"When we set out to run this contest, we looked at contests from other jurisdictions and optimistically projected 100 entries. We did not realize just how many talented artists call Prince William County home and how many amazing designs we would receive."

Over 75% of contest entries were designed by Prince William County students. Four of the eleven nominees are high schoolers from Colgan and Forest Park High Schools, and two additional nominees graduated from the FPHS Graphic Design Program. All nominees live here in Prince William County and include both citizens and professional graphic designers.

Designs represented many aspects of PWC, with entries highlighting PWC's tourism, plant and animal life, outdoor spaces, and the diverse citizens that call this county home. All corners of the county were represented as well. Of the 40 finalists, 12 featured the National Museum of the Marine Corps, 5 depicted the Manassas National Battlefield, and 10 featured other landmarks, historic sites, and parks including Rippon Lodge Historic Site, Silver Lake Regional Park, and the South Valley Trail bridge in Prince William Forest Park.

Prince William County's nearly 2,000 election officers who make elections happen every year will now have the honor of selecting the winners with the top 3 designers getting cash prizes of up to $3,000.

Winners will be announced in July at the meeting of the PWC Electoral Board and sticker designs will be adopted for first use during the November General Election.

While the sticker contest is exciting, this is also a reminder that voting is currently underway for federal Congressional and Senate primary races in Virginia with voting active for both parties in PWC. More details on voting and this contest at pwcvotes.org.

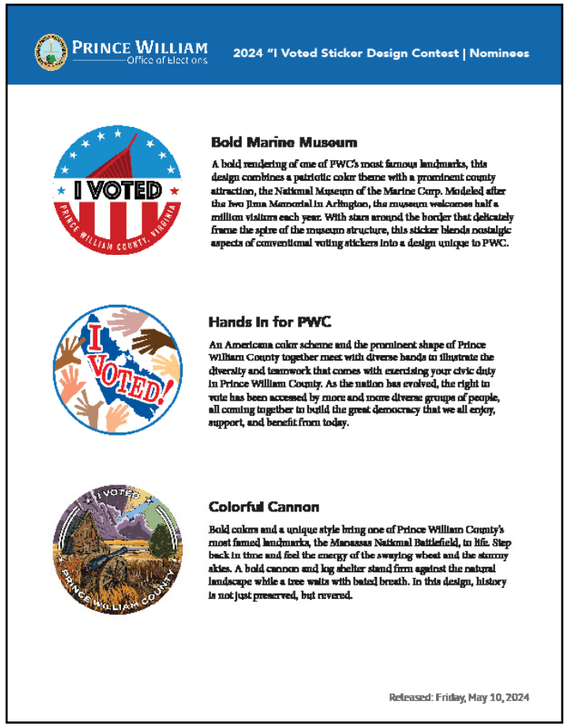
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Media Contact:
P: 703-792-6473
E: elections-media@pwcgov.org

