

The 2026 Peachtree Road Race T-Shirt Design Contest

OFFICIAL RULES

1. **NO PURCHASE NECESSARY TO ENTER OR TO WIN. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.**
2. **Eligibility.** Subject to the additional restrictions below, the 2026 Peachtree Road Race T-Shirt Design Contest (the “Contest”) is open to individuals who are 16 years or older and meet one of the following criteria:
 - a. U.S. Residents: Individuals who are residents of the United States at the time of entry.
 - b. International Residents who are residents in the U.S. during the Contest period, regardless of their citizenship or nationality.

Employees of any current or future lead sponsor of the 2026 Peachtree Road Race (“Sponsor”) and each of their respective affiliated companies, subsidiaries, and advertising and promotional agencies, and the family members of, and any persons domiciled with, any such employees, are not eligible to enter or to win. The term “family members” includes spouses, parents, grandparents, siblings, children, grandchildren, and in-laws, regardless of where they live.

Employees of Atlanta Track Club (“Promotional Partner”), and each of their respective affiliated companies, subsidiaries, and advertising and promotional agencies, and the family members of, and any persons domiciled with, any such employees, are not eligible to enter or to win. The term “family members” includes spouses, parents, grandparents, siblings, children, grandchildren, and in-laws, regardless of where they live.

3. **How To Enter.** The Contest entry period will begin at 12:01 a.m. (E.T.) on January 16, 2026, and end at 11:59 p.m. (E.T.) on February 20, 2026 (the “Contest Entry Period”). Sponsor will be the official timekeeper for the Contest.

As part of the entry process, you must create an original design for display on the 2026 Peachtree Road Race T-shirt. The design must:

- Measure 10” x 10”
- Be submitted as a digital file (PDF or JPG) attachment through the online form.
- Must follow the file name system of LAST NAME DESIGN 1, LAST NAME DESIGN 2, LAST NAME DESIGN 3.
- Be created digitally. Final designs must not be hand-drawn or AI-generated.
- Be submitted as a PDF or JPG file, minimum 300dpi, and no larger than 3MB.
- Use a maximum of four (4) spot colors.
- Include the text: “Peachtree Road Race.”
- Include the text: “Atlanta, GA”
- Include the date: “July 4, 2026”
- Consider the technical limitations of printing on performance fabric, including ink usage, as this will be evaluated by the judges.

Designs must not be hand-drawn or created using artificial intelligence (AI) tools for final submission (see Section 4A: AI-Generated Artwork for full guidelines).

Designs are encouraged, but not required, to reflect or acknowledge America's 250th birthday (America250), which will be celebrated in 2026. While designs may be inspired by this historic milestone, participants should not use any official America250 logos, phrases, or trademarks. This contest is not affiliated with or endorsed by the America250 initiative.

Please note:

Once selected, each of the five finalists will be notified and may be asked to incorporate the sponsor's name into their design. Finalists will receive guidance and support from Atlanta Track Club's Creative Lead as needed.

Final designs, including any sponsor placement, must be completed and submitted by March 8. Please see additional information on the selection process below in section 5.

To enter your original design, complete the form found at atlantatrackclub.org

All entries must be received by February 20, 2026 at 11:59 p.m. No facsimiles or mechanical reproductions permitted.

Maximum three (3) entries during the Contest Entry Period per person.

The use of multiple identities and/or accounts is prohibited, and any attempt to obtain more than the stated number of entries will void that participant's entries and may result in participant's disqualification. Incomplete, forged, altered, automated, mechanically reproduced, lost, late, misdirected, garbled, or illegible entries, or entries that do not meet the requirements specified above, will be disqualified. As noted in Section 10, below, by submitting entries, each participant represents that they have full authority and ownership of any rights necessary to transfer to Sponsor and Promotional Partner any and all property associated with the entry. As noted in Section 12, below, each participant agrees to indemnify Sponsor and Promotional Partner for any loss associated with a breach of the representation contained in the foregoing sentence and/or in Section 10, below.

All entries become property of Sponsor and Promotional Partner, and none will be returned. Any questions regarding the number of entries submitted shall be determined by Sponsor and/or Promotional Partner in their sole discretion, and Sponsor and Promotional Partner reserve the right to disqualify any entries by persons who submit false or misleading entry information or who Sponsor, and Promotional Partner determine to be tampering with or abusing any aspect of the Contest.

