

OFFICIAL RULES

FIFA WORLD CUP 26™ KANSAS CITY HOST CITY POSTER DESIGN CONTEST

THIS CONTEST IS VOID WHERE PROHIBITED BY LAW.

Eligibility:

Contest participants must be a resident of Missouri or Kansas and at least 18 years of age at the time the contest begins. The FIFA World Cup 26™ Kansas City Poster Design Contest (“Contest”) is void outside Missouri and Kansas, and where prohibited or restricted by law.

This Contest is sponsored by KC2026 and Fédération Internationale de Football Association (“FIFA”) (collectively, “Sponsor”). All employees, officers, directors and agents and their immediate families or any members of their households, regardless of relationship, of Sponsor or any advertising agency or other company involved with the design, production, execution, or distribution of this Contest are not eligible to participate in the Contest or to win any prizes.

Any Contest entries received from an ineligible participant will be disqualified. By participating in this Contest, entrants accept and agree to be bound by these rules and the decisions of Sponsor, which shall be final on all matters. Sponsor reserves the right to modify the rules of the Contest in any way at any time, subject to state or federal law.

Contest Period:

The Contest begins at 12:01 a.m. CT on October 8, 2024, and ends on the date in 2025 that FIFA announces (“Contest Period”).

How To Enter:

You can enter the Contest by going to https://artist.callforentry.org/festivals_unique_info.php?ID=14270 and completing an online entry form with all required information and providing (i) digital images of your artist portfolio (3 items), (ii) a sample design poster sketch in portrait format (594 mm x 761 mm) that includes the official event title (FIFA WORLD CUP 26™) and dates of the competition (June 11- July 19), in English, set up in Arial font, and (iii) a creative vision overview (100 words or less) for the KC2026 & FIFA World Cup 26™ Poster (“Entry”) by **11:59 p.m. CT on October 26, 2024**. Please note there will need to be placement in the lower right-hand corner with the FIFA World Cup 26™ Kansas City logo. Each Entry submitted must be the participant’s original work. No reproduction or use of art or imagery that infringes the intellectual-property rights of any third party will be considered original work. AI-generated art or imagery is prohibited and will not be considered original work. By entering, each participant warrants that his or her Entry (1) is original, (2) does not infringe the intellectual-property rights of any third party under any applicable law**, (3) contains no AI-generated art or imagery, (4) is not defamatory, (5) contains no imagery of stadiums (specifically in Kansas City), (6) contains no use of brands, likeness or personalities, and (7) contains no political or religious marks or logos.

**Please note that participants are not permitted to use any intellectual property rights of FIFA in their Entry, other than inclusion of the official event title, including but not limited to any FIFA Registered Asset such as FIFA World Cup™ Trophy. A link to FIFA Intellectual Property Guidelines can be found here: <https://digitalhub.fifa.com/m/3567360896991b48/original/FIFA-World-Cup-26-IP-Guidelines.pdf> **

By submitting an Entry, you acknowledge that you have read, understood, and agree to be bound by these Official Rules and the judges’ decisions, which are final and binding in all respects. Any Entry or Work (defined below) not in compliance with these Official Rules and will be disqualified at the sole discretion of KC2026. Entries and Works will not be returned and become property of Sponsor.

Selection Process and Prizes:

The Selection Process will be conducted in three stages.

Stage 1:

Each participant that submits a qualifying Entry will compete to be selected as one (1) of five (5) Finalists by a judging panel based on the panel’s review of all eligible Entries received.

Stage 2:

Five (5) Finalists will be selected on or around October 28, 2024. Each Finalist will be notified by KC2026 via phone, email, or other means. Each Finalist will be provided the necessary logo, color files, and design regulations to create original art for the sole purpose of creating an original piece of art for the FIFA World Cup 26™ Poster (“Work”), the deadline for submitting a Work to the judging panel, and \$1,000 for use in producing the Work. Each Finalist’s Work must meet all submission requirements.