Phone: (703) 792-6470 Fax: (703) 792-6461 E-Mail: PWCVOTES@PWCGOV.ORG







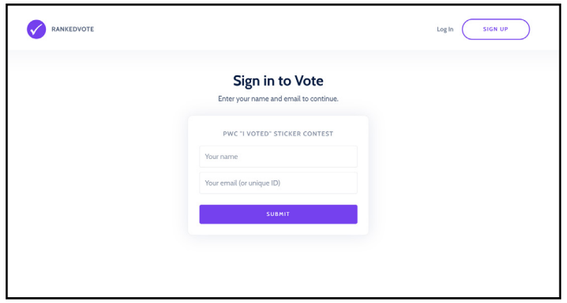


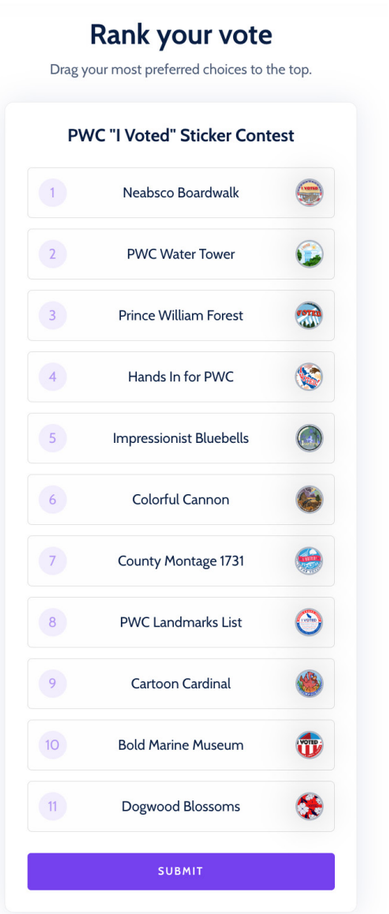
All finalists' designs were placed onto an image contact sheet and short artist statements were drafted by entrants and staff for each one. These images and write-ups would then be loaded into a Rank-Choice Voting website to help voters to learn more by serving as a sort of "campaign" for each design.

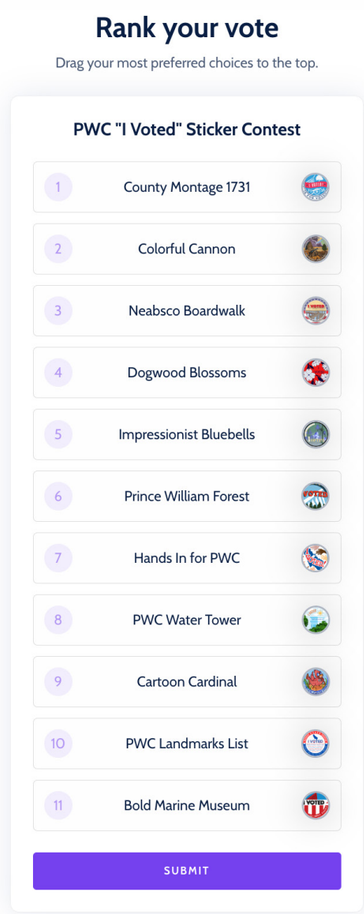
To help focus the election on the designs themselves, statements were careful not to include any identifying information about the artist behind the work.

To maintain election integrity, we created a closed system of voters by limiting eligibility to our 2000 election officers, as a thank you to them for their service. A “pollbook” was created with all their emails, and the election preferences were set so that only “registered” email addresses could vote, and each registered individual could only vote once.

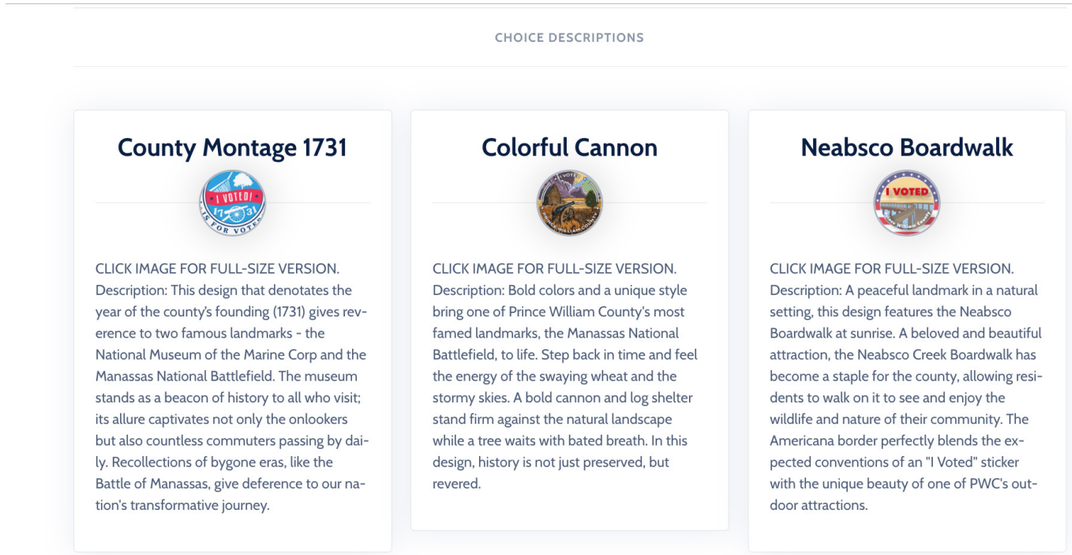
Ranked choice voting and tabulation made possible by www.rankedvote.co



