

Terms and Conditions of the Chelsea in America Logo Design Competition

1. This competition is for the design of a new logo for Chelsea in America (“CiA”). The contest is open to USA residents who are members of CiA only.
2. Contestants must be 18 years old or older on the closing date (see section 9 below) to enter this competition. By entering, each Contest entrant (“Entrant”) understands and agrees that, if selected as a potential finalist, he/she will be required verify eligibility; and, failure to furnish all required information will result in disqualification. In addition, CiA reserves the right in its sole discretion, to disqualify a potential Entrant if Entrant is not eligible to participate in the contest or has been convicted of, or charged with, a felony or crime of moral turpitude, as determined by CiA in its sole discretion.
3. To enter the competition, design a logo to be used on the CiA website and products. Design an image which you think incorporates the design brief set out in section 12 below. Email your design and entry form to **commsciafc@gmail.com**.
4. All designs must be submitted by email only, in one of the formats set forth in section 12 below.
5. By submitting a design to this competition, you are accepting these Terms and Conditions. You further agree that if your entry is selected as the winning entry, you are assigning your entire right title and interest in your design to CiA and you will not be entitled to receive any royalties or other consideration, now or in the future, for such assignment other than the contest prize set forth in Section 14 below. In such case, CiA will own your design and will have the exclusive right to use your design on a worldwide and exclusive basis in perpetuity, including the right to use the design for promotional purposes and any other use or purpose. If you are not selected as the winner, ownership of your design and all intellectual property rights in such design will revert to you. You must sign the attached Trademark Assignment Form, but if your design is not the winning entry, that form shall be null and void and of no effect.
6. Entries must be entirely your own original work and must not breach or be in violation of any copyright or other rights of third parties. CiA will not be in any way liable for any non-original work submitted by you and you agree to indemnify and hold CiA harmless from any such claim. All entries must be suitable for publication on the CiA website and public viewing. The design must not include any defamatory, offensive, or unlawful content and comply with all design criteria set forth in the design brief set out in section 12 below.
7. If you wish to enter this competition, you must provide CiA with your full name, current residential address, telephone number, and email address. CiA will only use your personal details for the purposes of administering this competition and, except your full name, will not publish such information or provide such information to anyone without your permission.
8. Only one entry will be accepted per person. Entries cannot be returned so remember to keep a copy. Please also keep a higher resolution version of the entry. If selected as the winner, we will ask you to provide this copy.

9. The deadline for receiving entries for the competition is 10 p.m. ET on the 15 day of December 2025. Results will be announced via CiA e-newsletter on the 15 day of January 2026. CiA reserves the right to extend the competition deadline at its discretion. If there is a revision, the revised date will be published on the CiA website and the date for announcing the results will be postponed accordingly.
10. The winner will be selected by CiA taking into consideration the criteria set out in section 12. CiA reserves the right to use any subjective criteria it chooses in selecting a winner.
11. CiA's decision is final and binding.
12. All entries will be judged using the following criteria, but CiA reserves the right to subjectively evaluate all entrants:

A. Core Requirements:

1. Shape must be circular.
2. Entry cannot use any current official Chelsea FC marks (e.g., current lion, poppy, soccer ball).
3. Entry must avoid any imagery or symbolism that could be associated with problematic or misogynistic chants (e.g., "Celery").
4. An Entry may not contain, and CiA, in its sole discretion, may disqualify and/or remove any Entry that contains any content that: (1) violates any law or regulation; (2) violates or infringes any right of any third party, including but not limited to intellectual property rights, such as but not limited to rights of copyright, trademark or patent, or rights of publicity or privacy; (3) is defamatory, slanderous, libelous, scandalous or obscene; (4) contains any third person's personal information, such as personal names or e-mail addresses; (5) contains any virus, bugs, or other deleterious material; (6) embodies the names or likenesses of any individuals other than Entrant unless Entrant has first obtained the prior written consent of any named/depicted/described person as set forth herein; (7) is sexually explicit; violent or derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic; contains nudity; (8) promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); (9) promotes any activities that may appear illegal, unsafe or dangerous; promotes any particular political agenda or message; (10) is obscene or offensive; (11) communicates messages or images inconsistent with the reputation, image and/or goodwill of CiA, or any other entity or person affiliated with this contest; (12) is otherwise inappropriate, objectionable, or unsuitable for the uses contemplated in these Terms and Conditions, as determined by CiA in its sole discretion.
5. Entries must be the original work of the Entrant, no entries generated by artificial intelligence, generative AI, large language models, or similar programs, including, but not limited to ChatGPT, Google Gemini, Microsoft Copilot, Grok AI, and Apple Intelligence will not be considered. CiA reserves the right, at its

