



85. HAHNENKAMM RENNEN KITZBÜHEL

BTV VIER
LANDER
BANK

CREATE THE HKR-POSTER POSTER CONTEST 2025

The Kitzbüheler Ski Club and the Bank für Tirol und Vorarlberg Aktiengesellschaft (BTV) are looking for the new poster for the Hahnenkamm Races in 2025 and hereby invite all interested parties to apply for the design of the poster.

We would like to continue their annual tradition, which started in 1987, of the official poster being designed by independent artists.

This new type of open and international invitation to participate is intended to emphasize the reputation of this event as an „International Sport Festival“.

The poster image itself is used to market the event on advertisements and other printed materials, such as tickets, merchandise and official website etc.

You can win 7.000 € and a invitation to the Hahnenkamm-Race 2025.
(Further details can be found in terms and conditions of the 2025 poster contest).

The Kitzbühel Ski Club and BTV is looking forward to receiving numerous entries.





TERMS AND CONDITIONS OF THE 2025 POSTER CONTEST

1. This contest is open to all persons worldwide.
2. Submission dates are from 1st of July to 31st of August 2023. Submissions received before or after these dates can not be accepted for this contest.
3. Submissions must be made digitally using the fully completed entry form and emailed to poster@hahnenkamm.com
Originals will not be accepted.
4. Each participant may submit a maximum of three designs.
5. There must be only one original work measuring 84 cm by 59.4 cm (DIN A1) for each design submitted, and this original must be signed. Designs created with the help of AI (artificial intelligence) will not be accepted.
6. Possible file formats are JPG or PDF files are to be named as follows: last and first name of the participant (artist) followed by a serial number in the event that the artist is making more than one submission. Example: `firstname_secondname_01.jpg/.pdf`
7. There are no restrictions on the artistic style or design images used in submissions, however the artist should keep in mind that the content should reflect the event, the International Hahnenkamm Race.
8. The design should allow for additional text elements (event name, race schedule) and sponsor logos to be added at a later time. These elements are not to be included in the submission. Samples of past years works that include these elements added by the event organizer can be found at <https://hahnenkamm.com/en/things-to-know/the-hahnenkamm-posters/>.
9. Only natural persons are eligible to submit entries. Legal entities and joint entries are excluded.
10. By submitting the entry, the entrant expressly declares that he/she agrees that, it may be published on the homepage of race organisers, Kitzbühel Ski Club, as well as on social media (Facebook/Instagram) in low resolution with reference to the participation in this competition.
11. Entries that are not selected will receive no consideration.





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12. The selection of the top 3 and finally the winning poster will be selected by a jury made up of members of the Kitzbühel Ski Club, BTV and two artists. By December 2023, all participant will receive information about the result and this decision is final.
13. The person whose poster is chosen as the design for the 2025 race will receive a prize of €7.000. Upon receipt of this sum, the person expressly declares that the unrestricted right to use the selected poster design is transferred to the Kitzbüheler Ski Club (analog and digital use in all formats). The Kitzbüheler Ski Club is therefore authorized to use the winning design as the official Hahnenkamm poster, to change (colour, part motif,...) to distribute it in analog and digital formats in all types of media and to share it with third parties (e.g. merchandising). Likewise, upon granting the rights to use the work, the participant is also obligated to submit the original poster to the Kitzbüheler Ski Club. In this case, the participant undertakes not to create or to distribute any additional copies of the winning original poster, whether the design is identical or a slightly modified version. The prize will be paid upon receipt of the original design and transfer of the right to use the work.
14. In addition, the participant will receive an invitation to the 85th Hahnenkamm Race with one accompanying person (hotel and complimentary grandstand ticket from Friday to Sunday of the race week) worth approximately €3,500. This prize is not redeemable for cash. Arrival and departure is at the expense of the participant.
15. The Kitzbüheler Ski Club reserves the option to select the submissions that are not chosen in their year of submission as the official Hahnenkamm poster in subsequent years (e.g. 2026 Hahnenkamm Race). In this event, the terms and conditions of this contest shall apply analogously.
16. Entry form: Data necessary for processing the poster competition which is collected from the artist, is stored by the event organizer in electronic form and protected under privacy laws. This data is used by the organizer solely for internal purposes and is not shared with third parties.
17. By submitting a poster design, the participant states that he or she has taken note of the contest rules and expressly states his or her consent to them.
18. All decisions are final.

