

Please note: The English version is a courtesy translation only.
Only the German version is binding.

Conditions of participation for the 2022 Oktoberfest poster competition

Since 1952, the City of Munich has been organising an annual poster competition for Oktoberfest, inviting people to take part in an open competition.

1. Background

Oktoberfest is a traditional folk festival organised by the City of Munich and reflects the Bavarian way of life. It combines culinary and cultural enjoyment. However, the traditional Munich festival – with Munich hospitality and Munich beer – is also a festival featuring a broad selection of funfair attractions, amusements, show booths and much more to entertain. It is a cheerful celebration which people of all generations and backgrounds can enjoy.

What makes the Wiesn special is that it easily masters the balancing act between festival for the local Munich residents and an international mega-event; that it remembers its roots while still being open for new developments. A typical mixture of high tech amusement rides (Höllentanz, Power Tower, Cyber Space, etc.) and tradition (e.g. the nostalgic funfair attractions Krinoline, Toboggan or Teufelsrad) is characteristic for the festival of festivals and accounts for its outstanding attractiveness.

With a history of more than two hundred years, Oktoberfest has now become a legend: the largest folk festival in the world. A global survey on the acceptance and popularity of German terms abroad revealed that 91 percent of those surveyed knew the term “Oktoberfest”. The “festival of festivals” has unmistakably shaped the image of Munich, the Bavarian metropolis.

The City of Munich Department of Labor and Economic Development is organising and running the Oktoberfest.

More information on Oktoberfest can be found at www.oktoberfest.de

2. Objective and task

Create a design for the poster for the 2022 Oktoberfest in Munich.

3. Execution, design and evaluation criteria:

3.1. Only designs that have been **digitally created** as a **PDF/X** file with the following parameters may be submitted:

- Only PDF/X-1a or PDF/X-3 or PDF/X-4 are accepted.
The standard PDF/X guidelines on “Boxes, embedding, comments, transfer curves, grid settings, overfilling, separation, compression, encryption, identification, etc.” must be adhered to.
- DIN A 1 portrait format.
Please note: Document size DIN A 1 (594mm width x 841mm height) must be accurately adhered to, and the bleed must also be properly created.
- At least 3 mm bleed allowance.
- Spot colours and/or special colours, such as HKS or Pantone, etc., are not allowed.
- Emoji symbols are also not allowed.
- Only a **max. file size of 100 MB** per design is allowed
(We do however recommend a minimum resolution of 200dpi for images).
- All colours in the design must be created for **four-colour offset printing** used for coated paper (recommended: ISO Coated V2) and must also be suitable for small merchandising items with different surfaces.

3.2 In addition to the PDF/X file, the design requires an RGB preview image as a .jpg file for display online; it must have an image size of 1000x1414 pixels and a maximum file size of 2MB. The preview image is required for the display of the online voting, so you should not use crop and register marks here.

3.3 All working methods are possible.

3.4 Each participant may submit only one proposal.

3.5 If the poster in question belongs to the prize-winners and is to be printed, the printable file (high-resolution fine data, CMYK) must be made available free of charge to the Department of Labor and Economic Development for reproduction.

3.6 The motif to be designed should express the originality of Oktoberfest in a striking and brilliant manner – with a focus on the aspects of vitality, joie de vivre, humour and delightful witticism. Portraying the Oktoberfest as a beer and party event does not meet the criteria. Discriminatory representations are prohibited.

3.7 These texts (in German) must be integrated into the design:

Oktoberfest München
17. September bis 3. Oktober 2022

or

Oktoberfest München
17.9. – 3.10.2022

The date should be smaller in font size than the title, but not smaller than 3 cm capital letter height for the DIN A1 format.

The official logo/wordmark "Oktoberfest München", which the participants can download from [Logo Oktoberfest Plakatwettbewerb](http://www.muenchen.de/media/oktoberfestplakat/Logo_Oktoberfest_Plakatwettbewerb.zip) (www.muenchen.de/media/oktoberfestplakat/Logo_Oktoberfest_Plakatwettbewerb.zip), must be included in the design with a width of at least 65 mm. The guidelines of the user manual "Word Mark and Logo for Oktoberfest Munich" in Appendix 1 of this document must be observed.

