

## **SPECIAL EDITION OLYMPICS RED STRIPE LABEL COMPETITION: TERMS AND CONDITIONS**

### **1. Introduction:**

The "Special Edition Olympics Red Stripe Label Competition" (the "Competition") is organized and conducted by Desnoes and Geddes Limited t/a Red Stripe (hereinafter referred to as "Organizer"). The Competition invites participants to create a design/graphic art for use on a Red Stripe Cans and 6-pack Sleeves.

### **2. Eligibility:**

The Competition is open to Jamaicans who are 18 years of age or older and reside in Jamaica.

Employees, affiliates, agents, and their immediate family members of the Organizer are not eligible to participate.

### **3. Competition Details:**

The Competition shall last for a period of seventy (70) calendar days, during which participants will create and submit a design/graphic art in a digital format (such as JPEG, GIF, TIFF, RAW, PNG) for which the selected winner's design/graphic art may be used in the Organizer's commercials, in print and digital media, on murals and out of home advertising and on an aluminum beverage can and paper sleeves packaging.

The design/graphic art must be submitted within the specified entry period.

The design/graphic art must be submitted in its final form.

### **4. Submission Requirements:**

The design /graphic art must highlight the celebration and triumph of Jamaican athletes.

All design/graphic art submissions must be original and previously unpublished. The entry must be posted between the dates of December 5, 2023 and January 19, 2024 on a non-private profile on Instagram.

Red Stripe must be tagged and the hashtag #SuhWiDweet included in caption.

Each participant is allowed only one entry.

Submissions must be in English.

Submissions should not contain any offensive, defamatory, or inappropriate content.

### **5. Winner Selection:**

From the pool of entries, six (6) shortlisted finalists will be chosen by the Organizer.

The winner will be selected from the six shortlisted finalists by a panel of judges chosen by the Organizer.

The decision of the judges will be final and binding.

The winner will be chosen based on creativity, originality, number of likes received via Instagram and overall quality of the design/graphic art.

Where the overall quality of the design/graphic art does not meet the standards/requirements of the Organizer (which shall be determined in the Organizer 's sole discretion) then the Organizer reserves the right not to select a winner for the competition.

## **6. Prize:**

The first-place winner of the Competition will receive a cash prize of Five Hundred Thousand Jamaican Dollars (J\$500,000.00)

- a. The winning design will be featured on:
  - i. Limited Edition Red Stripe 6-packs in 2024
  - ii. Limited Edition Red Stripe 330 ml Cans in 2024
  - iii. Wall branding at least one prominent location in Jamaica
  - iv. Red Stripe branding inside Olympic Village at the Paris 2024 Olympic Games
  - v. General Red Stripe marketing and promotional material including, but not limited to, Digital, TV, print and Out of Home advertising.

Each shortlisted finalist will receive a cash prize of Seventy-Five Thousand Jamaican Dollars (J\$75,000.00).

By accepting the prize, the winner(s) agrees to assign all design rights, copyright, including moral rights, in the design/logo/picture/ graphic art to the Organizer. The prizes are not transferable and are subject to availability.

The winner(s) shall sign all necessary documentation to effectuate the transfer of all Intellectual Property including but not limited to Design rights and copyrights within 14 calendar days of being announced as the winner.

Failure to do so will result in disqualification, and the 1st place prize shall be awarded to the runner-up.

## **7. Copyright and Ownership:**

The winner agrees and warrants that all designs/graphic art submitted are original and that no third party has any claims to intellectual property right such as design and copyright in the design/graphic art.

For the avoidance of doubt, the winner hereby agrees and warrants that, under any circumstances, they shall not use the name, image, or likeness of any third party in connection with all designs/graphic art submitted, without first obtaining written authorization.

The winner warrants that all designs/graphic art is created and owned by entrants; the winning entrant will enter into an agreement with Red Stripe to assign all design rights, copyright, including moral rights, in the design/graphic art to Red Stripe.

The winner acknowledges that the Organizer will have the exclusive rights to use, modify, reproduce, and distribute the designs/graphic art in any form, media, or territory.

#### **8. Publicity:**

The winner may be required to participate in promotional activities related to the Competition, including but not limited to interviews, photo shoots, and social media engagement.

#### **9. Privacy and Data Usage:**

Personal information collected from participants will be used for the purpose of administering the Competition and may be shared with third parties assisting with the Competition. All data shall be handled in accordance with Heineken personal data policies which can be viewed at <https://www.theheinekencompany.com/>

#### **10. Disqualification:**

The Organizer reserves the right to disqualify any participant who violates these terms and conditions or engages in any fraudulent or inappropriate conduct.

#### **11. Limitation of Liability:**

The Organizer is not responsible for any technical malfunctions, errors, or issues that may affect the submission process or winner selection.

#### **12. Amendments:**

The Organizer reserves the right to cancel this competition or make amendments to these terms and conditions at any time without notice.

#### **13. Contact Information:**

For any questions or concerns regarding the Competition, please contact:

- 876-923-9291 - (Flow)
- 876-618-9291 - (Digicel)
- [www.redstripebeer.com/suhwidweet](http://www.redstripebeer.com/suhwidweet)

#### **14. Governing Law:**

These terms and conditions are governed by the laws of Jamaica.

By participating in the Red Stripe Special Edition Label Competition, participants agree to abide by these terms and conditions and the decisions of the Organizer.