

#KenyaOnCanvas

TERMS AND CONDITIONS FOR THE SAFARICOM #THISISMYKENYA 2019 CHALLENGE

The following are the terms and conditions for the Safaricom #ThisIsMyKenya 2019 Challenge (“the Project”) and by submitting your painting as defined in these terms and conditions you are deemed to have read, understood and accepted these terms:

1. THE PROJECT

- a. The Project presents artists with the opportunity to showcase their talent over a wide range of media including production of the Safaricom 2019 Calendar which is the major highlight in this Project. Artists will produce their beautiful version of Kenya on canvas.
- b. The artists who will be selected pursuant to these terms and conditions will enter into an agreement with Safaricom to transfer the copyright in the submitted artwork in perpetuity to Safaricom for its use solely in production of the #ThisIsMyKenya 2019 calendar in its physical and printed format as well as the digital (specific to the calendar campaign).
- c. The selected artists shall be available to promote the Project and Safaricom shall use their names, reputation, visuals in the Project and the calendar production and publication.
- d. The selected artists will each be paid a fee of Kenya Shillings Two Hundred Thousand (KShs. 200,000.00), inclusive of VAT and withholding taxes in respect of the artwork submitted.

2. ELIGIBILITY

Participation in the Project is open to all artists who meet the Entry Criteria defined below and are ready and willing to abide by these terms and conditions.

3. PROJECT PERIOD

The Project submission commences on Saturday, 22nd September 2018 and will run for a period of thirty (30) days ending at 11.59 pm on Friday, 19th October 2018 (“Submission Period”). The selected artists will then proceed to the next stage of the Project which is to photograph the artwork submitted capture and produce unique sceneries in Kenya (both stages together are referred to as “the Project Period”).

4. ENTRY CRITERIA

- 4.1 Any submissions made in violation of the Entry Criteria or any of these terms will automatically be disqualified whether during or after this selection process and the participant if selected, will immediately be disqualified and not be entitled to any payment.

#KenyaOnCanvas

4.2 Participants MUST meet the following criteria as a pre-condition to submitting their painting in the Project:

- a. Be Kenyan citizen aged eighteen (18) years and above;
- b. Be holders of a valid passport or Kenyan national identification card;
- c. Have a valid PIN certificate;
- d. Must have painted the painting submitted in their individual capacity;
- e. Avail the canvas on which the submitted painting is painted on from 29th October 2018 to 5th November 2018 for photography of the painting.

5. HOW TO PARTICIPATE

5.1 If you meet the Entry Criteria:

- a. Visit <http://thisismykenya.co.ke> (“the Site”);
- b. Upload a photo of a painting that captures depicting your beautiful version of Kenya;
- c. While still on the Site, write a description of your painting.

5.2 Safaricom will vet your painting and accompanying essay after which it will select the thirty six (36) best artists whose painting will be featured in the production of the Safaricom 2019 calendar. Safaricom’s decision on the selection shall be final.

5.3 Participants MUST wholly and absolutely own the copyright in the painting submitted on the Site. Under no circumstance whatsoever shall paintings in the public domain or public domain images or footage or painting done by third parties be submitted on the Site by participants. By submitting images of their painting on the Site, Participants fully indemnify Safaricom against any liability, loss, damages, costs and expenses awarded against or incurred or paid by Safaricom as a result of or in connection with any claim related or arising from their submission.

5.4 The painting submitted on Site shall be for purposes of judging and selecting the required artists.

5.5 Whilst Safaricom will take every effort to protect your artwork we cannot guarantee its absolute protection. Safaricom does not take any responsibility whatsoever for the protection of copyright in the painting. By submitting a photograph of the painting on Site you agree to publication of the painting on the Site and access thereto by members of the public.

5.5 The selected artists will be contacted by Safaricom and shall sign an agreement to carry out the work broadly defined in clause 1 above. The selected artists will also be published on the Site.

