

## WADWORTH NEW BREWERY AND BEER BRANDING COMPETITION RULES AND TIMINGS

20/09/2022

### Timings

- Competition opens at 5pm on 20th September 2022
- Anyone wishing to enter needs to register on the Wadworth website by midnight on 30th September 2022 so we know how many people are working on this project  
[www.wadworth.co.uk/new-brewery-design-competition](http://www.wadworth.co.uk/new-brewery-design-competition)
- For any questions about the brief and the competition, we will be holding an open Google Meet call between 4pm and 6pm, Monday 3rd October. Please feel free to join for all or part of it. The link will be published on [www.wadworth.co.uk/new-brewery-design-competition](http://www.wadworth.co.uk/new-brewery-design-competition)
- Closing date for all entries is midnight Sunday 18th December 2022. All competition entries received after the closing date are automatically disqualified

### Eligibility

- The competition is open to UK residents only aged 18 and above. In entering the competition, you confirm that you are eligible to do so and eligible to claim any prize you might win. Wadworth may require you to provide proof that you are eligible to enter the competition
- Wadworth employees, agents and suppliers may enter the new brewery name element of the competition only. They are not permitted to enter the brewery name logo or beer design elements of the competition. Friends or family may enter any part of the competition

### Entries

- By submitting a competition entry, you are agreeing to be bound by these terms and conditions
- English law: The rules of the competition are governed by and interpreted under English law
- Full details of what is expected from this competition and the output elements is detailed in the Competition Brief (available at [www.wadworth.co.uk/new-brewery-design-competition](http://www.wadworth.co.uk/new-brewery-design-competition) or by emailing [marketing@wadworth.co.uk](mailto:marketing@wadworth.co.uk))
- All entries must be submitted via the website [www.wadworth.co.uk/new-brewery-designcompetition](http://www.wadworth.co.uk/new-brewery-designcompetition)
- Entries may be submitted in Powerpoint, JPEG or PDF
- Shortlisted and winning entries will need to supply original artwork files
- You can enter multiple entries, but each entry must be entered separately
- No purchase necessary and there is no charge to register for use of the website
- Wadworth won't be liable for any expenses incurred by any entrants
- Wadworth does not accept responsibility for competition entries that are lost, mislaid, damaged or delayed in transit, regardless of cause, including, for example, as a result of any equipment failure, technical malfunction, systems, satellite, network, server, computer hardware or software failure of any kind
- Wadworth will not accept proof of transmission as proof of receipt of entry to the competition
- Entries will not be returned
- The competition entries will be judged by Wadworth employees (listed below) and an independent judge Leo Collier-Bett from Efendi Architectural:
  - Toby Bartholomew, managing director
  - Sarah Berry, head of marketing
  - Andy Weaver, head brewer
  - Jonathan Thomas, sales

- Chris Jones, trade beer quality manager
  - Alice Burnside, marketing executive
  - Declan McEniry, customer services.
- A scoring sheet will be used to judge each entry on a set list of criteria for each of the three sections of the competition. The criteria are as follows:
  1. Validity of the references and influences in the development of the execution
  2. The individuality of the name and logo lockup
  3. The link between the identity and the logo name
  4. The ability to roll out the identity across key collateral
  5. The link between the identity and the values of Wadworth the company
  6. The overall look and feel of the proposal and how it's positioned
  7. The simplicity of the story and ease of understanding
- The decision of the judge(s) (acting reasonably) will be final. A list of names of the judges can be viewed at [www.wadworth.co.uk/new-brewery-design-competition](http://www.wadworth.co.uk/new-brewery-design-competition) from the closing date until 30th January 2023
- If selected, 30% of the score will be allocated to the presentation of the proposal
- Wadworth will retain personal details of all entrants for a reasonable time associated with the competition
- All entries may be used in publicity, marketing and PR, with no fee or prize from Wadworth. These will not be used for commercial gains
- Entrants agree to participate in publicity associated with the competition, including entrants' names and any video, recordings and photos made by Wadworth where entrants might appear
- IP. Entrants must warrant that:
  - The entry is their own work or is original and does not infringe copyright
  - Has not been published elsewhere
  - Has not been entered into any other competition

#### Decision

- Winners will be shortlisted and could be invited to present their proposal. Final winners announced by the end of January 2023. This will be direct to the winning entrants and also published on Wadworth websites, social channels and PR releases. If you object to any or all of your surname, county and winning entry being published or made available, please contact Wadworth by emailing [marketing@wadworth.co.uk](mailto:marketing@wadworth.co.uk). In such circumstances, Wadworth must still provide the information and winning entry to the Advertising Standards Authority on request. Wadworth will only process your personal information as set out in Wadworth's [privacy policy](#).
- Winning entries will receive the following cash prize within 60 days from the announcement of the winners. There is a winner per section as detailed in the Competition Brief. There is no prize alternative
- Part 1 BREWERY:
  - £1k for the winning brewery name
  - £1k for the winning brewery logo
- Part 2 BEERS:
  - £1k for the winning names/logo/packaging for our first two beers
- No discussion or appeals about the winning entries and the judges' decision will be final
- By submitting your competition entry and any accompanying material, you agree to (a) assign to Wadworth all your intellectual property rights with full title guarantee and (b) waive all moral rights in and to your competition entry and otherwise arising in connection with your entry to which you may now or at any time in the future be entitled under the Copyright, Designs and Patents Act 1988 as amended from time to time and under all similar legislation from time to time in force anywhere in the world

- Winning entries. Full ownership will pass to Wadworth, and Wadworth will use the winning entries commercially with no further financial gain or royalties paid to the winners
- Winning entries. Winners agree that their entries may be modified or adapted
- Reserved rights. Wadworth can postpone, cancel or change the competition, or change the rules at any time