sole discretion, to exclude any entry CiA determines to have been produced in violation of this rule.

6. Entry may not have won previous awards. By submitting an entry, Entrant further warrants and represents that he/she and any persons appearing or who are identifiable in the Entry consent to the submission and use of the Entry in the Contest and to use of the Entry as otherwise set forth herein.

B. Visual and Aesthetic Options:

1. Modern and Dynamic Aesthetic:

- a) Logo should have a contemporary, fresh, and forward-thinking feel, moving away from a dated look.
- b) Recommend that designers prioritize clean lines and a sleek design that feels energetic and current.

2. Color Palette:

- a) Designers have flexibility in color choice but are required to provide a justification for how their palette reflects CiA and Chelsea.

3. Readability and Simplicity:

- a) Logo must be easily recognizable and legible at various sizes.
- b) Designs should be clean and avoid excessive detail or clutter.

4. Versatility:

- a) Logo must work effectively across diverse applications (digital, print, merchandise, social media) and in both full color and monochrome.
- b) Design should be easily scalable without loss of quality or detail.

5. Iconic and Memorable:

- a) We encourage designs that are unique, stand out, and are easily recallable.
- b) The logo should have a distinct identity that represents CiA.

6. Originality:

- a) All submissions must be 100% original work, free from copyright infringement.

C. Subtlety and Inclusivity Options:

1. Positive and Inclusive Image:

- a) The logo should project a welcoming, inclusive, and positive image for all CiA members.

2. Avoid Overly Aggressive Imagery:

- a) While reflecting passion, the logo should avoid overly aggressive or confrontational visual themes.

D. Designer Submission Guidelines:

1. **File Formats:** Require submissions in specified high-resolution vector formats (e.g., AI, EPS) and raster formats (e.g., PNG with transparency, .JPG).
 2. **Design Rationale:** Submissions must include a short-written explanation from each Entrant detailing their concept, symbolism, and how their design meets the chosen criteria.
13. The winner will be announced on the CiA website (<https://www.chelseainamerica.com>) and on our social media pages, including Facebook, X and Instagram.
 14. The winner will receive a prize of an autographed, framed player jersey worth up to \$500. CiA will post the prize to the winner within 30 working days of announcing the winner.
 15. CiA does not accept any responsibility for late or lost entries regardless of the reason. Proof of sending is not proof of receipt.
 16. Entrants must supply full details as required above and comply with all rules to be eligible for the prize. No responsibility is accepted for ineligible entries or entries made fraudulently. Proof of age or eligibility may be required.
 17. The contest may be cancelled at the sole discretion of CiA for any reason and at any time. Furthermore, CiA reserves the right to change or modify any of the rules or procedures for any reason and at any time.
 18. CiA reserves the right in its sole discretion to disqualify any individual they find to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, CiA reserves the right to seek damages from any such person to the fullest extent permitted by law. CiA's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. CiA and its designees are not responsible for failed, partial or garbled computer transmissions, or for technical failures of any kind, including but not limited to electronic malfunction or damage of any network, hardware, or software. If for any reason the Contest (in whole or in part) is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, fire, flood, storm or other natural cataclysm, riot, strike, civil commotion, governmental regulation or any other causes beyond CiA's control that corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, CiA reserves the right, in its sole discretion, to disqualify any individual who tampers with the entry process, and to terminate, modify or suspend the Contest. In such event, CiA reserves the

right to conduct the Contest and select the Finalists and the Winners in a manner which is fair, appropriate, and consistent with these Official Rules, as determined by CiA in its sole discretion. Notice of termination/modification/suspension of Contest will be posted on the Contest Website and CiA's Instagram account. No responsibility is assumed for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or loss, destruction or unauthorized access to, or alteration of, entries (including Posts); or any problems or technical malfunctions of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or electronic entry to be received on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to Entrant's or any other person's computer or mobile device related to or resulting from participation in or downloading any materials from this Contest.

