



FINAL
LONDON 2013



Competition Guidelines & Registration Form
Champions Flag Design Competition for Schools and Clubs
March 2013



Champions Flag Design Competition 2013 Competition Guidelines for Participating Schools and Clubs

Join the Game!

Design your Champions Flag for the UEFA Women's Champions League Final 2013

In May this year, London will proudly welcome the finalist teams of the biggest event European club football, the UEFA Champions League Finals. London will celebrate by turning the event into a four day carnival of football with a series of activities and events from 23 – 26 May giving children and families the chance to experience something of the magic of the UEFA Champions League.

One of the highlight events of Champions week in London will be the UEFA Women's Champions League Final at Stamford Bridge on Thursday 23 May. With the growing popularity of the women's game and a host of footballing celebrities lending their support, we're aiming to make it the most celebrated women's sporting event in London this year. Last year's final attracted an audience of over 50,000 in Munich.

Mayor of London Boris Johnson, the Chairman of The FA and UEFA President Michel Platini have jointly launched a competition for children across London and the surrounding counties to design their own Champions Flag to help celebrate the occasion and capture the spirit of the beautiful game. The competition is designed to be engaging, creative and fun (perhaps a mini art project during the Easter school holidays) and to inspire as many schools, clubs and children as possible to join in and participate – 'Join the Game!' being the motto for the UEFA Champions Festival and UEFA Women's Champions League Final in 2013.

Who can enter and how does it work?

The competition is open to all children aged 6-16 years at schools, youth organisations and junior football clubs across London and the neighbouring counties.

To enter the competition is easy:

1. Each child draws their own design entry using the Design Template provided. Please photocopy the design template as many times as required.
2. Each child then submits their Design Template by the deadline set by their school or club.
3. Once all design entries have been collated, schools and clubs must then complete the attached Registration Form and send it together with the completed Design Templates by Tuesday 30 April to the following address:

Pitch Media Ltd
UCL Flag Design
39-43 Brewer Street
London
W1F 9UD

Note: If your school or club is not planning to collate completed Design Templates centrally, children can still send their entry directly to the above address by the 30 April deadline.

4. The Judging Panel will select 22 winning designs to represent each of the 22 players from the Finalist teams on the pitch at the UEFA Women's Champions League Final. Winning designs will be announced on Friday 3 May and winners notified in writing by email.
5. Each winning design will then be digitally enlarged and printed as giant flags measuring approximately 2.5 metres by 1.2 metres ready to display at Stamford Bridge stadium on the evening of the Women's Final.

What are the key dates to remember?

Tuesday 30 April	Deadline for receiving all Design Entries at <i>Pitch Media Ltd, UCL Flag Design, 39-43 Brewer Street, London, W1F 9UD</i>
Friday 3 May	Winning 22 Designs selected and all winners informed in writing by email
Week beginning 6 or 13 May	UEFA Trophy Tour visits the winning School and Club. Final date to be agreed with each.
Thursday 23 May	The UEFA Women's Champions League Final 2013 takes place at Stamford Bridge. Kick off at 19.30. The winning 22 Designs are displayed at Stamford Bridge. Individual winners will receive special recognition during the pre-Game opening celebrations.

What prizes are on offer?

Prize for the winning School and Club

The school that submits the highest number of individual Design Entries relative to the number of pupils attending their school by the given deadline of 30 April will win an exclusive visit of both the men's and women's trophies as well as a limited supply of adidas official match balls.

The same prize will also be offered to the football club or youth organisation that submits the highest number of Designs Entries.

The 22 Winning Designs

Each of the children who drew the 22 winning designs will receive a special invitation to attend the UEFA Women's Champions League Final with their families. This includes a pre-match meet and greet on arrival with the official UEFA Ambassador and the opportunity to take part in the early stages of the player's warm-up session when special public recognition to each winning flag design will be given. During the Final, the 22 winning Giant Flags will be on display in the Stadium arena to be seen by thousands of spectators and cameras.