4. **Entry Restrictions.** You must be (i) 16 years of age or older; and (ii) the sole author of your design entry. In addition, your design entry (1) **cannot** depict trademarked apparel; (2) must be suitable for a general audience; (3) **cannot** contain any nudity, sexually explicit, disparaging, libelous or other inappropriate content (all as determined in the sole discretion of Sponsor and/or Promotional Partner); (4) **cannot** contain any commercial content that promotes any product(s) or service(s) other than Sponsor and/or Promotional Partner; (5) **cannot** contain any trademarks, copyrighted works or other intellectual property (other than works and intellectual property that you own, or for which

you have obtained royalty-free rights for Sponsor and Promotional Partner to use in connection with this Contest and related events (collectively, “Authorized Assets”). Any elements appearing in your entry must be entirely original, created by you, be in the public domain, or be an Authorized Asset. Use of any materials that are not original to you, not in the public domain, or that are not an Authorized Asset may result in disqualification. Sponsor and/or Promotional Partner reserve the right to disqualify any entry that violates the foregoing restrictions, as determined by Sponsor and/or Promotional Partner in their sole discretion.

4A. AI-Generated Artwork Policy.

Note from Promotional Partner: While Atlanta Track Club understands that AI tools are widely accessible, our goal is to spotlight the authentic creativity and skill of artists and designers.

To preserve the integrity and originality of the contest, final submitted artwork must be created by the entrant without the use of generative AI tools.

- Designs created wholly or in part using AI tools (including but not limited to ChatGPT, Midjourney, Gemini, DALL·E, Adobe Firefly, Canva AI, etc.) are not eligible for submission.
- AI is discouraged for ideation, concept development, or any step of the design process that materially contributes to the final design.
- Entrants must be prepared to provide evidence of their creative process upon request, including working files, layer breakdowns, or other documentation that demonstrates human authorship.
- The Sponsor and Promotional Partner reserve the right to request proof of original work and may disqualify entries that appear to be generated or heavily influenced by AI.

5. **Finalist Selection and Notification Process.** At the conclusion of the Contest Entry Period, five (5) design entries will be selected as potential finalists by a committee of judges consisting of sponsors, Promotional Partner and local Atlanta artists or other individuals as designated by Atlanta Track Club, based on the design’s creativity and the emotional appeal of the design as a commemorative symbol of the Peachtree Road Race event.

Each potential finalist will be notified around the first week in March at the telephone number or email address provided on the potential finalist’s entry form. To be officially designated as a finalist, the potential finalists must respond to Promotional Partner’s notification within twenty-four (24) hours of notice or attempted notice. Promotional Partner’s inability to reach a potential finalist after a reasonable (as solely determined by Sponsor and/or Promotional Partner) effort has been made, the failure of a potential finalist to timely respond to a notification, and/or a potential finalist’s failure to comply with any term or condition of these Official Rules may, in Sponsor’s and/or Promotional Partner’s sole discretion, result in the potential finalist’s disqualification and the selection of a substitute potential finalist based upon the judging criteria described above.

Then, on or about early March 2026, the designs of each finalist will be published online at atlantatrackclub.org for public view.

6. **Finalist Selection and Notification Process.** Between 12:01 a.m. (E.T.) on March 18, 2026, and 11:59 p.m. (E.T.) on April 10, 2026 (the “Winning Design Voting Period”), visitors to the Website will be prompted to vote for the design that they think should be displayed on the 2026 Peachtree Road Race T-shirt from among the five (5) entries chosen by the judges. All voting will be conducted on the AJC News App. This app database clock will be the official timekeeper for online voting during the Winning Design Voting Period. By voting, you agree to be bound by Sponsor’s Visitor Agreement (http://www.ajc.com/visitor_agreement/) and Privacy Policy (http://www.ajc.com/privacy_policy/), which are both hereby incorporated by reference.

Limit one vote per valid email address or by user based on browser cookie per day.

Sponsor will not be responsible for failure to receive votes due to transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any network, hardware, or software, whether originating with sender, Sponsor or Sponsor’s Contest application service provider. Please note that even if a particular entry is shown as the leader at the close of the Finalists Voting Period, that entry has not yet won. All results are unofficial until verified by Sponsor and/or Promotional Partner.

At the conclusion of the Finalist Design Voting Period, the one (1) design that receives the highest number of votes will be named the potential winning design entry upon verification by Sponsor and/or Promotional Partner. The designs that receive the second, third, fourth and fifth highest number of votes will be named runner-up winners upon verification by Sponsor and/or Promotional Partner.

In the unlikely event that there is a tie between the highest vote getters, the potential winning design will be selected by the Contest judges based upon the judging criteria described above.

7. **Prize Description.**

One (1) Winning Design Prize: Subject to verification of eligibility and compliance with these Official Rules, one (1) Winning Design Prize Winner will receive a check for \$5,700. The Winning Design Prize Winner will be the entrant that submitted the winning design entry (who must also be the sole author of the winning design entry).