19. By participating in this Contest, each Entrant agrees: (a) to be bound by and abide by these Official Rules and the decisions of CiA, and all judges, which shall be final and binding in all respects; (b) to furnish CiA with executed copies of any documents required by CiA in order to be confirmed as a Finalist and/or Winner, including without limitation, the Trademark Assignment Form and any other contest documents as set forth above; and (c) to shall indemnify and save harmless CiA, and its parent, subsidiary, affiliated, related and successor entities, advertising and promotion agencies, and each of the foregoing entities' respective officers, directors, members, servants, employees, agents, attorneys, predecessors, heirs, successors, assigns, insurers, and sureties (collectively, the "**Released Parties**") from any and all claims, demands, causes of action, damages, costs, expenses, actual attorneys' fees, losses or liability, in law or in equity, of every kind and nature whatsoever to persons, including death, or property resulting, in whole or in part, directly or indirectly, from: Entrant's participation in the Contest or any Contest-related activity (including any travel related thereto); the acceptance, possession, use or misuse of prize(s) (or portion thereof) (including any travel or activity related thereto); the substitution of the prize (or any portion thereof) in accordance with these Terms and Conditions; the Released Parties' use of any of the rights granted in these Terms and Conditions; and/or (1) any incorrect or inaccurate information, whether caused by Entrant's, printing errors or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind; (3) unauthorized human intervention in any part of the entry process or the Contest; (4) Entrant's use of any third party's intellectual property rights, including, but not limited to rights of copyright, trademark or patent, or rights of publicity or privacy or (5) technical or human error which may occur in the administration of the Contest or the processing of entries.
20. Except where prohibited, Entrants agree that: (a) any and all disputes, claims, and causes of action arising out of or connected with this Contest, or the awarding of the Prize/determination of winner, shall be resolved individually, without resort to any form of class action, and exclusively by arbitration pursuant to the Rules of JAMS, then effective (notwithstanding the foregoing, Entrant shall not be precluded from seeking relief in small claims court for disputes/claims within the scope of the jurisdiction of small claims court and any remedies available to Entrant under applicable federal, state or local law remain available to Entrant and are not waived pursuant to this section); (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest but in no event attorneys' fees; and (c) under no

circumstances will Entrant be permitted to obtain awards for and Entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased and any and all rights to injunctive relief. The arbitrator hearing such dispute/claim/cause of action shall be neutral and the Entrant will have a reasonable opportunity to participate in the selection of the arbitrator. Such arbitration will take place at a location near the Entrant's residence, and the Entrant has the right to an in-person hearing in the arbitration proceeding, if desired. The arbitration will allow for the discovery and/or exchange of non-privileged information between Entrant and CiA. Should an Entrant initiate arbitration pursuant to this section, the Entrant shall be responsible for JAMS's fees to do so, with all other costs of such arbitration being borne solely by CiA. If Entrant is a California resident and CiA is the prevailing party in such arbitration, such Entrant will not be responsible for CiA's costs and fees in conjunction with the arbitration proceeding; BUT, IN ALL OTHER CASES, ENTRANT WILL BE RESPONSIBLE FOR SUCH COSTS/FEE'S IF REQUIRED BY THE ARBITRATOR'S RULING. For the avoidance of doubt, the requirement to arbitrate disputes pursuant to this section is reciprocal and binding both upon Entrants and CiA. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of Entrant and/or Released Parties in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of California, without regard for conflicts of law doctrine of California or any other jurisdiction.

21. Entrants will be deemed to have accepted these rules and to agree to be bound by them when entering this competition.
22. This competition is administered by CiA.
23. These rules are governed by the laws of the State of California, United States of America.