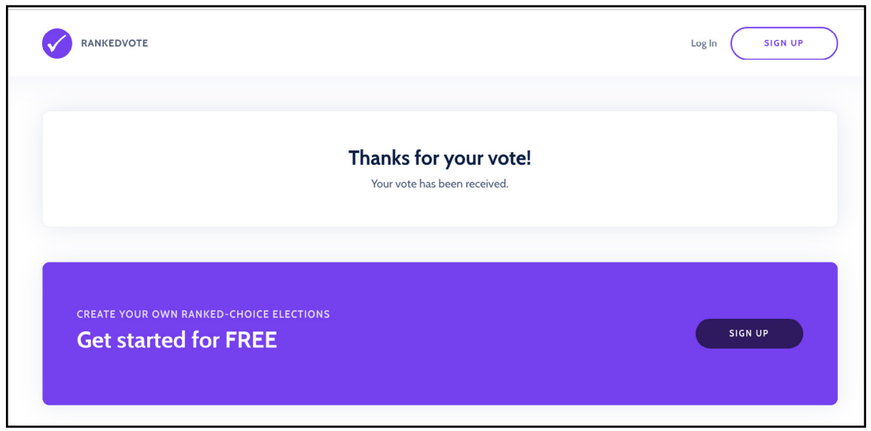




Each ballot was randomized to help reduce “ballot order bias”. This prevented any one design from having an advantage simply because it was listed on the ballot before others.



In addition to short bios, clicking each card allowed the voter to see the design at a larger size.



Phase 6

Notification of Winners

PRINCE WILLIAM
Office of Elections

9250 Lee Avenue, Suite 1, Manassas, VA, 20110
www.pwcvotes.org

Dear Therese Thomas,

On behalf of the Prince William County Office of Elections, I would like to congratulate you on winning 1st place in our inaugural "I Voted" Sticker Design Contest!

We would like to formally invite you to join us for our Voting Sticker Recognition and Unveiling Ceremony in July.

Firstly, please complete the Doodle poll below with your best options for availability. I know I have asked you already, but after speaking with our Electoral Board, they have decided to add some evening and weekend options to hopefully allow more people to come to a consensus on availability. ***As a placed winner, we will be prioritizing your availability.***

Please follow the link below to let us know what your best availability is.
https://doodle.com/meeting/participate/id/bDJlN5qe

A Note:
When opening the poll, there are two arrows at the top that allow you to scroll through to see all options.
One click indicates a definite "yes", two clicks will mark that time slot as "if need be".

Secondly, in order to pay out your prize, you will need to register in our county's payment portal as a vendor. Anyone who completes a paid service for the county is required to register in this system before they can receive their payment. I have attached a pdf of instructions to this email. If you have any issues, please contact our Finance Specialist, Robiul Islam, at 703-792-7688 or rislam@pwcgov.org

Lastly, prior to the awards ceremony, we would also like to invite you to a brief 30-minute meeting with the director at **5pm on Monday, June 10**. During this meeting we will review the use plans for your design and assist with your vendor registration if need be. We recognize that you likely have a full-time job hence the non-standard timing of this meeting. We sincerely hope that you are available but will provide a recap in the event that you are unable to attend.