Each Finalist who submits a Work warrants that his or her Work (1) is original, (2) does not infringe the intellectual-property rights of any third party under any applicable law**, (3) contains no AI-generated art or imagery, (4) is not defamatory, (5) contains no imagery of stadiums in Kansas City, (6) contains no use of brands, likeness or personalities, (7) contains no political or religious marks or logos, (8) has not been published in any medium, (9) has not won an award, and (10) that he or she owns or has the necessary rights, consents, and permissions to convey any and all right and title in such Work. All Works must be original and ready for digital production.

Finalists are permitted to use intellectual property rights of FIFA in the creation of their Work.

Stage 3:

After the judging panel has had ample opportunity to review the qualifying Works submitted by the Finalists, which time frame is within its sole discretion, the judging panel will select the qualified works which will be provided to FIFA for review.

Stage 4:

The judging panel and FIFA representatives will select one (1) finalist as the first (1st) prize winner to receive \$10,000. The winner will be notified by KC2026 via phone, email, or other means.

General Terms:

All participants that submit an Entry containing an actual design for the KC2026 & FIFA World Cup 26™ Kansas City Poster or that submit a Work agree to keep their artwork confidential before, during and after the Contest, and shall not communicate that the artwork was created for the Contest or in relation to the FIFA World Cup 26.

All participants shall accept requests from FIFA to modify the artwork in any Entry containing an actual design for the FIFA World Cup 26™ Kansas City Poster or in a Work, if FIFA makes such a request.

Sponsor is not responsible for a lost, misdirected, late, unsent, incomplete, illegible or unintelligible Entry or for inaccurate information included on any Entry, whether caused by the participant or by any of the equipment or programming associated with or utilized in this Contest, or by any technical or human error that may occur in the transmittal of any Entry or the processing of any function on the entrant’s computer system, and such an Entry will not be accepted and will be void. Participant must notify Sponsor of any changed contact information within the Contest Period to remain eligible to win based on Entry. Any disputes regarding the ownership of an account will be determined by Sponsor. Sponsor reserves the right, in its sole discretion, to disqualify any individual found to be tampering with the Entry process or the operation of the Contest; to be acting in violation of these rules; or to be acting with intent to annoy, abuse, threaten or harass any other person. Any use of robotic, automatic, programmed, or similar response methods will void all such entries submitted by such methods.

No transfer, assignment, cash redemption or substitution of any prize is permitted, except by Sponsor due to prize availability and then with a prize of equal or greater value.

All winners, including Finalists, respond within three (3) calendar days of being notified or any opportunity or prize may be forfeited and another Contest participant chosen. Each winner must satisfactorily complete an affidavit of eligibility showing compliance with these Contest Rules. Each winner must also sign a liability and publicity release, allowing Sponsor, anyone acting on behalf of Sponsor, or its respective licensees, successors and assigns to, where permitted by law, without any further notice, review, or consent to print, publish, broadcast, distribute, and use, worldwide in any media, winner’s entry, including, without limitation, the entry and winner’s name, portrait, picture, voice, likeness, image or statements about the Contest, and biographical information as news, publicity or information and for trade, advertising, public relations and promotional purposes without any further compensation. Failure to complete these forms may result in forfeiture of the prize. In the event that any Finalist or other potential

winner is disqualified for any reason, the judging panel may select an alternate based on the judging panel's review of eligible Entries or Works, whichever is applicable.

Winners, including Finalists, are solely responsible for all applicable federal, state, or provincial, and local taxes and any expenses associated with any prizes. The Internal Revenue Service requires Form 1099-MISC to be issued and filed for each recipient who received a prize/award if the annual aggregate is at least \$600 or more. The total approximate retail value of the prize to be awarded in this Contest is \$15,000. In the event the approximate retail value is deemed to exceed the Internal Revenue Service requirement, winners must complete and submit a W-9 form to receive any prize. The recipient is responsible for any income tax liability and should consult his/her tax advisor for the proper tax treatment of this income on his/her tax return.