Title, date and logo/wordmark are elementary components of the Oktoberfest poster and must be large, clearly legible as well as legible with high contrast. Therefore, the minimum sizes mentioned above actually represent the extreme limits and should not be exhausted to the maximum.

3.8. The draft may not contain any additional third-party content (e.g. stock images, stock art) or additional written phrases, such as "Prosit" or "O'zapft is".

4. Submission deadline

4.1 A registration via an online form (see Section 4.3.) on muenchen.de is a prerequisite for the participation. Registration is possible from 19.10.2021 and must be completed by midnight on 16.11.2021.

4.2 The competition entry, including the participant information (see Section 4.3.), must be complete and uploaded using an online form, keeping to the criteria mentioned under Section 3. and made accessible to the City of Munich. As part of the registration, an email with an activation link is sent to the participant to authenticate his or her email address. A valid email address is required to take part in the competition. The competition entry may be uploaded starting on 19.10.2021 and must be completed by 06:00 am on 17.11.2021.

Contact for enquiries:

City of Munich

Department of Labor and Economic Development

Email: oktoberfest-plakatwettbewerb@muenchen.de

4.3 Please provide the following personal information on the entry form for the registration:

- Name
- Birthdate
- Address
- How to reach you (phone number, email address)
- Website
- Short CV as a PDF

Information on data privacy

Responsible for data processing is the City of Munich, Department of Labor and Economic Development, Herzog-Wilhelm-Straße 15, 80331 München (oktoberfest-plakatwettbewerb@muenchen.de)

We require the data you have given for the online registration to run the Oktoberfest 2022 poster competition. If you are successful (1st-3rd place), your data will be passed on to national, international and online media for reporting on the competition. The winners' names (1st-3rd place) are also published on www.muenchen.de, www.oktoberfest.de and www.facebook.com/oktoberfest. Your data will be deleted after the competition has been completed and evaluated.

You can revoke the consent given when you submit your data at any time, effective immediately, by sending an email to oktoberfest-plakatwettbewerb@muenchen.de. You cannot take part if this is the case.

You have the following rights in relation to data processing: the right to access; the right to rectification; the right to erasure; the right to restrict processing; the right to object to processing; the right to data portability and the right to complain to a supervisory authority.

The address of the Data Protection Officer for the City of Munich is as follows:
Landeshauptstadt München, Behördlicher Datenschutzbeauftragter, Burgstraße 4, 80331 München, email: datenschutz@muenchen.de

5. Identification

5.1 With the participation and the upload of the competition documents, the submitted entry is linked to the participant or the participating team in the database with a unique ID and is marked accordingly. In addition to the plain text information, the documents are administered anonymously in the system.

5.2 Teamwork

If the design was designed by two or more persons (= 1 team), only one online entry per design would be made, whereby it is stated that the participation will be made as a team. In this case, a team name must be entered in the form as part of the participation. In addition, the first and last names of the team members must be entered in the corresponding fields, as well as a telephone number for each team member.

The short CV must also be uploaded in PDF format for each additional team member; the appropriate fields are available for this purpose in the upload form.

The first team member whose data is completely entered on the entry form may act as a contact person for enquiries.

6. Evaluation

6.1 Pre-selection

Before the online voting, a representative of the Department of Labor and Economic Development and a qualified jury member will pre-select the competition entries according to the following criteria:

- **Graphical quality:** The preliminary jury will examine the designs for compliance with the graphically required parameters (as in 3.1. – 3.8.) and parameters such as font size, correct use of the word/image logo, legibility, creativity, poster impact and technical professionalism.

- **Content check:** The preliminary jury will examine the designs for compliance with the content communication guidelines. In particular, it should strike the right balance between the "funfair and beer (tents)". The objective of the visual communication – "An Oktoberfest for all, not just party animals" – must be followed in the implementation. Discriminatory designs will be rejected.

