



87. HAHNENKAMM
RENNEN KITZBÜHEL

BTV VIER
LÄNDER
BANK

CREATE THE HKR-POSTER POSTER CONTEST 2027



K.S.C. Hahnenkamm-Rennen Organisations GmbH and BTV Vier Länder Bank cordially invite all interested parties to participate in the design of the official poster for the 87th Hahnenkamm Race.

This international invitation marks the continuation of a tradition of artistically designed Hahnenkamm posters that began in 1987. The Hahnenkamm Race has always been regarded as a global sporting event – and this international competition once again underscores its international character.

The winning poster selected by a jury of experts will be used in the official promotion of the event – including on the website, tickets, merchandising articles, posters, and other printed materials.

The winner will receive a prize of € 7,000 euros and a VIP invitation to the 2027 Hahnenkamm Race.
(Further details on competition regulations can be found in the terms and conditions of participation).

K.S.C. GmbH and BTV look forward to receiving many entries.



TERMS AND CONDITIONS OF THE 2027 POSTER CONTEST

1. Submission dates are from 1st July to 31st August 2025. Submissions received before or after these dates cannot be accepted for this contest.
2. Submissions must be made in digital form using the fully completed entry form and emailed to poster@hahnenkamm.com
No originals will not be accepted until the winning poster has been selected.
3. A maximum of three designs may be submitted per person.
4. The submitted design must be a hand-signed, unique original in the size 84 cm x 59.4 cm (DINA1).
Designs created with the help of AI (artificial intelligence) will not be accepted.
5. 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`
6. There are no restrictions on the artistic style or design images used in submissions, however the content should of course be related to the International Hahnenkamm Races.
7. 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 previous 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/>.
8. Only natural persons are eligible to submit entries. Legal entities and joint entries are excluded.
9. 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, K.S.C. GmbH and BTV, as well as on social media (Facebook/Instagram/LinkedIn) in low resolution.
10. No compensation will be provided for entries that are not selected.
11. Selection of the top 3 and final decision of the winning poster will be conducted by a jury consisting of members of K.S.C. GmbH, BTV and two artists. All entrants will be informed of the result by December 2025. All decisions are final and not subject to legal recourse.



12. The artist whose poster is selected as the official motif for the 2027 race will receive a winner's prize of €7,000. Upon receipt of this amount, the artist expressly agrees to transfer the full and unrestricted rights of use for the selected design to K.S.C. GmbH. This includes both analogue and digital usage in all forms. K.S.C. GmbH shall thereby be entitled to use the chosen design as the official Hahnenkamm poster, to modify it (e.g. colour adjustments, partial elements), to distribute it across all media platforms in analogue and digital form, and to pass it on to third parties (e.g. for merchandising purposes). The transfer of rights to use the work also includes the obligation to hand over the original poster to K.S.C. GmbH. 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 money will be disbursed upon the formal transfer of rights and submission of the original poster design.
13. In addition, the winning artist will be invited to attend the 2027 Hahnenkamm Races, accompanied by a guest. The invitation includes accommodation and VIP grandstand access from Friday to Sunday during race week, to a total value of approximately €3,500. No cash alternative will be offered. Travel to and from Kitzbühel is at the recipient's own expense.
14. K.S.C. GmbH 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 2028). In this event, the terms and conditions for this year's contest shall apply accordingly.
15. Submission form: data provided by the artist in the course of the competition will be stored electronically by the organiser. This data will be handled in accordance with data protection regulations and used solely for internal purposes. It will not be shared with third parties.
16. By submitting a poster design, the entrant confirms that they have read and accepted the terms and conditions of this competition in full.
17. All legal recourse is excluded.