

Maldives Promotional Sunny Side of Life Bag Design Competition 2019

1. INTRODUCTION

Maldives Marketing and Public Relations Corporation would like to invite interested parties to participate in the Maldives Promotional Sunny Side of Life Bag Design Competition.

Maldives Promotional Sunny Side of Life Bag is used in more than 20 marketing events held in both domestically and internationally each year. The bag is one of the most famous promotional material used by MPRC to promote Maldives in fairs and roadshows.

The winner of this competition is set to receive MVR 25,000 as prize money. The theme used for the winning design will be use in all the promotional materials to be produced for the year 2020.

2. OBJECTIVES

1. To get more innovative ideas to design the Maldives Promotional Sunny Side of Life Bags and other promotional materials to be produced for the year 2020.
2. To provide an opportunity for locals to show case their creativity in this field.

3. ELIGIBILITY

This competition is open for Maldivians only who are above the age of 18 years old. (Note: Companies are also eligible to participate in this competition).

4. EVALUATION CRITERIA

4.1. Design

The design may comprise of illustrations, sketches, paintings, photographs and text. The entire design must be printable. No added embellishments are expected to be part of the design. The design must be presented as a digital picture file in an easily readable format (preferably PDF, EPS, PNG or JPEG).

4.2. Reflection of Maldives as a Tourist Destination

The design must embody the nature of Maldives as a tourist destination. The design elements must represent the ideas commonly and /or uniquely associated with the Maldives brand.

4.3. Creativity

The design must be new and fresh to the mind. It is expected to convey a wholesome message about Maldives in an easily comprehensible manner.

4.4. Authenticity

The design must not resemble, represent or be reminiscent of any other brand or identity that currently exists anywhere in the world.

4.5. Attractiveness

The design is not expected to lose its appeal in its effort. An ideal design must be attractive to the viewer at a glance and maintain its appeal over time.

4.6. Originality

The design must be new in its expression of ideas. It should not be reminiscent of any other brand or identity that currently exists anywhere in the world.

4.7. Practicability

The representation of ideas in the design must be practical and realistic. It must not represent a false idea about Maldives.

5. DEADLINE FOR SUBMISSION OF THE DESIGN

- 5.1. Participants shall submit their proposal before **1500 hours of 11th June 2019** via email.
- 5.2. Proposals received after the stated date and time will not be accepted

6. SUBMISSION GUIDE LINE

- 6.1. Each participant shall submit a brief description of the design not exceeding 500 words. Font should be in “Trebuchet MS” and font size 11.
- 6.2. Each party shall submit a soft copy of the design.
- 6.3. Participants should send their design to procurement@visitmaldives.com copied to info@visitmaldives.com no later than the deadline.
- 6.4. Subject of the email should be “Sunny Side of Life Bag Design Competition 2020”
- 6.5. MMPRC encourages to use VisitMaldives logo colours in the design but are not limited to use any suitable colours in the design.
- 6.6. Shortlisted participants may be requested to give a presentation of their design to the judging panel.
- 6.7. The winner will be contacted by telephone and email to arrange award the prize.
- 6.8. To incorporate visitmaldives logo in the drawing.

7. FOR QUERIES

For queries please contact Mr. Ahmed Shareef from +960 3323228 or via email; shareef@visitmaldives.com

8. GENERAL TERMS AND CONDITIONS

8.1. GENERAL

- 8.1.1. MMPRC shall not be responsible for IT failure, entries lost, damaged or delayed and proof of transmission, posting or sending will not be accepted as proof of receipt.
- 8.1.2. By submitting your Design to MMPRC, the entrant irrevocably grants MMPRC, a worldwide non-exclusive, royalty free license to: download, copy, reproduce, edit, cut and use the theme of the design on any other production of MMPRC.
- 8.1.3. You waive all claims against MMPRC, its personnel and agents arising out of any oral or written publication or republication of any statement made by in connection with the present contest, your person or your design entry.
- 8.1.4. You agree to indemnify and hold MMPRC, its personnel and agents, harmless from any third party claims for loss, damage, prejudice, liability or expense suffered as a result of or in any manner in connection with your design entry, any other of your acts or omissions or any information which you provided.

8.2.DISQUALIFICATION

MMPRC reserves all the rights (in its absolute discretion) to reject entries and disqualify entrants, including but not limited to where there is cause to believe that:

- 8.2.1. There has been a breach of the terms and conditions; or
- 8.2.2. The design submitted includes culturally inappropriate, irreligious, violent or unethical theme / concept; or
- 8.2.3. The design submitted contains plagiarized theme / concept; or
- 8.2.4. Registration and submission is late, illegible, incomplete, invalid, defaced or corrupt; or
- 8.2.5. The design is sent through agencies, or by groups or third parties

8.3.JURISDICTION

The exercise of the rights granted hereunder shall be governed by and construed in accordance with the law of the Republic of Maldives. In case any dispute, controversy or claim arising out of or relating to the subject matter hereof cannot be settled amicably between the entrant and MMPRC shall be submitted to the exclusive jurisdiction of the Court of the Maldives.

APPENDIX 1

1. BAG SIZES

