



# 86. HAHNENKAMM RENNEN KITZBÜHEL

**BTV** VIER  
LÄNDER  
BANK

## CREATE THE HKR-POSTER POSTER CONTEST 2026



Kitzbühel Ski Club and the Bank für Tirol und Vorarlberg Aktiengesellschaft (BTV) are in the process of selecting the new poster for the Hahnenkamm Races in 2026 and hereby invite all interested parties to enter the competition for its design.

This continues the tradition of an artfully designed poster that has existed since 1987. The Hahnenkamm Races have always been an international sports festival, the reputation of which is further underlined by extending an open and international invitation to participate in creating its poster design.

Once selected by the jury, the winning poster will be used to promote the event on advertisements and other printed materials, such as tickets, merchandise and official website etc.

You can win € 7,000 and a VIP invitation to the Hahnenkamm-Race 2026.  
(Further details can be found in terms and conditions of the 2026 poster contest).

Kitzbühel Ski Club and BTV look forward to receiving many entries.

Kitzbüheler Ski Club  
Hinterstadt 4, 6370 Kitzbühel  
☎ +43 5356 623010  
✉ poster@hahnenkamm.com





## TERMS AND CONDITIONS OF THE 2026 POSTER CONTEST

1. This contest is open to all persons worldwide.
2. Submission dates are from 1<sup>st</sup> of July to 31<sup>st</sup> of August 2024. Submissions received before or after these dates cannot be accepted for this contest.
3. Submissions must be made in digital form using the fully completed entry form and emailed to [poster@hahnenkamm.com](mailto:poster@hahnenkamm.com)  
Originals will not be accepted.
4. Each participant may submit a maximum of three designs.
5. Each submitted design must be in the form of a hand-signed and unique original work measuring 84 cm by 59.4 cm (DINA1). Designs created with the help of AI (artificial intelligence) will not be accepted.
6. Possible file formats are JPG or PDF files and should be named as follows: last and first name of the participant (artist) followed, in the case of multiple submissions, by a serial number. 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 bear in mind that the theme should be orientated towards the content of the International Hahnenkamm Races event.
8. The design should allow for additional text elements (event name, race schedule) and sponsor logos to be added at a later date. 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 also agrees that the poster may be published on the homepage of race organizers, Kitzbühel Ski Club, as well as on social media (Facebook/Instagram) in low resolution with reference to participation in this competition.
11. No compensation will be provided for entries that are not selected.





# 86. HAHNENKAMM RENNEN KITZBÜHEL

**BTV** VIER  
LÄNDER  
BANK

12. Selection of the top 3 and final decision of the winning poster will be conducted by a jury consisting of members of Kitzbühel Ski Club, BTV and two artists. All entrants will be informed of the result by December 2024 and this jury's decision is final.
13. The person whose design is selected for the 2026 race poster will receive €7,000 in prize money. Upon receipt of this sum, the winner expressly declares to transfer unrestricted rights of use for the selected poster motif to Kitzbühel Ski Club or its Organisations GmbH (analogue and digital use in all forms). Kitzbühel Ski Club is therefore entitled to use the selected motif as the official Hahnenkamm poster, to change it (colour, partial motif, etc.), to distribute it in analogue and digital form across all media and pass it on to third parties (e.g. merchandising). The transfer of rights to use the work also includes the obligation to hand over the original poster to Kitzbühel Ski Club. In this case, the entrant undertakes not to create or distribute any further copies of this selected original poster, be it in identical or only slightly modified form. The prize will be paid upon receipt of the original design and transfer of the rights to use the work.
14. In addition, the participant will receive an invitation to the Hahnenkamm Race 2025 with one accompanying person (hotel and complimentary grandstand ticket from Friday to Sunday of Race Week) worth approximately €3,500. This prize is not redeemable in cash. Travel to and from the event is at the participant's own expense.
15. Kitzbühel Ski Club reserves the right to select submissions that were not initially chosen for use in their year of submission as official Hahnenkamm posters in subsequent years (e.g. Hahnenkamm Race 2027). In this event, the terms and conditions for this year's contest shall apply accordingly.
16. Entry form: data necessary for processing the poster competition that 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 agrees to them.
18. Legal recourse is excluded.