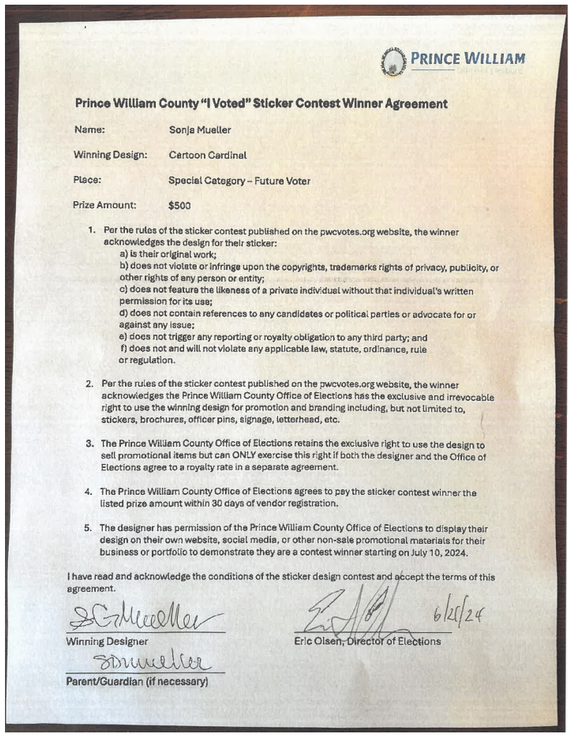
I must stress that the above information is for your knowledge only and is not to be shared with the public. We would like to ensure that the first public unveiling of the winners occurs at the ceremony in July.

Once again, thank you for your participation in this contest. I, the office staff, and our 2,000 election officers absolutely loved seeing your designs and revisions. We are so grateful to you for helping in our mission to provide an engaging sticker to the voters of Prince William County.

Sincerely,

Thalia Simpson
Communications Specialist, Prince William County Office of Elections
tsimpson1@pwcgov.org

Phone: (703) 792-6470 Fax: (703) 792-6461 E-Mail: pwcvotes@pwcgov.org



PRINCE WILLIAM

Prince William County "I Voted" Sticker Contest Winner Agreement

Name: Sonja Mueller

Winning Design: Cartoon Cardinal

Place: Special Category – Future Voter

Prize Amount: $500

1. Per the rules of the sticker contest published on the pwcvotes.org website, the winner acknowledges the design for their sticker:
   a) is their original work;
   b) does not violate or infringe upon the copyrights, trademarks rights of privacy, publicity, or other rights of any person or entity;
   c) does not feature the likeness of a private individual without that individual's written permission for its use;
   d) does not contain references to any candidates or political parties or advocate for or against any issue;
   e) does not trigger any reporting or royalty obligation to any third party; and
   f) does not and will not violate any applicable law, statute, ordinance, rule or regulation.
2. Per the rules of the sticker contest published on the pwcvotes.org website, the winner acknowledges the Prince William County Office of Elections has the exclusive and irrevocable right to use the winning design for promotion and branding including, but not limited to, stickers, brochures, officer pins, signage, letterhead, etc.
3. The Prince William County Office of Elections retains the exclusive right to use the design to sell promotional items but can ONLY exercise this right if both the designer and the Office of Elections agree to a royalty rate in a separate agreement.
4. The Prince William County Office of Elections agrees to pay the sticker contest winner the listed prize amount within 30 days of vendor registration.
5. The designer has permission of the Prince William County Office of Elections to display their design on their own website, social media, or other non-sale promotional materials for their business or portfolio to demonstrate they are a contest winner starting on July 10, 2024.

I have read and acknowledge the conditions of the sticker design contest and accept the terms of this agreement.