- **Suitability for licensed items:** The preliminary jury examines the designs for feasibility, particularly as a motif for licensed articles such as T-shirts, beer mugs, pins, etc. The motif must still be clearly visible even when extremely small (pins). In addition, the image must be suitable for a wide variety of production techniques on different materials.

If one or more criteria are not fulfilled, the corresponding design will not appear in the online voting. The City of Munich reserves the right to make final decisions in this respect.

6.2 Online voting on oktoberfest.de/plakat

On January 2022, the designs preselected according to Section 6.1 may be voted on by means of a corresponding authentication by email. Each voter may cast as many votes as he or she wishes. Only one vote may be cast per image. The default sorting for displaying the posters during voting is done by a random generator.

6.3 Final selection

A jury appointed by the Economic Committee of the City of Munich is expected to evaluate the best 30 designs from the online voting at the end of January / beginning of February 2022. The evaluation shall be based, in particular, on the criteria set out in points 1, 3 and 6 of this call for entries. The jury is expected to be made up of the following persons:

Technical judges:

- Christine Moosmann, novum
- Ronald Focken, Serviceplan Agency
- Annette Roeckl, Roeckl Handschuhe & Asseccoires GmbH & Co.KG
- Peter Inselkammer, spokesman of the major Oktoberfest proprietors
- Otto Lindinger, spokesman of the smaller Oktoberfest proprietors
- Günter Malescha, souvenir retailer
- Henning Rader, Münchner Stadtmuseum, collection of graphic arts, posters, paintings
- Josef Thaler, CommClubs München spokesman
- Clemens Baumgärtner, Chief Executive and Governing Member of the Munich City Council

Local community judges:

- Anja Berger, city councillor
- Thomas Schmid, city councillor
- Roland Hefter, city councillor
- Tobias Ruff, city councillor
- Gabriele Neff, city councillor
- Marie Burneleit, city councillor

The jury members may appoint representatives if they are not able to participate. The jury is competent if at least half of the members are present. The members of the jury shall elect a chairperson from among their members by a simple majority, who shall ensure that the jury is

properly conducted and that its decisions are complied with.
Legal action is excluded from the decision of the jury.

6.4 Exclusion criteria

Designs that do not meet the criteria of the call for entries or are of a discriminatory nature shall be excluded from the award. Designs that have already won awards are also excluded.

7. Prizes and fees

7.1 Prize money

The Department of Labor and Economics offers three prizes:

1st Prize €2,500

2nd Prize €1,250

3rd Prize €500

Please note: The prize money must be shared by a team!

7.2. Usage fee (license fee)

In addition to the prize money, a fee of €5,000 will be paid for the design to be
implemented (usually the 1st Prize)

for the transfer of the types of use mentioned in Section 8.

The statutory value-added tax is paid for the prize money and the usage fee.
The total amount of the prizes will always be paid out.

However, the Department of Employment and Economics does not assume any obligation to use one of the submitted designs, in which case the usage fee is waived.

8. Use of the designs

In the event that a design is voted by the public in accordance with Section 6.2 of this agreement, the participant grants the City of Munich the right to publish, disseminate and make it publicly accessible for the purposes of public relations work (especially in social media) and to make it available to the media and the press for further use, dissemination or publication, in particular in digital form within the framework of press and public relations work. A mention of the author/artist is not required.

In the event that a design is to be implemented as the official Oktoberfest poster, the participant assigns all currently known rights of use to the submitted competition work for all currently known types of use to the City of Munich, represented by the Department of Employment and Economics. The rights of use are transferred exclusively, as well as with respect to location, time and content, without limitation and made transferable (§ 34 UrhG – German Copyright Act) and sublicensable (§ 35 UrhG). § 37 UrhG is waived. The participant also grants the City of Munich the rights to use and exploitation of all previously unknown types of use. In this respect, the statutory provisions (particularly § 31 (a) and § 32 (c) UrhG)

apply.

