

Ref: SSA/002/17/EML

6 January 2017

To: All SSA & YEG Members

**MARITIME YOUTH MASCOT DESIGN COMPETITION BY THE MARITIME AND PORT
AUTHORITY OF SINGAPORE (MPA)**

In an effort to build a strong Maritime Singapore identity, the Maritime and Port Authority of Singapore (MPA) is conducting a Maritime Youth Mascot Design Competition to engage youths in personifying the Maritime Singapore identity.



The mascot is a rallying figure that embodies and champions the Maritime Singapore identity amongst youths. It should reflect the Maritime Singapore brand personality – vital, versatile and resilient. Visit www.MaritimeSingapore.sg for more information on Maritime Singapore.

The mascot will be used in the promotion of youth/school outreach initiatives (e.g. Maritime Youth Clubs, Maritime Youth Festival and Singapore Maritime Gallery). It will be featured at events and displayed in publications, advertisements and on social media platforms.

Kindly refer to the attached documents for the Terms and Conditions as well as the Entry Form.

Details can also be found here: <http://www.mpa.gov.sg/web/portal/home/maritime-singapore/public-outreach/activities-campaigns>

For enquiries, please contact:

Mr Stefan Tan

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Website: <http://www.ssa.org.sg>

ENTRY FORM
MARITIME YOUTH MASCOT DESIGN COMPETITION

FULL NAME (AS SHOWN IN NRIC / PASSPORT)		NRIC / PASSPORT NO.	
EMAIL ADDRESS	OCCUPATION	DATE OF BIRTH	GENDER
			<input type="checkbox"/> MALE <input type="checkbox"/> FEMALE
RESIDENTIAL ADDRESS		HOME NO.	MOBILE NO.
MASCOT NAME			
DESIGN RATIONALE (NOT MORE THAN 150 WORDS)			

By submitting this Entry Form: (Please tick all boxes)

<input type="checkbox"/>	I consent to MPA's collection, use and disclosure of my personal data as set out in this Entry Form for purposes directly or indirectly connected with the competition, MPA's functions and activities, and purposes stated in the Terms and Conditions;
<input type="checkbox"/>	I confirm that I have fully read, understood and accepted all the Terms and Conditions of the Maritime Youth Mascot Design Competition;
<input type="checkbox"/>	I confirm that all the information provided by me in this submission is true and accurate; and
<input type="checkbox"/>	I confirm that the design submitted by me is my original work.

Maritime Youth Mascot Design Competition

1. Background

- i. In an effort to build a strong Maritime Singapore identity, the Maritime and Port Authority of Singapore (MPA) is conducting a Maritime Youth Mascot Design Competition to engage youths in defining the Maritime Singapore identity.
- ii. The mascot is a rallying figure that embodies and champions the Maritime Singapore identity amongst youths. It should reflect the Maritime Singapore brand personality – vital, versatile and resilient.
- iii. The mascot will be used in the promotion of youth/school outreach initiatives (e.g. Maritime Youth Clubs, Maritime Youth Festival and Singapore Maritime Gallery). It may be featured at events and displayed in publications, advertisements and on social media platforms.

2. Terms and Conditions

Please read these Terms and Conditions carefully. By participating in the Maritime Youth Mascot Design Competition, participants are deemed to have accepted and agreed to abide by all the Terms and Conditions set out herein.

i. Eligibility of Entries

- a. “Entry” is defined as a completed set of submission consisting of a mascot design and a completed Entry Form.
- b. An entry is accepted only when all the boxes in the Entry Form are ticked.
- c. The Maritime Youth Mascot Design Competition is opened to all Singapore Citizens and Permanent Residents, except for employees of MPA.
- d. Multiple submissions are permitted, but each mascot design must be submitted as an individual entry.

ii. Submission Guidelines

- a. Mascot designs are required to be illustrated against a white background on A4 size paper.
- b. Participants must choose to submit their entries in only ONE of the following ways:

- 1) Email ced@mpa.gov.sg with the following two attachments:

- I. The mascot design, saved as “<< Full Name>>, Mascot Design”, in JPEG or PDF format (not exceeding 5MB)
- II. The completed entry form, saved as “<<Full Name>>, Entry Form”, in PDF format
- III. Indicate “Maritime Youth Mascot Design Competition” in the subject field

OR

- 2) Mail to the following address with the mascot design and completed Entry Form:

Attn: Mr Stefan Tan
Maritime and Port Authority of Singapore
460 Alexandra Road #19-00
PSA Building
Singapore 119963

- c. All entries must be received by **1200hrs, 13 February 2017 (Monday)**. Entries that are submitted after the closing date and time will be disqualified. MPA reserves the right to extend the deadline of the competition, if required.
- d. Once submitted, no further changes to the entry will be considered.
- e. Participants, who submit their mascot designs electronically, are responsible for the image quality and resolution of their entries. Designs will be judged based on the quality of the image received.
- f. Entries must not contain or make reference to violence, profanity, sex, offensive religious or racial content or attacks on individuals or organisations. It must not contain or make reference to any names, products or services of any company or entity or any third-party trademarks, logos, trade dress or promotion of any brand, product or service. MPA reserves the right to reject entries that are deemed offensive, inappropriate, or outside the design parameters.
- g. MPA reserves the right to disqualify any entry that does not meet the eligibility criteria stated in paragraph 2(i) or is sent to the wrong email address. Entries in the incorrect file format or submissions that are late, lost, plagiarised, illegible or incomplete will not be considered for shortlisting.
- h. MPA shall not be liable for or obliged to access or accept any entries that are accompanied by viruses or other malicious, corrupting codes, programmes or

macros, or that cannot be accessed as a result of any errors, glitches or corrupted data or files, or any other technical issue.

