

FAQs - Grand Départ 2027 Poster Competition

AM I ELIGIBLE?

1. Who can participate?

Students aged 16+ **at the time of entry** (full or part-time) enrolled on to an art, design, photography or creative course in a Grand Départ 2027 host local authority area (refer to [Terms & Conditions](#) for full list) are eligible for entry to the competition. Entrants may only submit an entry for the poster that represents the race that their institution authority is hosting. For clarity, the list of application authorities is below.

2. I will have completed or graduated from my course before July 2027. Can I still enter?

Students enrolled on to an art, design, photography or creative course at the **time of submission** are eligible to enter the competition.

3. I am an aspiring artist or creative attending a further or higher education institution that is NOT in one of the listed host local authority areas. Can I still enter?

We're sorry, but the competition is only open to students who attend further or higher education in one of the listed Tour de France or Tour de France Femmes avec Zwift host areas (refer to [Terms & Conditions](#) for list). Students themselves do not need to reside in these regions but must be enrolled at an institution in these regions only.

4. I am an aspiring artist or creative but do not attend a further or higher education institution. Can I still enter?

The competition is only open to students who are enrolled on to an art, design, photography or creative course at further or higher education institutions. Entries submitted without proof of attendance to an eligible further or higher education institution will not be eligible to participate in the competition.

5. I am a student at a further or higher education institution, but I am not studying an arts/ design/ graphics/ creative course. Can I still enter?

The competition is only open to students who are enrolled on to an art, design, photography or creative course at further or higher education

institutions. Entries submitted without proof of enrolment into one of these courses will not be eligible to participate in the competition.

THE POSTER

6. What are the poster size and format requirements?

Please refer to the appendices in the briefing pack.

7. Can I submit more than one poster?

Yes. Applicants can submit more than one poster provided it meets all entry requirements. Please note that each application form is limited to **one** poster submission. Students wishing to submit more than one poster must complete a separate application form for each entry.

8. Does the poster have to include images of bicycles?

No, submissions do not necessarily need to include bicycles or cycling-related visuals. However, submissions are advised to be easily associated with Tour de France and Tour de France Femmes avec Zwift, as well as in line with the brand assets which can be found in the briefing document.

9. Do I need use colours associated with Tour de France or Tour de France Femmes avec Zwift?

Please refer to the brand guidelines in the briefing pack.

10. Am I allowed to use AI to design my poster for me?

AI may be used for editing (e.g. Photoshop tools), but AI-generated images, graphics, or artwork are not permitted.

11. Can I include text in my poster?

Yes.

GENERAL

12. How will the posters be judged?

The competition will be judged by an expert selection panel of independent creative experts, brought together by Grand Départ GB. This panel will review and assess every eligible student submission for the official 2027 Tour de France and Tour de France Femmes avec Zwift race posters.



The panel will then shortlist standout designs which will be presented to the Amaury Sport Organisation (ASO), the global organisers of the Tour, and the ASO will select one winning poster per race. This will be adapted by their official designers, who will produce static and animated versions of each winning poster.

13. If I am a shortlisted nominee, will I be invited to Paris?

Only the winner of the Tour de France poster and winner of the Tour de France Femmes avec Zwift poster will receive the “money can’t buy” experience. This includes;

- Travel and accommodation to attend this year's full route announcement event at the Palais des Congrès in Paris with a guest (October 2026) and;
- Hospitality at a stage of choice of the Grand Départ 2027 (Tour de France or Tour de France Femmes avec Zwift).

14. I will be 16 or 17 years old at the Tour de France in 2027. If I win, can I attend on my own or with a friend?

No. If you are 16 or 17, you must be accompanied by a parent or carer.

15. Can teams submit a poster?

Entries are required to be submitted by individuals only. Entries submitted by teams or collective groups will not be accepted.

16. I won't be able to submit my application by the stated deadline. Does this matter?

Entries submitted after the closing deadline of 5pm on Friday 26 June will not be accepted.

17. What if I need to edit my submission after sending it?

If you need to edit your submission after sending it, you can do so by emailing PosterCompetition@LeTourGB.com or resubmitting your application form. Entries or edits submitted after the closing deadline of **5pm on Friday 26 June 2026** will not be accepted.

18. Who can I contact for help?

If your question hasn't been answered above or you require any further assistance, please contact PosterCompetition@LeTourGB.com