The transfer of rights of use includes, in particular, the following uses:

- a) The promoter's tourism advertising (e.g. use for posters and brochures).
- b) Commercial use (e.g. for souvenir articles and advertising in the electronic media) by the City of Munich or third parties authorised to do so by the City of Munich.
- c) All rights of use and exploitation, which are listed in the overview of the usual market remuneration for image rights of use, issued by the Mittelstandsvereinigung Foto-Marketing (association of small and medium-sized photo marketing businesses).
- d) The right of reproduction, in particular, for use on image and sound carriers, for storage on storage media of any kind, such as CD-ROMs, DVDs, memory sticks, USB storage drives, laptops, hard disks, SD cards, Blu-rays, SSDs, but also in physical form, as well as for archiving, storage and to be kept in databases and cloud systems.
- e) The right of distribution, in particular, for rental, use of the photographs for advertising purposes and for the marketing of products, for use in print media such as books, posters, flyers, banners, brochures, postcards, calendars, catalogues, magazines, newspapers – in each case as a single issue or in regular issues – roll-up systems (stand displays), business applications (e.g. business cards, letterheads, stickers) and other uses of this kind.
- f) The right to exhibit, present, demonstrate and perform, as well as the right to transmit radio broadcasts and to be made publicly accessible, in order to enable presentations of the work of any kind.
- g) The right to make it available to the public, in particular, the right to store and make available as well as further use in databases, for general use on the Internet (such as on websites and in web publications), for use for on-demand services (e.g. video-on-demand) and for use in social networks (e.g. Facebook, Instagram, Twitter, etc.).
- (h) The broadcasting rights, in particular for use on television, such as DVB-T2, DVB-S or IPTV.
- i) The right to edit, in particular, for use within the framework of other media products within the scope of the rights granted herein, for use within the scope of editorial work, which particularly concerns press and public relations work, and for use in films, commercials, videos and all other forms of moving images. In particular, the author agrees that the work may also be used in ways other than the original version, in particular, in extracts, in black and white or with minor changes to the motif (for merchandising, etc.).

By participating in the poster competition, the participant pledges that he/she is the owner of all rights required for the granting of rights regarding designs made available by him/her and that the contractual use or exploitation of the designs by the City of Munich or third parties does not violate any statutory regulations or rights of third parties. The participant shall indemnify the City of Munich from any liability in this respect and shall bear the necessary costs for the legal defence of the city. The participant is also obliged to support the city in case of a dispute; in particular, he/she has to provide appropriate legal evidence in case of a dispute, e.g. co-author's declarations, model or property releases or consent of minors.

The judges' decision is final.

The designs of the 1st, 2nd and 3rd prize winners will be transferred to the poster collection of the Münchner Stadtmuseum in the form of high-resolution image files. The prize-winners' designs are also used by the City of Munich as part of its public relations work. The originals of the prize-winners can be used for exhibition purposes, also by third parties. These uses are covered by the prize money.

The City of Munich has the right to publish all 1st, 2nd and 3rd prize winners (especially on the Internet or via social media and as long as the author's name is stated) submitted within the framework of the competition without paying a separate usage fee. Designs and participation data that were not awarded will be deleted by the City of Munich in August 2022.

Participants are excluded from taking part in the poster competition if they have any economic or other ties to one of the jury members or the jury member's company or are an employee or representative of them. Participants are obliged to inform us immediately of any such ties.

By participating, each participant accepts the terms and conditions of this call for entries. The guidelines for design competitions issued by the Bund Deutscher Grafik-Designer (Federal Association of German Graphic Designers) are decisive for all questions not addressed in this call for entries.

Munich, August 2021

Appendix 1: WORD MARK AND LOGO FOR "OKTOBERFEST MUNICH"

Eligibility Requirements Oktoberfest poster competition

Appendix 1: WORD MARK AND LOGO FOR “OKTOBERFEST MUNICH”

USER MANUAL

WORD MARK AND LOGO FOR "OKTOBERFEST MUNICH"

Guidelines for how to present and use the brand logo



USER MANUAL

WORD MARK AND LOGO FOR "OKTOBERFEST MUNICH"

Simple guide to the Oktoberfest logo
for quick and easy use.

