

## PRIZE TERMS AND CONDITIONS

The contest is organised by BrandOpus Limited (“BRANDOPUS”), registered offices The Gate House, 5 Chapel Place, Rivington Street, London EC2A 3DQ. As sponsored by MOLSON COORS BEVERAGE COMPANY (UK) LIMITED, 137 High Street, Burton-upon-Trent, Staffordshire, DE14 1JZ (“MCBC”).

By entering the contest entrants agree to these terms and conditions.

### Eligibility Criteria

Only entrants aged 18 years or over.

#### 1. Entering the Contest

- 1.1. Entry is open to individuals working alone.
- 1.2. The contest is open to anyone graduating from university or college in 2025 or anyone who has less than a year of relevant industry experience in a full-time role or from multiple internships or placements. Entrants should be looking to establish a career in creative in 2025, but not alongside their further education.
- 1.3. Entrants should submit their work (“RESPONSE”) via email to hatch@brandopus.com, in accordance with the deliverables as laid out in the brief as supplied by BrandOpus representatives at dedicated university briefing sessions, or on the BrandOpus Hatch website.
- 1.4. All Responses must be the original work of the entrants. Entrants who incorporate any images, writing, music, or other creative material belonging to someone else must obtain the other party’s written permission. Entrants may be asked to evidence their ownership of the Response and should keep dated records of all working materials.
- 1.5. All first-round entries must be submitted via our online entry system.
- 1.6. In order to assist BrandOpus in promoting the winning work after judging, all entrants are asked to provide or confirm credits for each entry. These must include:
  - (a) Full names of entrant
  - (b) The name of their university or college (if applicable)
- 1.7. BrandOpus accepts no responsibility for lost or undelivered entry material.
- 1.8. All first-round entries must be created and uploaded by the closing deadline, 28<sup>th</sup> February 2025 at 23:59 BST.
- 1.9. BrandOpus shall then select a shortlist and notify these individuals accordingly. All shortlisted entries must be available to present on 22<sup>nd</sup> May 2025 from 9am to 6pm. This will be at BrandOpus, The Gate House, 5 Chapel Place, Rivington Street, London EC2A 3DQ.

#### 2. Ownership of Your Work

2.1 If you are the main cash prize winner of the competition you agree to assign to MCBC all intellectual property rights and other rights in the Response and all materials comprised in and derived from the Response. As a condition of receiving the prize, the main cash prize winner agrees to sign an appropriate release form to this effect.

#### 3. Judging the Contest

- 3.1. BrandOpus will appoint a jury that shall be composed of judges who, in BrandOpus’ sole discretion, have the appropriate qualifications to judge the work. Responses will be considered in accordance with the Hatch selection criteria. These are:
  - (a) An outstanding strategic, creative idea;
  - (b) Has taken feedback on board;
  - (c) Excellent craft or execution;
  - (d) Answers the brief;
  - (e) Original work.
- 3.2. Each jury will award a select number of the Responses whom the jury considers, in its sole discretion, to be the best Responses. The Award levels are as follows:
  - (a) Winner: Sole overall winning Response
  - (b) Runner-ups x 2: Chosen from the shortlist.
- 3.3. If BrandOpus is made aware of any concerns that a Response does not constitute the original work of the entrant, then in the first instance, BrandOpus will contact the entrant and will ask for copies of any notes or drawings which evidence the entrant’s assertion to be the creator of the work. BrandOpus will also contact credited tutors for further information if applicable. Where possible, BrandOpus will consider the evidence gathered and decide whether to allow the Response to remain within the contest or to remove it. BrandOpus’ decision is in its sole discretion and is final.

#### 4. Prizes

- 4.1. The prizes to be awarded are as follows:
  - (a) Winner (1 x): £2,000 cash, one-month paid internship with BrandOpus, trophy.
  - (b) Runner-up (2 x): one-month paid internship with BrandOpus.

- 4.2. Winning Responses (3 x) will be promoted to the creative industry via BrandOpus's website; through press releases; and any other means deemed appropriate by BrandOpus.
- 4.3. Winner and runners-up agree to take part in reasonable publicity which shall include photographs, statements and testimonials.
- 4.4. The prizes are non-exchangeable, non-transferable, and cannot be redeemed for a cash alternative or any other prize.
- 4.5. In the event that a prize offered is unavailable due to circumstances beyond our control, we reserve the right to offer alternative prize of equal or greater value.

**5. General Points**

- 5.1. The Terms and Conditions are subject to English law and any dispute that is not resolved by consultation between the parties shall be referred to the courts of England and Wales.

For enquiries relating to the BrandOpus Hatch Award please email [hatch@brandopus.com](mailto:hatch@brandopus.com)