



# 2018 Dreamtime Guernsey

DESIGN COMPETITION



**ESSENDON FOOTBALL CLUB IS PROVIDING AN EXCLUSIVE OPPORTUNITY TO THE STUDENTS OF TIWI COLLEGE AND XAVIER COLLEGE ON THE TIWI ISLANDS TO DESIGN ESSENDON'S 2018 DREAMTIME AT THE 'G GUERNEY\***

The annual Dreamtime at the G clash between Essendon and Richmond unites communities behind both clubs, and encourages all Australians to stand together to strive for reconciliation.

The specially designed guernsey will be worn by Essendon players in the 2018 Dreamtime game and the winning design will be used on guernseys produced for the club and retailed through the club's merchandise outlets.

The prize winner will be honoured by having their name included within the design and will also be the club's special guest at the 2018 Dreamtime game.

\* This competition is open only to Aboriginal and Torres Strait Islanders of the Tiwi Islands. 2018 Dreamtime match worn and signed guernseys will be auctioned in support of The Long Walk.



MAJOR PARTNERS

## DESIGN BRIEF

Provided is a template for the home guernsey. We are looking for artwork that reflects the designer's impression of Essendon Football Club's enduring support of Indigenous communities.

**As per our clubs 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 and as per the template the scale of the sash should remain the same.

Please ensure to add your name somewhere in the design. Sponsor, club and AFL logos will be added to the final design and therefore some of the design components submitted may be covered by these logos.

Additionally certain design elements may be altered slightly in production.

So, get creative and celebrate our club's rich history and our identifiable colours with your own design.

The competition closes on 30 November 2017 and the winner will be contacted following the design's approval by the Essendon Football Club Executive, Players, Board and the AFL.

## 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.
- Designs may encroach on and / or incorporate part or all of the red sash
- 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:



ARTWORK TEMPLATES CAN BE FOUND AT  
[ESSENDONFC.COM.AU/COMMUNITY/DREAMTIME-DESIGN](http://ESSENDONFC.COM.AU/COMMUNITY/DREAMTIME-DESIGN)  
IN BOTH PDF AND EPS FORMATS.



MAJOR PARTNERS

ESSENDON 2018 DREAMTIME CLASH GUERNSEY DESIGN COMPETITION  
OCTOBER 2017, 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 23/10/2017 at 9am and closes 30/11/2017 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 [merchandise@essendonfc.com.au](mailto:merchandise@essendonfc.com.au), in which they will provide their Guernsey 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 submissions 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 by the 22nd of December. The judging will take place at Essendon Football Club, 275 Melrose Drive, Melbourne Airport, VIC 3045. 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 one guernsey.
12. The prize winner(s) will be honoured by having their name featured subtly within the design of product as well as by attending the Essendon Football Club in the week preceding Dreamtime at the 'G 2018. Date TBC. Essendon Football Club will enter into an Artist Marketing Agreement (the "Agreement") with the prize winner once the winner has accepted. This Agreement will further outline obligations and responsibilities of both the promoter and the prize winner.
13. In addition to the artwork being featured on the on field guernseys the design for this will be replicated for a retail guernsey, available for sale from the club, in store and on-line. The Eligible Entrant and/or artist accepts that they will not receive any commission for any sales of the guernsey for the artwork. The Eligible Entrant and/or artist assigns to the Promoter and/or the AFL all rights, title and interest its possess including copyright and all other intellectual property and proprietary rights in the club Guernsey design, and will execute any documentation required to assign such rights. The Eligible Entrant and/or artist also agrees to provide the Promoter and/or the AFL with any consents required in relation to any moral rights in the Club Guernsey design. 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 of 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.

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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 and materials submitted to the Promoter in connection with this competition (in any form including without limitation in hard copy or electronic form) become and remain the property of the Promoter and each Eligible Entrant warrants it has the right to transfer these things to the Promoter. The Promoter may use such entries and materials and any intellectual property rights subsisting in them in any medium and in any manner it sees fit, including without limitation, by reproducing, modifying or adapting such entries and materials. The Promoter may collect 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 purposes, 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, 275 Melrose Drive, Melbourne Airport, VIC 3045.
26. 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.
27. Entrants under 18 years of age must have parental/guardian approval to enter and further, the parent/guardian of the entrant must read and consent to these Terms and Conditions. Parents/guardians may be required by the Promoter to enter into a further agreement as evidence of consent to the minor entering this competition.
28. Eligible Entrants expressly agree, acknowledge and warrant that they have the express consent and/or authority from the artist of the artwork for the artwork to be submitted as an entry in this competition.
29. The Promoter reserves the right, at any time, to invalidate any entries (and entrants who submit or cause those entries to be submitted) which it reasonably suspects have been submitted: (a) using false, incorrect, fraudulent or misleading information, including but not limited to personal details and contact information; (b) through the use of multiple identities, email addresses or accounts; and/or (c) in any way in contravention of these Terms and Conditions.
30. This is a contest of skill, judged on criteria set by the Promoter. Chance will not play a role in determining the Competition winner.
31. All personal information you provide will be used by the Promoter in accordance with its Privacy Policy available at [Insert web address] and may be disclosed by the Promoter in accordance with the Privacy Policy (including for promotional and marketing purposes). By providing your personal information, you agree to such use by the Promoter.
32. The competition is governed exclusively by the laws of Australia.