- i. For more information, visit www.mpa.gov.sg/web/portal/home/maritime-singapore/public-outreach/activities-and-campaigns.

iii. **Judging**

- a. All entries will be judged based on the following criteria:

Criteria	Percentage
Design Rationale Entries are judged based on their relevance to Maritime Singapore. To learn more about Maritime Singapore, visit: www.MaritimeSingapore.sg for more information.	35%
Creativity and Emotional Connection Entries are judged based on how attention-grabbing, aesthetically-appealing and endearing their mascot designs are.	35%
Practicality and Applicability Entries are judged based on how realistic they are. Designs must be producible into costumes. Participants should consider whether their designs can produce mascots that are capable of interaction (e.g. able to move around). Mascot designs should preferably be adaptable across a wide range of mediums including, but not limited to, websites, social media, banners, flyers, posters and other marketing materials.	30%

- b. Following the closing date of the competition, the organising committee of the Maritime Youth Mascot Design Competition will shortlist the top five entries.
- c. A panel of judges comprising senior personnel from MPA, MaritimeOne agencies, local design associations and education institutes will then select the winning mascot design from the five shortlisted entries.
- d. The decisions of the judges are final, and they shall not be obliged to provide any reasons for their selections, or to enter into any discussions or correspondence with participants on any matter relating to the competition. No appeals will be accepted.

iv. **Announcement of Results**

- a. The winner will be notified via email (stated in the completed Entry Form) by 1 April 2017.

v. **Winning Prize**

- a. There will be only ONE winning entry.
- b. The winner will receive a \$1,500 cash prize.
- c. The winner must collect his/her prize in person by 31 May 2017, failing which, MPA will donate the prize money to a charity of its choice.
- d. Prizes are non-transferable, non-negotiable and non-exchangeable.
- e. Where a submission is found to have breached any of the Terms and Conditions, any prize awarded to the participant who has made such submission, will be withdrawn.

vi. **Intellectual Property Rights**

- a. All entries must be original and must not have been submitted for any other competition, or used, published, featured or released in the public domain.
- b. Participants represent and warrant to MPA that their entries are their own original work and creation and do not contain any material that infringes the intellectual property rights of any other person or entity. In the event of breach, the Participant shall indemnify MPA against any third party infringement claims brought against MPA.
- c. Participants, including the winner, will retain all copyrights in their designs. The winner however, agrees that his rights are subject to the provisions of paragraph (d), (e) and (f) below.
- d. The winner shall grant an irrevocable, perpetual, non-exclusive, royalty-free, worldwide, transferable licence to MPA and its representatives to:
 - I. Feature the winning entry in print, online, or in any other media for publicity, marketing or education purposes; and
 - II. Use the winning entry for any production purposes that MPA deems fit.
- e. The winner shall consent to the modification and implementation of the winning design by MPA and its representatives.
- f. The winner agrees not to use the winning design, or any design that is similar to it, for any other competition, or to put it to any public or commercial use.

vii. **Collection, Use and Disclosure of Personal Data**

- a. The winner consents to the public disclosure of his/her name and any data provided by such winner, as the case may be, for any publicity effort by MPA without any payment or compensation thereof.
- b. The winner irrevocably consents to MPA using and disclosing to third parties, any personal information submitted by him or her, for purposes directly or indirectly connected with the competition, and for other purposes connected with MPA's functions. The winner agrees that his or her personal information may be published in any media (including on MPA's website, in print and on television), and disclosed to third parties in connection with MPA's activities. The winner further acknowledges that he or she will not be entitled to receive any notice or any remuneration of any nature in relation to any use or disclosure of his or her personal information in accordance with this clause.

viii. **Other Terms and Conditions**

- a. MPA shall not be obliged to access or accept, nor liable for any loss or damage arising from the submission of any entries that are unreadable, incomplete, mutilated, tampered or irregular, nor for any breakdown or malfunction in any computer system or equipment and any notice which is misdirected or lost in the post.
- b. MPA reserves the right at any time to suspend, discontinue or terminate the competition or change any of its terms (including prizes or any eligibility or judging criteria), at its absolute discretion, without prior notice and without any liability.
- c. In the event of any inconsistency between these Terms and Conditions and any brochures, marketing or promotional materials relating to the competition, these Terms and Conditions, and all its subsequent variations, shall prevail.
- d. A person who is not a party to these Terms and Conditions shall have no right under the Contracts (Rights of Third Parties) Act (Cap. 53B) to enforce any of these Terms and Conditions.
- e. These Terms and Conditions and any variations thereto shall be governed by the laws of the Republic of Singapore.

3. CONTACT INFORMATION

For enquiries, please contact:

Mr Stefan Tan

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Maritime and Port Authority of Singapore
Email: stefan_tan@mpa.gov.sg