Winning Designer — 6/25/24

Eric Olsen, Director of Elections

Parent/Guardian (if necessary)

After tallying results, each finalist was emailed a signed letter notifying them of their final placement, and outlining next steps for their designs. Our county uses an online vendor system to pay contractors who do work on behalf of the county. Registration for that is a bit complicated, so we invited each monetary winner to come to our office after hours to assist them with setting up their payment accounts. We also discussed some additional housekeeping at this meeting including:

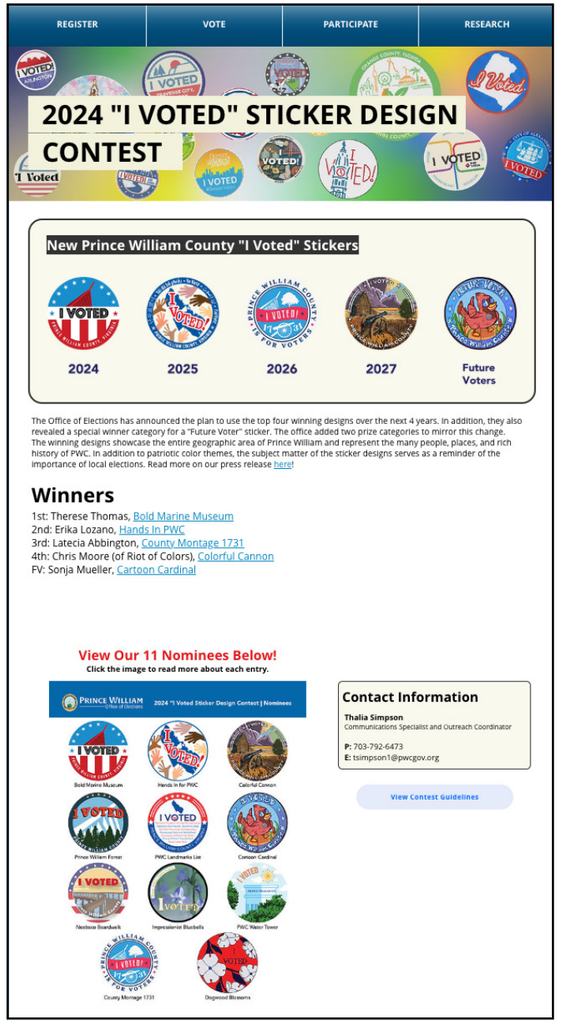
- Disclosure of county vendor payment timelines
- Usage and disclosure agreements for the winning designs
- Logistics and expectations for the unveiling ceremony



Phase 6

Our original plan was to find and use one sticker for the upcoming presidential election. But we received so many strong designs that it was hard to select just one. When voting concluded, we saw that the top four vote-getters together were an excellent representation of our county as a whole.

Additionally, even though it came in 11th place in the final voting, one sticker had been a staff favorite throughout the first round of voting, with many stating that it would be perfect for children. We decided to add two prize categories so that we could properly honor, and legally use, all five designs.



Notification of Winners

PRINCE WILLIAM
Office of Elections

9250 Lee Avenue, Suite 1, Manassas, VA, 20110
www.pwcvotes.org

THE FOLLOWING INFORMATION IS FOR INTERNAL OFFICE USE ONLY AND IS NOT TO BE SHARED WITH THE PUBLIC.

2024 "I Voted" Sticker Design Contest WINNERS!

1st: Bold Marine Museum
Use for 2024

2nd: Hands In PWC
Use for 2025

3rd: County Montage 1731
Use for 2026

4th: Colorful Cannon
Use for 2027

Cartoon Cardinal
Use for "Future Voter"

Phone: (703) 792-6470 Fax: (703) 792-6461 E-Mail: pwcvotes@pwcgov.org

The National Museum of the Marine Corps is a bold landmark that is located on the far eastern end of our county. The Manassas Battlefield is a bold landmark located towards the western end of our county. Prince William County is the 10th most racially diverse county in the United States. With our state bird strutting down one of our iconic boardwalks, it was clear that the winners came together into the perfect set of stickers, with an opportunity for all voters to find representation.

