

Ads against AIDS : a chance to donate something even more important than your money / Action Against AIDS.

Contributors

Action Against AIDS

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Ads Against AIDS

attached to back in a sealed envelope along with separate envelope containing location.

Aids Against AIDS

A CHANCE TO DONATE
SOMETHING EVEN MORE IMPORTANT
THAN YOUR MONEY.

ACTION AGAINST AIDS
wishes to thank the following
for their assistance in
producing this leaflet:
Wiggins Teape Fine Papers
for the paper
Brandprint
for the printing
Domino Studios
for the artwork
Propeller Typesetting
for the setting
Adaptes
for the films & plates
Envelope Printers Ltd
for the envelopes.

WHAT IS ADS AGAINST AIDS?

Ads Against AIDS is a competition run by Action Against AIDS, the fund raising arm of The Terrence Higgins Trust.

Its aim is to find the best logo, ad campaign and direct mail package to launch a new alliance being formed by the major AIDS charities.

And its first initiative is the national competition detailed inside this leaflet.

(The central section is designed to act as a poster to create interest within your company, department or college, so please put it up.)

The alliance has been formed by top AIDS charities such as the Terrence Higgins Trust as a way to co-ordinate and maximise the funds raised to help the vital voluntary work of care, counseling, education and prevention in the AIDS field.

Unlike the Government's public education campaign, these elements in the fight against AIDS are almost exclusively funded by voluntary contributions.

And at present they are seriously underfunded. This means that both present and future sufferers of AIDS are not getting the care and help that they need.

Without a campaign like this one, in fact, the already dreadful suffering faced by those with AIDS will become much worse.

For this reason it was felt that a single, carefully controlled and highly effective fundraising exercise on behalf of many AIDS related charities would be better than a fragmented effort by the individual organisations.

The scale of the AIDS pandemic and its effect on society are such that it is vital we succeed.

We hope you'll agree to support us.

WHERE WILL THE MONEY GO?

The donations raised by Ads Against AIDS will be equally divided between The Terrence Higgins Trust and The AIDS Alliance.

Half of the money raised by Ads Against AIDS will go to help the Trust maintain its vast and vital range of services to sufferers or potential sufferers of HIV and AIDS.

The other half will go towards the cost of setting up The AIDS Alliance as a professional and business-like fund raising organisation.

WHAT NEXT?

Once we launch The AIDS Alliance, we hope to raise substantial amounts of money.

Some 50% of this money will then go immediately to the Alliance members.

This will enable organisations like The Terrence Higgins Trust to continue

and expand its services which range from Help-lines to counseling, buddying, support groups and information.

The other 50% of the funds raised will be distributed by an independent committee chaired by Dr. Tony Pinching, one of Britain's top AIDS experts.

This committee has already gained valuable experience in the evaluation of work in the AIDS field and the distribution of money through its work on International AIDS Day '87 which raised many hundreds of thousands of pounds.

With your help, this time they'll be helping to make sure millions of pounds go to help those in need.

THE DESIGN COUNCIL

Supported by an advisory committee of the industry

ENTRY FORM

Please either cut out this entry form or photocopy however many you need and attach the completed copy to each entry in a sealed envelope.

Your donation of between £5 and £1000 should be made payable to Action Against AIDS Ltd and accompany each entry in a separate sealed envelope and you should state whether or not you require a receipt.

Name:

Agency/Company (if entered on behalf of your employers):

Category:

Art Director:

Copywriter:

Application for tickets to the Winners reception and private view:

Please send me _____ tickets for the champagne reception and buffet from 7pm at Smith's Galleries on February 3rd 1988 at which Melvyn Bragg will announce the winners.

I enclose a cheque made payable to ACTION AGAINST AIDS LIMITED For £_____ (we suggest a donation of between £25 and £100 per ticket).

Tickets are limited and you are advised to get your application in as soon as possible.

Please post or deliver all entries and ticket applications to: Action Against AIDS, 52-54 Grays Inn Road, London WC1X 8LT.

ACTION AGAINST AIDS

THE RULES

Please read carefully

Eligibility of entry

The Ads Against AIDS competition is open to students and professionals alike.

A donation is not a prerequisite to eligibility of entry but the organisers hope that entrants will donate what they can afford.

Individuals, directly or indirectly concerned with the competition as employees of the promoters, or judges of the competition (as well as members of their families) are, subject to the judges' discretion, excluded from competing as well as from carrying out, or assisting in carrying out, the project which was the subject of the competition after the awards have been made.

Entries should be finished rapidly, mounted on cardstock (A2 for poster and direct mail and A4 for logo designs).

Closing date

The competition will close at 6pm on Tuesday January 26th, 1988.

Anonymity

(A) Each design must be accompanied in a sealed envelope by a declaration signed by the competitor(s) stating that the design or concept has not been published prior to the competition and that the design is neither their personal work nor that the visuals have been prepared by or under supervision of the entrant.

(B) No design submitted shall be signed or otherwise bear any distinguishing mark. The name and address of the competitor shall be contained in a sealed envelope and the design shall be numbered by an independent intermediary in order of receipt and prior to the day of submission of the entries to the judging panel, who will judge all entries.

Restrictions

A finished visual shall be excluded from the competition if:
(1) it is received after the closing for the receipt of submissions unless delayed or post where it may be included at the discretion of the jury;
(2) it does not fulfil the binding clauses laid down in the competition conditions and rules.

Independent intermediary

The independent intermediary appointed for Ads Against AIDS is Martin Spiller from Body Positive.

The intermediary shall open the entries submitted by the competitor(s) at the expiration of the time fixed for the competition; he will keep a register of the documents and work received and will hand over to the judges the registers, the documents and the work. The intermediary will not take part as a secretary to the jury and will not take part in their work whatsoever.

Copyright

Copyright of all entries remains the property of the competitor but Action Against AIDS and The AIDS Alliance reserve the exclusive right of usage of the winning entries.

Prizes

Announcement of winners and prizes:

(a) The winners of the logo competition will have their design used on all of the Alliance's future ad campaigns, posters etc.

(b) The winners of the poster design competition will have their work used in the first AIDS Alliance leaflet campaign and will be credited on all published material.

(c) There will be no cash awards as such for the winners. (The reward will be having the ad used by the Alliance in its first campaign).

(d) There will be announcements and adverts within the trade press regarding the winners of the three categories within 2 weeks of the closing date of the competition.

Exhibition

The promoters retain the right to exhibit the entries in a judging exhibition for the twelve months following the closing date of the competition.

Returns and protection

(a) If the person(s) entering the competition wish for their entry to be returned 12 months after the closing date, they should make this clear in writing on entering the competition.

(b) Although great care will be taken to ensure that all entries are carefully looked after, the organisers take no responsibility for any damage caused to entries.