Sponsor reserves the right, in its sole discretion, to modify, terminate, or suspend this Contest should viruses, bugs, unauthorized human intervention or other causes beyond Sponsor's control corrupt or impair the administration, security or fairness of the Contest. Sponsor is not responsible for any human or technological error that may occur in the processing of the Contest nor are they responsible for any error, omission, interruption, deletion, defect, communications line failure, theft or destruction of, unauthorized access to, delay in operation, transmission, or distribution of, or alteration of entries, whether caused by the sender, any of the equipment or programming associated with or utilized in this Contest, or otherwise.

Rights Transfer and Assignment

By entering the Contest, each participant agrees that his or her Work, if submitted after being chosen as a Finalist, will be deemed a Work Made For Hire under the Copyright laws of the United States, and irrevocably assigns and transfers to FIFA, Strasse 20 P.O. Box 8044 Zurich, Switzerland, all of his or her right, title and interest in the Work which he or she may have, in the United States and worldwide, therein, for consideration, the receipt and sufficiency of which is hereby acknowledged. Upon request of FIFA, participants shall execute and deliver such additional instruments of assignment, as may be solely deemed by FIFA, reasonably necessary to establish the ownership of record of the right, title, and interest in and to the Work and of the copyrights transferred and "moral rights of authors" waived under these Official Rules. Should Sponsor fail to request the said assignment as stated, that shall not be deemed a waiver of Sponsor's rights and Sponsor may at a later time request the assignment. FIFA shall be entitled to freely assign, sublicense, or deal with the winning Work in its absolute discretion.

Use

By submitting a Work, a participant hereby grants Sponsor, along with its agents, and/or assigns, an exclusive, irrevocable, unlimited, worldwide, perpetual, sub-licensable license and right to reproduce, modify, crop, adapt, distribute, publish, exhibit, display, perform, promote and otherwise use the Work in any form or medium, whether now known or hereafter developed, for any purpose, including but not limited to the production and sale of posters, mugs, t-shirts, bags, and other merchandise. You understand that you have no right to use, publish or otherwise advertise the Work in whole or in part, and that you are the creator of the submitted Work.

Publicity Rights

By entering, a participant agrees that if he or she is selected as a winner, including a Finalist, then Sponsor may use his or her name, photo and likeness, and voice, in any publicity or advertising for promotional purposes without compensation or approval, except where prohibited by law.

Release and Indemnification

By entering, a participant agrees to release, indemnify, and hold harmless Sponsor, and each of its respective affiliated companies, partners, agents, advertising and promotion agencies, and each of their respective officers, directors, employees, representatives, and agents from and against any claims, losses, damages, or liability of any kind arising from or relating to the entrant's participation in the Contest or acceptance, possession, use, or misuse of any prize.

Modifications

Sponsor reserves the right, at its sole discretion, to modify, suspend, or terminate the Contest, or to modify these Official Rules at any time and without prior notice.

Privacy Policy

By entering, a participant consents to Sponsors using its personal data in conjunction with the Sponsors' respective privacy policies and data protection rules ("Privacy Policies"), links to which are: <https://inside.fifa.com/data->

[protection-portal/data-protection-policy](#) and <https://kansascityfwc26.com/privacy-policy/>. These Privacy Policies are incorporated herein by reference.

Severability

If any provision of these rules and regulations is found to be invalid or unenforceable by a court of competent jurisdiction, such provision shall be severed from the remainder of these Official Rules, which shall otherwise remain in full force and effect.

Identification of Winners and Official Rules:

For an identification of winners or a copy of the Contest Rules, send a self-addressed, stamped envelope for receipt by January 31, 2025, to: FIFA World Cup 26™ Kansas City Poster Design Contest, KC2026, 1100 Walnut, Suite 3450B, Kansas City, MO 64106.

Sponsor Contact:

If you have any questions regarding this Contest, please contact KC2026 at info@kansascityfwc26.com