



DREAMTIME DESIGN COMPETITION

ESSENDON FOOTBALL CLUB 10TH ANNIVERSARY DREAMTIME GUERNSEY AND FOOTBALL DESIGN COMPETITION



ESSENDON FOOTBALL CLUB IS PROVIDING INDIGENOUS ARTISTS WITH THE OPPORTUNITY TO BECOME PART OF CLUB HISTORY BY DESIGNING ESSENDON'S 2014 DREAMTIME GAME GUERNSEY AND RETAIL ONLY FOOTBALL.

The annual Dreamtime at the 'G clash between Essendon and Richmond unites communities behind the colors of each club, encouraging all Australians to stand together and strive for reconciliation.

The specially designed guernsey will be worn by Essendon's entire playing group on-field for the commemorative Dreamtime game in 2014. Both the guernsey and football featuring the winning designs will be produced and retailed exclusively through the club.

Prize winners will be honoured by having their name showcased within the design of the products as well as by attending Essendon Football Club's 10th Anniversary Dreamtime match at the MCG in 2014. In addition, a player signed version of the winning designed products will also be awarded to the winner(s) of this once in a lifetime competition.

2014 is also a significant year for The Long Walk marking ten years since Michael Long set out on his historic walk to Canberra in 2004.

DESIGN BRIEF

Provided is a template of each item, the guernsey and football, and we're looking for indigenous designs that reflect Essendon's partnership with the designer's community.

As per our club's constitution, the body of the guernsey is to **remain predominately black with the traditional red sash still clearly identifiable**. The new guernsey design should cover the front and back of the garment, as per the template the scale of the sash will remain the same.

Each four panels of the football can feature indigenous design elements.

Please ensure to add your name somewhere on the design.

Sponsor, club and AFL logos will need to be included on the products. They will be added to the final designs and therefore some of the design components submitted may be covered by these logos. Additionally certain design elements may be altered slightly in production.

Get creative while recognising our club's rich history and our identifiable colours.

The competition closes on Saturday 17 August and winners will be announced on Friday 23 August on the club website after the designs have been submitted and approved by the Essendon Football Club Board.

Visit
essendonfc.com.au/community/dreamtime-design
 for more information

GUERNSEY SPECIFICATIONS

- Avoid using yellow, your design should not be confused with Richmond's jumper.
- Designs may include part of or the whole guernsey including the red sash and the black body.
- It is important that entrants do not distort the template, use real scale but keep the garment in proportion.
- If working free hand, please keep to scale as per the template provided.
- Please note to that we do not recommend art that joins over the side seam panel. This can very difficult to match up in production.
- Artwork will be front and back.
- Club sponsor and AFL logos will be applied on top of the design.
- Please ensure your name is included somewhere within the design.
- Final art will need to be provided as high-resolution PDF or EPS file.

GUERNSEY TEMPLATE:



FOOTBALL SPECIFICATIONS

- Artwork can be placed on all four panels of the football.
- It is important that entrants do not distort the template, use real scale but keep the football in proportion.
- If working free hand, please keep to measured scale as per the template provided.
- Please note to that we do not recommend art that joins over the seam panels. This can very difficult to match up in production.
- Please ensure your name is included somewhere within the design.
- Club sponsor and AFL logos will be applied on top of the design.
- Final art will need to be provided as high-resolution PDF or EPS file.

FOOTBALL TEMPLATE:



Artwork templates can be found at
essendonfc.com.au/community/dreamtime-design
 in both PDF and EPS formats.