Small table of contents:

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1. Consistency

The logo must never be modified.
It is copyright protected.

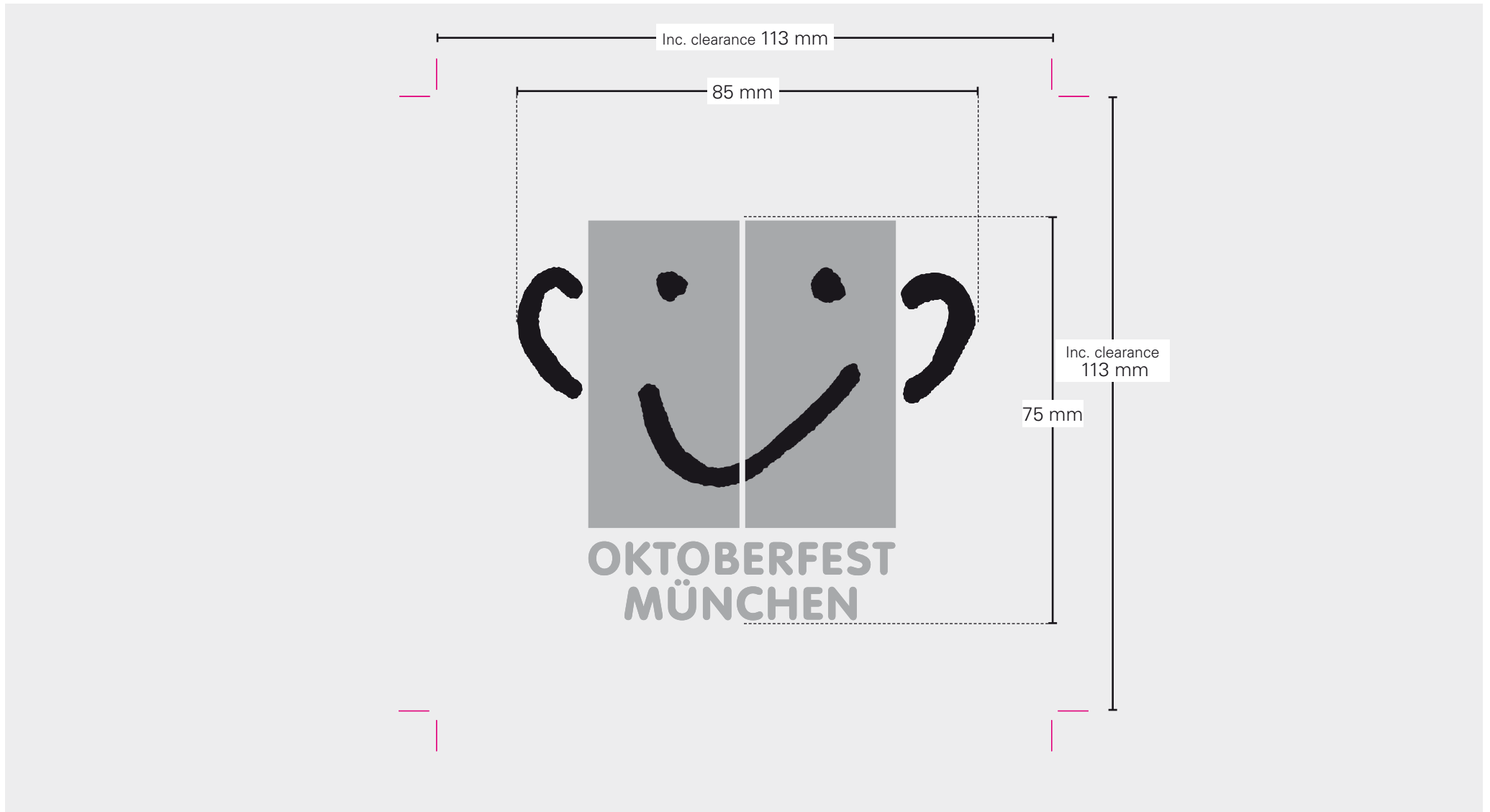


1. Consistency

It is important to make sure that the mouth is NEVER made up of a continuous line, instead it should consist of a right half and a left half – in the same proportion as the central column in the basic square.



