

**Think  
different.**

**An iHemp awareness campaign**

# THE BRIEF

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**WE NEED YOU..AND  
YOUR CREATIVE MINDS!**

**Make iHemp  
a part of the  
fabric of  
every day life**



**In both its cultivation and uses, industrial hemp (iHemp) is considered an exceptionally environmentally friendly crop.**

We want you to think of this principle and get creative - take classic kiwiana, contemporary NZ style or abstract art to symbolise how iHemp can help our environment and Aotearoa.

We are also interested in “slogans” that can be made into bumper stickers and printed on the bags here’s a couple to get you started: “Hurd of iHemp?”, “H.E.M.P - Help Educate MP’s”.

Your design will be applied to 100% hemp made bags which will be distributed to supermarkets and selected retailers.

## EDUCATING AOTEAROA: IHEMP IS THE FUTURE

This is an opportunity to educate Aotearoa and to bring iHemp into the lives of every New Zealander. This bag becomes a tool with which to bring awareness to society that iHemp is the future with it's low carbon, long life span, low irrigation, chemical and spray-free growing process, it is above all other choices.

### Our aims

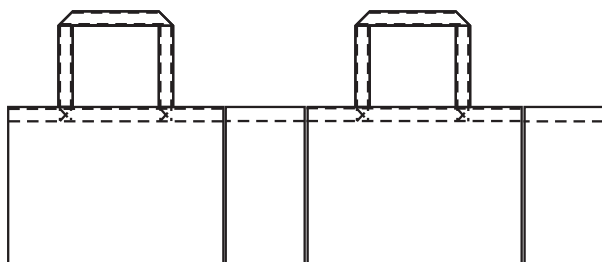
- Raising awareness of hemp products to the consumer, and, reducing plastic waste by refusing to use reusable plastic bags as well as the single use plastics.
- NZHIA will offer a truly sustainable alternative to all bags currently on the market - a reusable bag that is made of hemp.
- The NZHIA hemp bag will be made readily available, at local markets and retail stores, and we hope to get it in to major supermarkets and big chain stores throughout Aotearoa New Zealand.



## YOUR DESIGN ACROSS THE NATION: ARTWORK SUBMISSION GUIDELINES

- Artwork submissions can include drawings and paintings, but must be high quality, 300dpi or greater.
- In a vector or “adjustable file format” .ai, .eps or .pdf but NOT .jpg. We cannot use jpg’s. It’s important pictorial imagery is 300dpi, preferably greater, to insure imagery is super sharp from the digital impregnation printing application.
- Entry submissions must include a minimum 50 word description of the inspiration behind the design.
- The bag is a “gusset” style with the design applied to front and back only, maximum artwork area of 40cm x 33cm.

[Click here to download a guideline document in PDF format.](#)



# THE DETAILS

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## WHAT YOU NEED TO KNOW

### WHO CAN ENTER?

Everyone! This competition is open to all creative minds, we want you to let your imagination guide you!

### WHEN DOES THE COMPETITION END?

The competition ends on 31 October 2023, with the winner being notified by phone or email.

### WHERE DO I SEND MY SUBMISSION?

Please send your submission along with your contact details to **admin@nzhia.com**.

### WHAT HAPPENS TO MY DESIGN?

By submitting any work to this competition, you agree that the NZ Hemp Industries Association has rights to display and share applicant's entries across our marketing, social channels, website and in any promotional material.

The Winners consent that the design/artwork shall be supplied to the NZ Hemp Industries Association with the purpose of production and manufacture. No royalties will be entered into. The Winners agree that their name will be shared in association with the "iHemp awareness campaign" along with the design, design description and any promotional images.



**Judge #1**  
**Richard Barge**  
**NZHIA Chair**



**Judge #2**  
**Kelly Muirden**  
**NZHIA Media**  
**Committee Chair**



# THE PRIZE

## HAVE YOUR DESIGN SHOWCASED ACROSS THE NATION



The winning design will be printed on the NZ Hemp Industries Association hemp bags, made by [NZ Bag It](#). These bags will be distributed across Aotearoa.

The winning design will be announced at New Zealand's premier industry event, the [iHemp Summit 2023](#). Showcased in front of the country's top iHemp businesses and innovators. The design will be shared on the NZHIA website and across all social channels.

The winner will receive a complimentary NZHIA membership and an assortment of hemp products.



The second-place design will be shared on the NZHIA website and across all social channels with the creator receiving an assortment of hemp products supplied from our network of iHemp businesses.



The third-place design will be shared on the NZHIA website and across all social channels with the creator receiving an assortment of hemp products supplied from our network of iHemp businesses.



## ABOUT THE NZHIA AND TERMS & CONDITIONS

The NZ Hemp Industries Association (NZHIA) is a non profit society registered in 1997. Our mission is to support the growth and development of all aspects of the industrial hemp industry in New Zealand.

We support our members and the industry by facilitating, the exchange of information within the industry and with various stakeholders including the Ministry for Health as the regulator and the Ministry of Primary Industries on farming and agronomic matters.

Useful links:

[About the NZ Hemp Industries Association](#)

[What is Hemp?](#)

[NZ Hemp Industries Association Competition Policy](#)

[NZ Hemp Industries Association Privacy Policy](#)

[NZ Hemp Industries Association Terms & Conditions](#)

