

# WILLIAMSBURG AREA TRANSIT AUTHORITY AND CULTUREFIX

## 2026 BUS ART CONTEST

### OFFICIAL RULES AND TERMS & CONDITIONS

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#### 1. Sponsor and Purpose

The 2026 Bus Art Contest (“Contest”) is sponsored by the Williamsburg Area Transit Authority (“WATA”) and CultureFix. The Contest is conducted as part of WATA’s public marketing and community engagement efforts to promote public transportation and celebrate the 250th anniversary of American Independence.

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#### 2. Eligibility

- The Contest is open to all individuals at the time of entry who reside in James City County, the City of Williamsburg, or York County, Virginia.
  - Employees of WATA, members of the WATA Board of Directors, and their immediate family members or household members are not eligible to participate.
  - Participants under the age of eighteen (18) must obtain parental or legal guardian consent to participate, receive prizes, and grant the rights described herein.
  - There is no purchase necessary to enter or to win. Participants are under no obligation to purchase any products or services to participate in the contest.
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#### 3. Contest Theme

“**Spirit of 1776**” — Celebrating the 250th anniversary of American Independence and Virginia’s role in the American Revolution.

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#### 4. Submission Period and Entry Requirements

- The Contest opens **January 23, 2026**, and closes **March 4, 2026, at 11:59 p.m. Eastern Time**.
- There will be three artist categories for participants to enter:
  - Artists under the age of 18 who are developing their creative skills and interests.

- Amateur: Artists aged 18 and older who create art for personal enjoyment or as a hobby and do not earn the majority of their income from their artwork.
  - Professional: Artists aged 18 and older for whom creating and selling art is their primary source of income.
  - Each participant may submit **one (1) original design**.
  - Designs must be created using the official bus outline template available at [www.gowata.org/266/Bus-Art-Contest](http://www.gowata.org/266/Bus-Art-Contest).
  - Entries must be submitted electronically through [www.gowata.org/266/Bus-Art-Contest](http://www.gowata.org/266/Bus-Art-Contest), mailed to WATA's Operation and Maintenance Facility (7239 Pocahontas Trail, Williamsburg, VA 23185) or emailed to [ixo@gowata.org](mailto:ixo@gowata.org) during the submission period. **Mailed submissions must be received by March 4, 2026.**
  - Submissions must be original works created solely by the participant and must not have been previously published or commercially used.
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## 5. Content Restrictions

Entries must not include material that:

- Infringes or violates any third party's copyright, trademark, privacy, publicity, or other legal rights;
- Contains defamatory, obscene, sexually explicit, abusive, or otherwise inappropriate content for a family-friendly public transportation setting;
- Promotes discrimination, hatred, or harm against any individual or group;
- Advertises, promotes, or depicts alcohol, tobacco, vaping, illegal drugs, or illegal activity;
- Depicts weapons or acts of violence, except for historically accurate items from the Revolutionary era;
- Promotes, endorses, or depicts gang activity, cults, or occult activity.
- Overall, entries must not include content that is reasonably likely to disrupt WATA operations, compromise rider safety or comfort, provoke hostility or disorder within the transit system, or impair WATA's ability to provide neutral, inclusive public transportation services to the community.

WATA and CultureFix reserve the sole and final discretion to determine compliance with these standards. All decisions are final and not subject to appeal.

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## 6. Selection of Winners

Three (3) winning designs will be selected as follows:

1. **Community Voting** – The winner of the Aspiring Artist category will be selected by public online voting conducted from **March 9–15, 2026**.
2. **Judges' Selection** – One winner will be selected by a panel of art and subject experts designated by WATA.
3. **Board Selection** – One winner will be selected by the WATA Board of Directors.

WATA and CultureFix will notify the final winners as selected and announced to the public between March 30 and April 18, 2026.

All decisions of WATA are final and binding.

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## 7. Prizes

- Each winning participant will receive a **\$500.00 check prize**.
  - Winning designs will be displayed on WATA buses from **March 30, 2026, through September 30, 2026**, with artist credit.
  - Prizes are **not transferable**.
  - Winners are solely responsible for any **federal, state, or local taxes** associated with prize receipt. WATA may require completion of tax forms (including IRS Form W-9) before payment.
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## 8. Rights Granted

- By submitting an entry, participants (and parents or legal guardians, if applicable) grant WATA a non-exclusive, perpetual, royalty-free, worldwide license to use, reproduce, adapt, modify, crop, resize, color-adjust, and otherwise prepare derivative works from the artwork; to display, distribute, and publicly perform the artwork; and to incorporate the artwork, in whole or in part, into bus wraps, promotional materials, digital media, reports, and other WATA communications, in any media now known or later developed.

- This license includes the right for WATA and CultureFix to permit third-party vendors and contractors to use the artwork solely for purposes related to production, installation, display, and promotion on WATA's behalf.
  - Participants retain ownership of their artwork and waive any right to inspect or approve the finished use of the artwork, to the extent permitted by law.
  - WATA and CultureFix do not guarantee the duration, placement, or frequency of display of any winning design and reserve the right to remove or replace artwork at any time for operational, safety, or programmatic reasons.
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## **9. Representations and Indemnification**

Participants represent and warrant that their submission is original, that they own all rights in the submission, and that the submission does not infringe or violate the intellectual property, privacy, publicity, or other rights of any third party.

Participants (and parents or legal guardians, if applicable) agree to defend, indemnify, and hold harmless WATA, its officers, employees, agents, and contractors from and against any claims, damages, losses, liabilities, costs, and expenses (including reasonable attorneys' fees) arising out of or related to any breach of these representations and warranties or WATA's authorized use of the submission.

These obligations shall survive the conclusion of the Contest and any use of the submission by WATA and CultureFix.

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## **10. General Conditions**

- WATA and CultureFix reserve the right to cancel, suspend, modify, or terminate the Contest if circumstances beyond its control compromise the integrity, fairness, or administration of the Contest.
- WATA and CultureFix reserve the right to disqualify any participant or submission that violates these Official Rules, tampers with the entry or voting process, or otherwise acts in a manner inconsistent with the spirit of the Contest.
- All determinations by WATA and CultureFix regarding eligibility, rule interpretation, and winner selection are final and binding. In the event of a tie or insufficient number of qualified entries, WATA and CultureFix reserve the right to determine winners or withhold awards in its discretion.

- Participation in the Contest does not create an employment relationship, independent contractor relationship, or procurement relationship between any participant, WATA, and CultureFix.
- WATA and CultureFix are not responsible for lost, late, incomplete, misdirected, or technically corrupted entries, votes, or communications.
- To the extent permitted by law, WATA and CultureFix’s total liability arising out of or relating to the Contest shall not exceed the value of the prize awarded to the participant.
- Submissions and related materials may be subject to disclosure under the Virginia Freedom of Information Act, and confidentiality cannot be guaranteed.
- WATA and CultureFix reserve the right to make reasonable accommodations or adjustments to the Contest process as necessary to ensure accessibility and equitable participation, consistent with applicable law.
- WATA and CultureFix reserve the right to monitor, review, and invalidate votes it determines, in its sole discretion, to be the result of automated activity, manipulation, or conduct inconsistent with the fair administration of the Contest.
- Participation in the Contest constitutes full and unconditional acceptance of these Official Rules.

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## **11. Privacy**

Personal information collected will be used solely for administering the Contest and in accordance with applicable law.

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## **12. Governing Law**

The Contest is governed by the laws of the Commonwealth of Virginia.

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## **13. Contact Information**

For questions, contact:

**Iyanla XO**

Marketing and Administrative Specialist

Williamsburg Area Transit Authority

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