Phase 7

Recognition Ceremony

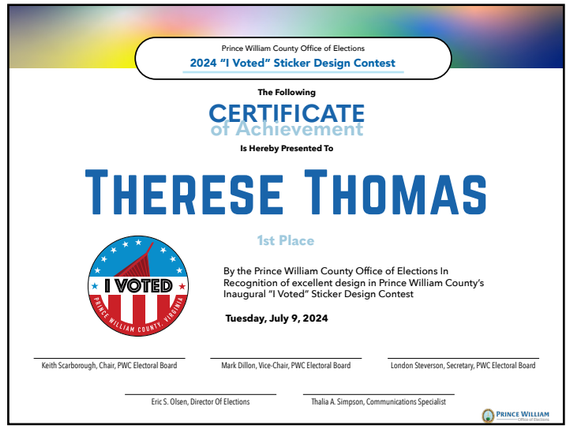
The last phase of the contest involved a recognition ceremony. While not strictly necessary to the process of sourcing a new "I Voted" sticker, the contest had far exceeded everyone's expectations we wanted to take the time to recognize all the hard work that our staff and entrants had put into this process.

All finalists were invited to attend and to bring guests with them to help celebrate their achievement.

The recognition ceremony was the first item of our regularly scheduled monthly Electoral Board Meeting. Members of the public, guests of honor, local media, and our county's Office of Communications were all in attendance.

With over 60 individuals and "standing room onl", this was the most heavily attended Electoral Board meeting in recent Prince William County history.





Local artists are rarely recognized publicly for their work, so we wanted to ensure that each participant felt the full magnitude of our appreciation for their work.

Each entrant received a signed and framed certificate featuring their design, a small commemorative coin holder with their sticker encased inside, and a small stack of 30 of their own sticker design so that they could pass them out to friends and family.

Monetary winners also received giant commemorative checks.

Special Thanks to www.makestickers.com for offering affordable pricing on small runs of stickers.

Four Years, Five Stickers
Creative and Original "I Voted" Stickers





Winners

1st: Therese Thomas, Bold Marine Museum
2nd: Erika Lozano, Hands In PWC
3rd: Latecia Abbington, County Montage 1731
4th: Chris Moore (of Riot of Colors), Colorful Cannon
FV: Sonja Mueller, Cartoon Cardinal

School With The Most Student Entries

Montclair Elementary School

One teacher made entering our contest a class assignment for her digital technology classes, and then she individually loaded all 200+ of her students' entries into our submission form over the course of one weekend.

PRINCE WILLIAM
Office of Elections
9250 Lee Avenue, Suite 1, Manassas, VA, 20110
www.pwcvotes.org

July 9, 2024

Prince William County Office of Elections Releases New Official "I Voted" Stickers

Manassas, VA – The Prince William County Office of Elections held a recognition ceremony to reveal the long-awaited results of their 2024 "I Voted" Sticker Design contest.

While the original contest stated that the winning design would be used for the upcoming election, the Office of Elections has since announced the plan to use the top four winning designs over the next 4 years. In addition, they also revealed a special winner category for a "Future Voter" sticker. The office added two prize categories to mirror this change.

The winning designs showcase the entire geographic area of Prince William and represent the many people, places, and rich history of PWC. In addition to patriotic color themes, the subject matter of the sticker designs serves as a reminder of the importance of local elections.

Eric Olsen, Director of Elections said "When we started this contest, I was concerned we couldn't find one thing that could represent Prince William County. We didn't, but that is perfect. The winning designs illustrate that PWC is not one singular thing, but a community rich in attractions, history, people, and landmarks."

By offering a new sticker design each year, this plan aims to incentivize civic participation.

Featuring the National Museum of the Marine Corps that celebrates our military members, the first-place design that will be used this fall is perfect for a federal election.

The first of the four designs and the new "Future Voter" stickers will be available to PWC voters this fall at all Early Voting locations, sent with all mail ballots, and given out at polling places on Election Day.

