

# ONE SPECIAL GAME

## BRIEF

### TOPLINE

We want you to create an amazing piece of artwork based on one of these three iconic games:

- The Sims
- Fall Guys
- Broken Sword

The winner will receive a prize bundle including a brand new OLED Switch, an Adobe Stock annual license, a £100 voucher for games clothing company Insert Coin, a game bundle from Perp Games and a professional portfolio review. Runner-up prizes include £50 Insert Coin vouchers and Perp Game bundles.

CLOSING DATE FOR ENTRIES is Friday October 1<sup>st</sup> 2021.

## BACKGROUND

SpecialEffect help physically disabled people of all ages across the world to enjoy the magic and inclusion of video games. Their work is utterly inspirational, from creating personalised controller devices to enabling people to play Minecraft with eye movement alone. They work tirelessly to transform people's lives through video games.

## THE BRIEF: 2021'S ONE SPECIAL GAME

We want you to select a game/franchise from the list and create your dream poster art for it. You're welcome to submit more than one entry.

The games in this year's competition are:

**FALL GUYS** – Mediatonic

**THE SIMS** - Electronic Arts (*excluding any EA or game logos*)

**BROKEN SWORD** - Revolution

For inspiration, see past winners and other images on our [Instagram](#)

## How to enter

1. Choose a game and create 1 x A3 poster image as a 300 dpi digital file plus a smaller thumbnail for submission. Please ensure that all work is 100% original content, **do not use official game art, logos, publisher logos or screenshots**.
2. Mail your **smaller thumbnail images** (minimum of 1,080 pixels wide if possible) to [entries@onespecialgame.com](mailto:entries@onespecialgame.com) with the following information:
  - a. Name and location (One Special Game 2021 is open to entries from outside the UK but we cannot guarantee that all prizes will be available to winners outside of the UK nor can we offer alternative prizing.)
  - b. Twitter name/Instagram name (if you have these)
  - c. Game chosen and a line or two on why you chose this title, maybe why it's special to you
  - d. Professional or amateur capacity and connection to the games industry if you have one

3. By submitting your entry, understand that you agree to the *Terms & Conditions* of the project and give SpecialEffect permission to reproduce the work purely to publicise, or raise funds for the charity (this will include A3 prints and posters).
4. Please feel free to share your entry on social media using:
  - a. Hashtags #OneSpecialGame #SpecialEffect
  - b. Instagram: #onespecialgame
  - c. Twitter: @OneSpecialGame1

## **ONE SPECIAL GAME & ONE SPECIAL DAY**

As part of their fundraising, SpecialEffect run a major annual fundraising campaign called One Special Day. This is the games industry's 'Red Nose Day', a day which is focused on raising funds and awareness for their invaluable work. 'One Special Game' is part of this wider initiative.

One Special Game is a game poster project where we invite you - illustrators, designers and artists, professional or not - to create fan posters based on 'iconic' games. Entrants will be able to choose from a short list of games and create posters for the competition. A panel of industry judges will select up to three images for each game to be part of the *One Special Game 2021 Collection*. After judging, limited edition images of the winning prints will be sold to raise funds for SpecialEffect.

A panel comprising of creative industry professionals and illustrators will judge all submissions and will select up to 12 images for inclusion.

One image will be selected as the One Special Game Poster of the year and the winner will receive a prize bundle including a brand new OLED Switch courtesy of Escape Technology, an Adobe Stock Annual license, a £100 voucher for games clothing company [Insert Coin](#), a game bundle from [Perp Games](#) and a professional portfolio review by [Flipbook Studio](#). There will be runner-up prizes for the creators of the other images chosen as part of the collection. These prizes will be games related merchandise and include a £50 voucher for leading games clothing company [Insert Coin](#) and a selection of games from [Perp Games](#).

We will also be hosting an online gallery/store with the images and reserve the right to use them for publicity purposes. However, the ultimate image rights remain with the artist and the game IP rights with the respective publishers. All profits raised from the sale of prints will go directly to SpecialEffect funds.

## **TERMS AND CONDITIONS**

This competition is organised by SpecialEffect, a registered charity with the address: SpecialEffect, Units 9-12, Southill Business Park, Cornbury Park, Charlbury, OX7 3EW, UK and with the registered charity number 1121004 ("SpecialEffect", "we", "us"). To enter this competition, you must be 18 years of age or over. Proof of identity and age may be required. Use of a false name or address will result in disqualification.

By submitting your poster for this competition, you agree to be bound by these terms and conditions and the One Special Game Artist Brief ("Brief").

### **ENTERING**

The competition is open from 18<sup>th</sup> August 2021 midday BST (UK TIME) to 1<sup>st</sup> October 2021 11:59PM BST (UK TIME) ("Entry Period"). Entries received outside of the Entry Period will not be accepted.

To be eligible for this competition entrants must upload a digital file of their entry to [entries@onespecialgame.com](mailto:entries@onespecialgame.com), in a manner following the instructions in the brief. All entries must be made directly by the person entering the competition.

No purchase is necessary for your competition entry and there is no charge. We will not accept responsibility for lost, failed, incomplete, garbled or otherwise late or invalid entry submissions.