One (1) 2nd Place Prize and One (1) 3rd Place Prize: Subject to verification of eligibility and compliance with these Official Rules, one second place artist will receive a check for \$2,000, and one third place artist will receive a check for \$1,000. Each Winner will be the entrant that submitted the runner-up design entry (who must also be the sole author of the runner-up design entry).

Total ARV of all prizes to be awarded in the Contest: \$8,700.

Limit: One (1) prize per person and per household.

8. **Winner Notification and Acceptance.** Promotional Partner will notify the potential winners (“Potential Winners”) on or about July 4, 2026, at the telephone number or email address provided on the Potential Winners’ entry forms.

To claim the prize, Potential Winners must respond to Promotional Partner's notification within three (3) business days of notice or attempted notice.

Potential Winners will be required to complete an affidavit of eligibility, and a liability and publicity release (except where prohibited by law), which must be returned within five (5) business days after notification.

Promotional Partner's inability to reach Potential Winners after a reasonable (as solely determined by Sponsor and/or Promotional Partner) effort has been made, the failure of a Potential Winner to timely respond to a prize notification, the return of any prize notification as undeliverable, and/or a Potential Winner's failure to comply with any term or condition of these Official Rules may, in Sponsor's sole discretion, result in the Potential Winner's disqualification and the selection of a substitute winner based upon the design entry that received the next highest number of votes.

A PARTICIPANT IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL THE SPONSOR HAS COMPLETED ITS VERIFICATION OF PARTICIPANT'S ELIGIBILITY.

A winner may waive the right to receive a prize. Prizes are non-assignable and nontransferable. No substitutions allowed by the winner. Prizes and individual components of prize packages are subject to availability. Sponsor and/or Promotional Partner reserve the right to substitute prizes or components of prize packages with a prize or component of equal or greater value. The winner is solely responsible for reporting and payment of any taxes on a prize. Winner may be required to provide his/her valid Social Security Number to Sponsor for tax purposes and/or complete an IRS W-9 form to claim a prize. Winners are solely responsible for all federal, state, and local taxes on prize value and, as applicable, will be issued an IRS Form 1099 based on the prize value determined by Sponsor. Prizes not won and claimed by eligible winners in accordance with these Official Rules will not be awarded and will remain the property of Sponsor.

9. **Participation.** By participating, participants agree to be bound by these Official Rules and the decisions of Sponsor, Promotional Partner and any Contest judges or administrators selected by Sponsor and/or Promotional Partner, which are final and binding in all respects. Sponsor reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this Contest as solely determined by Sponsor. In the event the Contest is compromised by a virus, non-authorized human intervention, tampering or other causes beyond the reasonable control of Sponsor which corrupt or impair the administration, security, fairness or proper operation of the Contest, Sponsor and/or Promotional Partner reserve the right in their sole discretion to suspend, modify or terminate the Contest. Should the Contest be terminated prior to the stated expiration date, Sponsor and/or Promotional Partner reserve the right to award prizes based on the entries received before the termination date. Proof of sending or submission of an entry will not be deemed proof of receipt by Sponsor.
10. **Authorization.** **BY ENTERING THE CONTEST, YOU REPRESENT AND WARRANT THAT (I) YOUR ENTRY IS ORIGINAL, WAS LEGALLY OBTAINED AND CREATED, AND DOES NOT INFRINGE THE INTELLECTUAL PROPERTY RIGHTS OR OTHER LEGAL, EQUITABLE, OR MORAL RIGHTS OF ANY THIRD PARTY; (II) YOU HAVE OBTAINED PERMISSION TO SUBMIT YOUR ENTRY FROM EVERYONE NAMED, DESCRIBED, OR APPEARING IN YOUR ENTRY AND FROM THE OWNERS OF ALL**

LOCATIONS APPEARING IN YOUR ENTRY, AND YOU CAN MAKE THOSE AUTHORIZATIONS AVAILABLE TO SPONSOR UPON REQUEST; (III) THE ENTRY YOU ARE SUBMITTING HAS NOT PREVIOUSLY BEEN PUBLISHED OR ACCEPTED FOR PUBLICATION AND IS NOT CURRENTLY UNDER CONSIDERATION FOR PUBLICATION; AND (IV) YOU WILL NOT DISSEMINATE OR OTHERWISE SUBMIT YOUR ENTRY TO ANY OTHER ENTITY FOR PUBLICATION.