2. Dimensions in original file size



3. Clearance

The clearance must always run all the way round the logo.
It can be square or circular.



The square clearance space is labelled by the magenta marking in the file.



The circular clearance space must be oriented towards the outer edges of the marking.

4. Skew

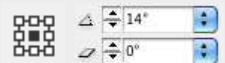
The logo can be positioned at an angle.
Case studies are provided overleaf.



14° degrees
from base line

CAUTION!

- The logo can be rotated **ONLY**
- If there is sufficient clearance
 - Within the specified clearance
 - From the centre, by exactly 14° anti-clockwise!



4. Skew

(1) If the clearance and format or material boundaries are identical.



Example: Beer mat

4. Skew

(2) If the clearance space is limited on two or three sides.



Example: Poster for Oktoberfest 2012

4. Skew

(3) If the logo is simultaneously isolated on a background in its clearance space.



Example

5. Screen print specifications



Grid:

28 for greyscale and 4C printing
None for special colours

Minimum length for edges (of the basic square):
30 mm



6. Offset print specifications



Grid:

40 for greyscale and 4C printing

None for special colours

Minimum length for edges (of the basic square) :

30 mm



7 . Logo colours

The colours must always be used in 100% colour intensity.
Transparency and split toning are not permitted.

Red



CMYK C=0 M=85 Y=95 K=0

HKS 12 N

Pantone Warm Red U

Yellow



CMYK C=0 M=20 Y=100 K=0

HKS 4 N

Pantone 115 U

Green



CMYK C=85 M=0 Y=100 K=10

HKS 64 N

Pantone 368 U

Blue



CMYK C=100 M=80 Y=0 K=0

HKS 42 N

Pantone Reflex Blue U

8. Logos on a light background

(1) Greyscale logo

ONLY the logo shades and shapes shown here are approved for use and are therefore permitted for display purposes.



gs_1_outline_gr



gs_2_gr_gr

8. Logos on a light background

(2) 2c logo

ONLY the logo shades and shapes shown here are approved for use and are therefore permitted for display purposes.



2c_1_rot_schw



2c_2_gelb_schw



2c_3_gruen_schw

8. Logos on a light background

(3) 4c logo

ONLY the logo shades and shapes shown here are approved for use and are therefore permitted for display purposes.



OKTOBERFEST
MÜNCHEN

4c_1_rot_gruen



OKTOBERFEST
MÜNCHEN

4c_2_rot_blau



OKTOBERFEST
MÜNCHEN

4c_3_gelb_gruen



OKTOBERFEST
MÜNCHEN

4c_4_gruen_rot



OKTOBERFEST
MÜNCHEN

4c_5_blau_rot



OKTOBERFEST
MÜNCHEN

4c_6_blau_gruen

9. Logos on a dark background

(1) Greyscale logo

ONLY the logo shades and shapes shown here are approved for use and are therefore permitted for display purposes.



gs_3_gr_weiss

9. Logos on a dark background

(2) 3c logo

ONLY the logo shades and shapes shown here are approved for use and are therefore permitted for display purposes.



3c_1_rot_weiss



3c_2_gelb_weiss



3c_3_gruen_weiss

10. Use on objects

Any marketing strategy should be based on the logo's cheerful appearance.

The logo should be used as a stand-alone feature and should not be combined with other brands.

If needs be, third-party brands should appear on the back of the object (e.g. for T-shirts, key rings, beer mats, etc.).

The logo must under no circumstances be used in conjunction with objects that "don't make you smile" and that do not reflect the prospect of an enjoyable Oktoberfest or the fun atmosphere (e.g. not on weapons, knives, medication, or similar)



11. Use on the Oktoberfest grounds

The logo should be positioned carefully and appear in proportion to the overall design. It has a good effect on fabric that is easy to move and can waft around.

The logo should not be added directly to materials or objects that do not suit its character (e.g. embellishing the logo with garlands).

The concept must be geared towards decoration.