### **WINNER SELECTION**

After the end of the Entry Period, a panel of judges selected by SpecialEffect will evaluate entries and select three (3) or more winners (as further detailed in the Brief). Entries will be reviewed by judges on the basis of creativity and skill. Winners will be notified by email at the address they used to submit their entry. The decision of the judges is final.

### **PRIZING**

Winners' submissions will be featured in our *One Special Game 2021 Collection* of art, in the manner detailed in the Brief. The exhibition of winning entries may include, without limitation: (i) a 'live' event or 'launch'; (ii) digital exhibition; and (iii) sales of the artworks and sales of digital prints / images. The specific manner and means of exhibition will be at SpecialEffect's discretion and may change, within reason. Prizing is not exchangeable or transferable. No cash alternative is available.

For winners, entry into the competition is deemed acceptance of the prizing.

### **ELIGIBILITY**

The competition is open to those aged 18 or over living in the UK. We will accept entries from outside the UK but cannot guarantee that all prizes will be available to winners outside of the UK nor can we offer alternative prizing.

We reserve the right to manage the competition and entry eligibility at our reasonable discretion so as to ensure fair operation of the competition. Not complying with these terms might result in exclusion from the competition and your entries being removed.

## **INTELLECTUAL PROPERTY**

SpecialEffect work with a limited number of games companies (“Licensors”) and have obtained their permission for their games to be used for competition entries (the “Licensed Materials”), in accordance with the Brief. Any and all rights, including without limitation intellectual property rights, in such Licensed Materials are reserved to the Licensors.

You are granted a limited, revocable, royalty-free licence to use the Licensed Materials only in accordance with the Brief and solely for the purposes of your entry into this competition and to the extent permitted by the Licensors (“Limited Licence”). No other use of the Licensed Materials by you is permitted and, without limitation, commercial exploitation by you of the Licensed Materials by any means or prohibited.

As a condition of being granted the Limited Licence, entrants are prohibited from selling, or exploiting in any manner commercially, their works created for or in connection with this competition (including their entries) without the prior written permission of SpecialEffect and the relevant Licensor.

Subject to the terms and restrictions set out in this section, entrants retain ownership of their own new and original works submitted as entries. Entrants grant SpecialEffect the royalty-free, sole, irrevocable, worldwide rights to (for as long as entrants’ own rights subsist) exploit such works for fundraising (e.g. as poster artwork) at SpecialEffect’s discretion. Entrants acknowledge and agree to the foregoing and the purpose of the competition and entries being for fundraising for SpecialEffect. Where other exploitation by SpecialEffect arises which is not envisioned in the Brief, SpecialEffect will exercise reasonable endeavours to seek entrants’ prior consent.

By submitting an entry, each entrant confirms: (i) the entry does not contain content, images, or other material that is in violation of any applicable laws or regulations; (ii) all materials and assets are the entrant’s original works (except for the Limited Licence usage), are not defamatory and do not infringe third party rights (including without limitation intellectual property rights or privacy rights); and (iii) there are no conflicting agreements in place concerning use of any assets and materials in the entry.

## **SOCIAL MEDIA & PROMOTION**

Entrants agree that their entry may be promoted, posted and/or broadcast on social media platforms (e.g. Facebook, Instagram, Twitter, Reddit, etc.) and other areas online such as, without limitation, SpecialEffect’s websites. Entrants grant SpecialEffect the non-exclusive, worldwide, royalty-free, and irrevocable rights to use, reproduce, copy, publish, display, distribute, perform, translate, adapt and/or modify their entry for the purposes of: (i) this campaign and its promotion; and (ii) for SpecialEffect’s fundraising and related activities (as explained in the Brief).

SpecialEffect retains the right to remove any entries that breach these terms and conditions or may damage SpecialEffect’s reputation.

## **PRIVACY**

In order to operate the competition and for prize purposes, we may require entrants to provide certain personal data including their name, address, social media username, contact details and email address. We may require further personal data in some circumstances to verify a winner’s identity or eligibility. Entrants’ personal data will be processed only so long as reasonably necessary for the administration of the competition, SpecialEffect’s exploitation of its rights and record-keeping (and will be deleted thereafter). Entrants’ personal data will be used by SpecialEffect to operate the competition and arrange prize fulfilment, and is

processed by SpecialEffect on legal bases including performance of a contract (being these terms) and legitimate interests, being its business, promotional and commercial interests related to ensuring good administration of the competition and marketing of the its charity operations. Further information is available in our privacy policy here:

<https://www.specialeffect.org.uk/privacy-and-cookies>.

## **GENERAL**

Insofar as is permitted by law, SpecialEffect, nor its agents or distributors will in any circumstances be responsible or liable to compensate any contest entrant or accept any liability for any loss, damage, personal injury or death occurring as a result of entering the competition or taking up a prize (as the case may be) except where it is caused by the negligence of SpecialEffect, its agents or distributors or that of their employees. The statutory rights of entrants are not affected.

SpecialEffect reserves the right to hold void, suspend, cancel, or amend the contest where it becomes necessary to do so.

These terms shall be governed by the laws of England and Wales, and the parties submit to the non-exclusive jurisdiction of the courts of England and Wales.

If you have a query about the competition and wish to contact SpecialEffect, you can do so using our details set forth above or by emailing [entries@onespecialgame.com](mailto:entries@onespecialgame.com). On request, SpecialEffect will provide information indicating a valid award of the prizing took place.