11. **Publicity Release.** BY ENTERING THE CONTEST, YOU AGREE THAT SPONSOR, PROMOTIONAL PARTNER, THE ATLANTA JOURNAL-CONSTITUTION, AND THEIR RESPECTIVE SUBSIDIARIES, AFFILIATES, SUPPLIERS, DISTRIBUTORS, ADVERTISING/PROMOTION AGENCIES, AND PRIZE SUPPLIERS AND EACH SUCH COMPANY'S OFFICERS, DIRECTORS, EMPLOYEES, AGENTS, REPRESENTATIVES, AND SUCCESSORS AND ASSIGNS (COLLECTIVELY, THE "RELEASED PARTIES") HAVE THE ABSOLUTE RIGHT AND PERMISSION TO PUBLISH YOUR ENTRY ON THE WEBSITE AND TO BROADCAST, PUBLISH, OR OTHERWISE USE YOUR ENTRY AND/OR YOUR NAME, BIOGRAPHICAL INFORMATION, AND LIKENESS IN CONNECTION WITH THE CONTEST OR FOR ANY COMMERCIAL, PUBLICITY, OR PROMOTIONAL PURPOSE WITHOUT LIMITATION, REVIEW OR APPROVAL, OR COMPENSATION TO YOU. BY ENTERING, YOU GRANT THE RELEASED PARTIES AN EXCLUSIVE, ROYALTY-FREE AND IRREVOCABLE LICENSE AND RIGHT (BUT NOT THE OBLIGATION) TO TELECAST, BROADCAST, COPY, EDIT, ADAPT, MODIFY, REPRODUCE, PUBLISH, CREATE DERIVATIVE WORKS OF, DISTRIBUTE, USE, OR OTHERWISE PUBLICLY DISPLAY ANY OR ALL OF YOUR ENTRIES, OR ANY PORTION THEREOF, IN ANY MANNER OR MEDIUM THROUGHOUT THE WORLD IN PERPETUITY, FOR COMMERCIAL, PUBLICITY, OR PROMOTIONAL PURPOSES, AND TO LICENSE OTHERS TO DO SO, WITHOUT LIMITATION, REVIEW OR APPROVAL, OR COMPENSATION TO YOU.
12. **Indemnification.** If Sponsor's and/or Promotional Partner's use of your entry causes Sponsor and/or Promotional Partner to be subject to a claim by any third party, you agree to indemnify and hold harmless the Released Parties, and all persons acting by, through, under or in concert with them, against any and all damages, costs, judgments, and expenses (including reasonable attorney's fees) which the Released Parties (or any one of them) may incur as a result of the use of your entry.
13. **Release.** BY PARTICIPATING IN THE CONTEST, EACH PARTICIPANT AGREES TO FULLY RELEASE, FOREVER DISCHARGE AND HOLD HARMLESS THE RELEASED PARTIES FROM AND AGAINST ANY CLAIMS, COSTS, LIABILITIES, LOSSES, INJURIES, AND DAMAGES ARISING OUT OF THE CONTEST, INCLUDING, BUT NOT LIMITED TO, ANY CLAIMS FOR PERSONAL INJURY, DEATH, OR DAMAGE TO OR LOSS OF PROPERTY, LOSS OF ENJOYMENT, OR ANY OTHER HARM WHATSOEVER ARISING OUT OF: (1) PARTICIPATION IN THE CONTEST; (2) THE QUALITY, RECEIPT, POSSESSION, USE, OR MISUSE OF ANY PRIZE; (3) ANY TRAVEL OR ACTIVITY THAT IS RELATED TO THE CONTEST OR ANY PRIZE; OR (4) USE OF ANY DESIGN OR MATERIAL SUBMITTED IN CONNECTION WITH THE CONTEST.
14. Only the number of prizes stated in these Official Rules is available to be won in the Contest. If production, technical, seeding, programming, or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or

claimed, Sponsor reserves the right to award the prize based upon which entries received the highest scores according to the judging criteria.

15. **Construction.** The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. If any such provision is determined to be invalid or otherwise unenforceable, these Official Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

16. **Binding Decision.** The 2026 Peachtree Road Race T-Shirt Design Contest is promoted by Atlanta Track Club. The decisions of the Atlanta Track Club related to the Contest shall be final and binding in all respects. Atlanta Track Club will not be responsible for typographical, printing, or other inadvertent errors in these Official Rules or in other materials or announcements relating to the Contest. For a list of winners available after **July 4, 2026**, or a copy of these Official Rules, visit atlantatrackclub.org, or send a self-addressed, stamped envelope to “Winners List/Official Rules” (as applicable), 2026 Peachtree Road Race T-Shirt Design Contest, Atlanta Track Club, 201 Armour Drive; Atlanta, GA 30324