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Media Contact:
P: 703-792-6473
E: elections-media@pwcgov.org

Phone: (703) 792-6470 Fax: (703) 792-6461 E-Mail: pwcvotes@pwcgov.org






2024 "I Voted" Sticker Design Contest
I VOTED
PRINCE WILLIAM COUNTY, VIRGINIA
1st Place
Bold Marine Museum
"I Voted" Sticker
2024
PRINCE WILLIAM




CERTIFICATE
THERESE THOMAS

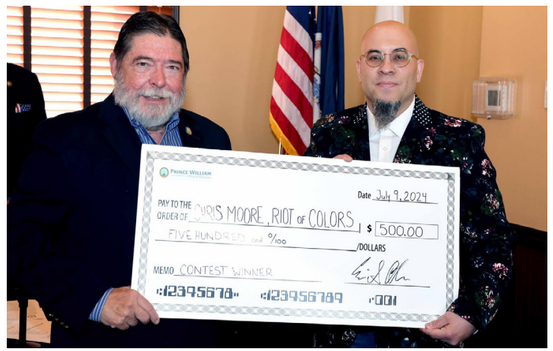

INSIDENOVA
NORTHERN VIRGINIA'S LEADING NEWS SOURCE
Quality Products and Printing
We're Your Go-to Partner for Custom Swag
Shop Now
And the winner is ... see Prince William's new 'I Voted' Election Day sticker
By Sébastien Kraft, For InsideNoVa Jul 12, 2024
All-in-one URL Shortener
Bitly Inc.
Open
OPEN FOR BUSINESS


CERTIFICATE
SONJA MUELLER
CAROLINE PETERSON
NICOLE GOBLE
ERIKA LOZANO
THERESE THOMAS


POTOMAC LOCAL NEWS
Are You a Local?
NEWS
Prince William Unveils Winner of "I Voted" Sticker Contest Winners
Uriah Kiser July 10, 2024 at 8:00am
New Prince William County "I Voted" Stickers
I VOTED
2024
2025
I VOTED!
2026
I VOTED!
2027
PRINCE WILLIAM
Prince William County's Office of Elections announced the 2024 "I Voted" Sticker Design contest winners. The winners were selected through a ranked-choice vote that concluded on March 24. The contest received votes from approximately 700 of the county's registered Election Officers.
The contest winners are:
1. Therese Thomas
2. Erika Lozano
3. Latecia Abbington
4. Chris Moore (Owner, Riot of Colors)
5. Future Voter: Sonja Mueller (a student at Colgan High School)
The contest was open for submissions from February 5 to March 17. It was advertised through various channels, including the county's website, X (Twitter), a press release shared with local media, and materials sent to the Art and History Department Heads at Prince William County Schools, Public Libraries, and the Arts Council. Local artists and designers were also contacted directly via email.


PRINCE WILLIAM
Date July 9, 2024
PAY TO THE ORDER OF SONJA MUELLER
$ 500.00
FIVE HUNDRED and 00/100
/DOLLARS




PRINCE WILLIAM
Date July 9, 2024
PAY TO THE ORDER OF CHRIS MOORE, RIOT OF COLORS
$ 500.00
FIVE HUNDRED and 00/100
/DOLLARS
MEMO CONTEST WINNER

Phase 8

Implementation











Four Years, Five Stickers
Creative and Original “I Voted” Stickers

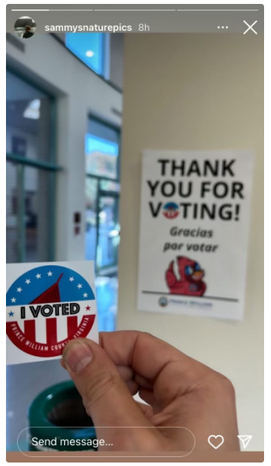
Prince William County, Virginia

Phase 8



Implementation







ww.electionpin.com



Selfie sticks purchased at www.yourphotosocks.com