All participants – 'Kids Go Free' ticket offer for every Design entered

Even if a child's design wasn't selected amongst the 22 winners, all children taking part in the competition will be able to attend the UEFA Women's Champions League Final for free. Every child who submits a completed Design template will receive a special ticket promotion code enabling their parent or Guardian to apply for up to 2 free children's tickets (under 18 years) with the purchase of one adult ticket.

Parents and Guardians will need to provide a contact email address on the child's Design Template in order to receive the ticket offer.



How can teachers and club leaders help?

- Remember the more Design Entries the school or club submits into the competition, the more chance it has of winning the prize listed on the previous page.
- School teachers and club leaders can encourage children to participate in the competition by distributing copies of the Design Template. We have also produced a promotional flyer aimed at children and their parents to help spread the message via email or e- newsletters.
- Do ensure that any internal deadlines you set for collating completed Design Templates allow enough time for you to send your entries to the given address by the deadline of 30 April.
- Tip: We suggest teachers spend up to 15 minutes brainstorming some design ideas with their class to help encourage them to participate – and perhaps set the 'design challenge' as part of a project during the Easter school holidays? *[See the suggested design themes below]*

What do children need to do?

Each child should draw their own design using the attached Design Template. It is important that children use bold colours to create their Design and stay within the lines of the box on the Template. Here is a list of suggested themes to help with some inspiration:

- Crowning the Kings of Europe – celebrating the 'best of the best' in London
- The beautiful game of football and the fun of teamwork in sport
- London, proud host of the UEFA Champions League Finals in 2013

Every child should submit their Design Template to their school or club within the given deadline. Individual entries can also be sent directly to the same address.

How will Designs be judged? The flag design winners will be chosen by a panel including representatives from the key organisations involved in staging the UEFA Women's Champions League Final at Stamford Bridge. These include UEFA, The FA and the Greater London Authority.

Terms & Conditions

1. The competition is open to children aged 6–16 years. Each child may submit more than one entry if submitting through two different channels e.g. one via their school and one via their football club.
2. The deadline for schools and clubs to submit their Registration Form and children's Design Templates is Tuesday 30 April 2013. Entries received after this time will not be valid.
3. Schools and clubs are responsible for collating Design Templates however individual entries may also be sent directly to the address [*Pitch Media Ltd, UCL Flag Design, 39-43 Brewer Street, London, W1F 9UD*] by the 30 April deadline.
4. By entering, any prize winners agree to allow the free use of their names and photographs for publicity and news purposes in direct relation to this specific promotion only.
5. Prizes provided are non-transferable and no cash alternative will be offered.
6. The judges' decision is final and neither they nor UEFA will enter into any correspondence on this matter.
7. In the event of unforeseen circumstances UEFA reserves the right to offer alternative prizes of equal or greater value.
8. UEFA reserves the right to amend, alter or terminate this promotion at any time due to circumstances beyond its control.

Any enquiries about the Competition or the above Terms & Conditions should be sent to Championsflagdesign@uefa.com.

Champions Flag Design Competition Registration Form for Schools and Clubs

Please complete the requested details in full and send this Registration Form together with the children's completed Design Templates by **Tuesday 30 April 2013** to the following address:

*Pitch Media Ltd
UCL Flag Design
39-43 Brewer Street
London
W1F 9UD*

We regret that any entries received after 30 April 2013 will not be considered.

All Competition Information (including these Competition Guidelines and the Design Template are downloadable at uefa.com/womenschampionsleague/news/newsid=1929695.html)

General Information

School / Club Name	
No. of pupils / members	
Address	
Tel Number	
Website	

Personal Information

Name of Contact Person	
Title	
Telephone	
Email Address	

Design Entries

Total No. of Entries	
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I confirm that I have read and accepted the Terms & Conditions of the Champions Flag Design Competition (page 4 of the Competition Guidelines)

If you have any further questions, please email Championsflagdesign@uefa.com



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WE CARE ABOUT FOOTBALL