ESSENDON DREAMTIME GUERNSEY AND FOOTBALL DESIGN COMPETITION

July / August 2013, TERMS AND CONDITIONS

1. Information on how to enter and prizes form part of these Conditions of Entry. Participation in this promotion is deemed acceptance of these Terms and Conditions.
2. Competition commences on 17/07/2013 at 9am and closes 17/08/2013 at 5pm (the "Competition Period").
3. To enter this competition, Eligible Entrants must during the Competition Period: Submit their design via the Essendon email address fandevlopment@essendonfc.com.au, in which they will provide their Guernsey and or Football design in a high-res PDF or EPS file, First Name, Last Name, Contact Number and Postage Address.
4. Employees (and their immediate families) of the Promoter of this promotion are ineligible to enter this competition. Immediate family means any of the following: spouse, ex-spouse child or step-child (whether natural or by adoption), parent, step-parent, grandparent, step-grandparent, uncle, aunt, niece, nephew, brother, sister, step-brother, step-sister or first cousin.
5. Incomplete, illegible or incorrect orders and therefore entries, or which contain offensive or defamatory comments, or which breach any law or infringe any third party rights, including intellectual property rights, will be deemed invalid.
6. Entrants must be of Indigenous Australian heritage. If there is a dispute as to the identity of an Eligible Entrant, the Promoter reserves the right, in its sole discretion, to determine the identity of the Eligible Entrant.
7. The Promoter reserves the right, at any time during, or after the closing date of the promotion, to verify the validity of entries and Eligible Entrants (including an Eligible Entrant's identity, age and place of residence) and to disqualify any Eligible Entrant who submits an entry that is not in accordance with these Terms and Conditions or who tampers with the entry process. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights.
8. Only one (1) entry per item per person is permitted.
9. Entries are deemed to be received at the time of receipt into the competition database and NOT at the time of transmission by the Eligible Entrant. Any cost associated with accessing the competition website is the Eligible Entrant's responsibility and is dependent on the Internet service provider used.
10. The prize winner will be notified on the 23rd of August, after the EFC Board meeting, held on the 22nd August 2013. The judging will take place at Essendon Football Club, Windy Hill, Napier St, Essendon VIC 3040. The prize winner will be contacted by e-mail and/or phone. The Judges' decision is final and no correspondence will be entered into. The winners' names will also be published on the EFC Facebook Page as a comment under the competition promotion post.
11. There will be one (1) prize winner for the design of each item, one guernsey and one football.
12. The prize winner(s) will be honoured by having their name featured subtly within the design of product as well as by attending Dreamtime at the 'G 2014. Date TBC. A player signed version of the winning product will also make up the prize pack of this competition.
13. In addition to the artwork being featured on the on field guernseys the design for this and the football will be replicated for a retail guernsey and football, available for sale exclusively from the club, in store and online. The artist accepts that they will not receive any commission for any sales of the guernsey and or football. The Essendon Football Club will retain the artwork designs in perpetuity. Match worn guernsey auction proceeds will go back to the EFC community partners program.
14. If for any reason a winner does not take the prize or any part of the prize at the time stipulated by the Promoter, then the prize or that part of the prize cannot be transferred, exchanged or redeemed for cash.
15. Prizes, or any unused portion of a prize, are not transferable or exchangeable and cannot be taken as cash.
16. If this promotion is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the Promoter, the Promoter reserves the right, in its sole discretion, to the fullest extent permitted by law: (a) To disqualify any Eligible Entrant; or (b) Subject to any written directions from a regulatory authority, to modify, suspend, terminate or cancel the promotion, as appropriate.
17. If any prize (or part of any prize) is unavailable, the Promoter, in its discretion, reserves the right to substitute the prize (or that part of the prize) with a prize to the equal value and/or specification, subject to any written directions from a regulatory authority.
18. Nothing in these Terms and Conditions limits, excludes or modifies or purports to limit, exclude or modify **the statutory consumer guarantees as provided under the Competition and Consumer Act, as well as any other implied warranties under the ASIC Act or similar consumer protection laws** in the States and Territories of Australia ("Non-Excludable Guarantees"). Except for any liability that cannot by law be excluded, including the Non-Excludable Guarantees, the Promoter and the Essendon Football Club (including their respective officers, employees and agents) exclude all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of the promotion.
19. The Promoter reserves the right to request that the winner provide proof of age and identity prior to awarding the prize. Identification considered suitable for verification is at the discretion of the Promoter. Prize winner may be required to sign any form required by the Promoter including without limitation a legal release and indemnity form or a declaration confirming their eligibility to accept the prize.
20. In the event that a winner is unable to be contacted, and all methods of communication are unsuccessful, unclaimed prizes will be dealt with as prescribed by the law of the State or Territory of Australia in which the prize winner resides. The prize remains the property of the Promoter until claimed by the prize winner.
21. The Promoter is not responsible for any incorrect or inaccurate information, or for any of the equipment or programming associated with or utilised in this competition, or for any technical error that may occur in the course of the administration of this competition. The Promoter assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorised access to or alteration of entries.
22. Eligible Entrants and their parents/guardians consent to the Promoter using the Eligible Entrant's name, likeness, image and/or voice (including photograph, film and/or recording of the same) in any media for an unlimited period without remuneration for the purpose of promoting this competition (including any outcome), and promoting any products manufactured, distributed and/or supplied by the Promoter.
23. All entries remain the property of the Promoter. The Promoter collects Eligible Entrants' personal information in order to conduct the promotion. If the information requested is not provided, the Eligible Entrant may not participate in the promotion. By entering the promotion, unless otherwise advised, each Eligible Entrant also agrees that the Promoter, the Promoter's employees, related companies and agents, including but not limited to the AFL, may use this information, in any media for future promotional, marketing, publicity, research and profiling purposes without any further reference, payment or other compensation to the Eligible Entrant, including sending the Eligible Entrant electronic messages and telephoning the Eligible Entrant.
24. Once prizes have left the Promoter's premises, the Promoter and their associated agencies take no responsibility for prizes damaged, delayed or lost in transit
25. The Promoter is the Essendon Football Club, Windy Hill, Napier St, Essendon VIC 3040