#KenyaOnCanvas

6. THE GENERAL TERMS

- a. Safaricom reserves the right to verify the validity of entries and to disqualify any entrant who tampers with the entry process or breaches these terms of submission.
- b. Safaricom reserves the right to suspend or terminate the Project or amend these terms and conditions at any time for any technical or commercial reason. Any amendment to these terms and conditions will be published on the Safaricom microsite <http://thisismykenya.co.ke> and any other media as Safaricom may choose.
- c. If you are selected as one of the artists whose painting will be featured in the Safaricom 2019 calendar and you fail to sign the engagement agreement or are found to have been in violation of these terms and conditions, Safaricom shall immediately withdraw your selection or terminate your engagement without any compensation whatsoever. Safaricom reserves the right to recover from you any costs expended and/or damages arising from such withdrawal or termination.
- d. Safaricom does not guarantee that you will be selected as one of the required artists or that upon selection you will proceed to or even conclude the production stage.

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Call for entries

Use your canvas to tell Kenya's beautiful story..

For too long Kenyan art has been whispered about. We believe now is the time for its magnificence to echo far and wide! Through the Safaricom calendar, we have a chance to celebrate Kenya through the eyes of gifted Kenyan artists. A chance to explore our beauty, wildlife, love, aspirations, hope, laughter, and more! This is also a wonderful opportunity to rally behind Kenyan art and take it to the next level - we believe that if we truly come together around Kenyan art, invariably, great things will happen! Twaweza.

The brief

Are you an aspiring artist? Come celebrate your artistic talent with Kenya and show us an expression of your version of beautiful Kenya. Through your art, we want to tell the beautiful stories of Kenya - people, culture, wildlife, life, love, laughter and hope. Kenya is our country and each of us sees it from a different angle. And your unique angle is what we need to see

The paintings can be around:

1. Culture – People, Matatus, Music etc
2. Landscape
3. Wildlife
4. Architecture
5. Sports (Athletics)
6. Fashion
7. Occupations
8. Music
9. Celebrations
10. Food
11. Other

Feel free to come up with a new piece in line with this or share already existing work that you feel fits the brief.

Artist specification

Works can be on any medium: Paintings, Drawings and Collages. Paintings and Drawings, can be executed with oils, watercolors, tempera, acrylics, ink, and pencils

- Create art in landscape format
- Take clear pictures for uploading on the microsite
- Maximum upload size is 2MB
- Has to be either JPEG or PNG format
- Minimum width 960 px minimum height 640px to avoid pixilation of image on site
- Provide a brief description and title which we will display on the site
- The original canvas must be intact
- Artists can submit more than one artwork

How to Enter

- Go to www.thisismykenya.co.ke
- Fill in the application form as required
- Upload your artwork
- You can enter as many artworks as you wish as separate submissions (1 artwork cannot be submitted more than once)

By entering this competition, you have accepted the Terms and Conditions.

Entry Criteria

Participants MUST meet the following criteria as a pre-condition to submitting their photographs in the Project:

- Be Kenyan citizen aged eighteen (18) years and above
- Be holders of a valid passport or Kenyan national identification card

Post Submission

Kenyans will be able to view your artwork on the online gallery where they can like and share to build your votes. Get as many of your friends and family to like your picture on the site to strengthen your chance of getting to the final judging phase.

Judging

The judging exercise will be done in two rounds by a selected panel of experts.

- Round 1-Uploaded selected artworks will be reviewed and owners of the selected artworks will be contacted directly to submit their physical submissions for the final round of judging. Selected artists will have 5 days to deliver their physical artworks
- Round 2 - The judges will thereafter review the physical submissions and select 36 artworks that will make it to the Safaricom 2019 Calendar
- Winners will be notified by Scanad Kenya Ltd (or Safaricom) by 28th October

Prize Money

The selected paintings that make it to the calendar will receive KShs. 200,000 each. We will also do an online auction for the final selected images (physical painting/artwork) and 80% of the proceeds from the auction will go to the individual artists and 20% towards the art development in the country by working with experts in this field.

Timelines

Competition opens: 22nd September 2018

Competition closes: 19th October 2018

Any queries relating to this brief can be directed to Claire Muriithi on:

E-MAIL: CMURIITHI@Safaricom.co.ke or

MOBILE: 0712 220154 before 30th September 2018.