

**BRITISH CYCLING / GRAND DEPART GB 2027 / – OFFICIAL POSTER COMPETITION**  
**GRANT OF RIGHTS TO AMAURY SPORT ORGANISATION (A.S.O)**

**Roles**

**Amaury Sport Organisation:**

Amaury Sport Organisation (ASO), a *Société Anonyme* (public limited company), registered on the Nanterre Register of Commerce and Companies under number 383 160 348, having its registered office at Bâtiment Quai Ouest 40-42 quai du Point du Jour CS90302, F-92650 Boulogne-Billancourt cedex, is the organiser of and owns the rights to, the professional stage cycling events known as the Tour de France and the Tour de France Femmes

**Grand Depart GB 2027 LTD:**

Grand Depart has been established as the specialist delivery body responsible for the co-ordination, planning, organisation and delivery of the Grant Depart of the Tour de France 2027 and Tour de France Femmes 2027

**The British Cycling Federation – The Promoter:**

The British Cycling Federation (“British Cycling”) has agreed to provide certain services in connection with the hosting of the Grand Depart of the Tour de France 2027 and Tour de France Femmes 2027.

**The participant(s):**

The individual(s) who enter the Design the Official Grand Depart 2027 Poster Competition

1. This British Cycling competition is open to participants:
  - a. aged 16 or over;
  - b. who are resident in England, Scotland and Wales who are enrolled on an art, design, photography or creative course in a Grand Départ 2027 Host Local Authority Area ;

excluding employees and their immediate families of the promoter and its agents or anyone else associated with the administration of this promotion. Proof of identity may be requested and only entries from the person entering the competition will be accepted.

2. The Host Local Authority areas are:

<b>Tour De France Hosts</b>	<b>Tour de France Femmes avec Zwift Hosts</b>
Edinburgh City Council	Leeds City Council
Midlothian Council	Kirklees Council
Scottish Borders Council	Oldham Council
Dumfries & Galloway Council	Rochdale Council
Cumberland Council	Manchester City Council
Westmorland & Furness Council	Stockport Council
Lancashire County Council	Derbyshire County Council
St Helens Council	East Midlands Combined Authority
Knowsley Council	Sheffield City Council
Liverpool City Region Combined Authority	South Yorkshire Combined Authority
Powys Council	Greater London Authority (all boroughs)
Merthyr Tydfil County Borough Council	
Rhondda Cynon Taf County Borough Council	

Caerphilly County Borough Council	
Cardiff Council	

3. Participants may only submit an entry in relation to the event taking place in their institution's respective Host Local Authority e.g. a participant enrolled on a course in Knowsley, can only submit a poster in relation to the Tour de France and not the Tour de France Femmes avec Zwift.
4. The promoter's competition will run for a period specific to that competition. These terms may be amended by the promoter at its absolute discretion. See the briefing pack.
5. ASO can use the submitted entries however it wants. This includes copying it, showing it, sharing it, licensing it to others, or giving permission to third parties to use it, in any format or media they choose. ASO can also pass these rights on to others if it wants to. Further details are provided below.
6. No purchase necessary. No applications from agents, third parties, organised groups or applications automatically generated by computer will be accepted. Incomplete, late or illegible entries or those not in accordance with the entry instructions will be accepted. No responsibility can be taken for entries lost, damaged or delayed either by post or computer transmission error.
7. Multiple entries per person are permitted. One prize per winning entry.
8. On occasion, the promoter may substitute prizes for alternatives of equal or greater value.
9. Winners of competitions will be notified by whatever contact means the promoter has available. The promoter reserves the right to select alternative winners, as a result of reasonable efforts to contact the original winners being unsuccessful.
10. No cash or other alternative prizes are available and prizes are not transferrable to another individual.
11. The winners agree and shall procure that their guests agree not to sell, offer to sell or use any of the prizes for any commercial or promotional purpose (including placing any prize (in whole or part) on an internet auction site).
12. The promoter shall not be liable or responsible for any expenses incurred by the winners over and above the prize offered (including, without limitation, travel, accommodation or personal insurance of any kind).
13. The promoter may publish or otherwise make available on request the winners' names and counties in line with the Committees of Advertising Practice (CAP) Code. Winners may object to the publication of their details or request that limited information is published by informing the promoter via [info@britishcycling.org.uk](mailto:info@britishcycling.org.uk). To obtain details of the outcome of the prize draw or competition please email [info@britishcycling.org.uk](mailto:info@britishcycling.org.uk).
14. The promoter may ask the winners to provide a photograph of themselves to be used by the promoter and its associated companies for post-event publicity purposes. If a photo is provided, the winners understand that their name and likeness will be used for advertising and publicity purposes without additional remuneration should they provide a photograph of themselves with their prize to the promoter.
15. To the maximum extent permitted by law, the promoter shall not be liable for any claims or actions of any kind whatsoever for damages or losses to persons and property which may be sustained in connection with the receipt, ownership and/or use of the prizes.
16. By entering the promotion, participants agree to be bound by the conditions set out in this document and any other conditions associated with the competition, as well as any terms and conditions of prize providers.
17. The decision of the promoter in all matters shall be final and binding and no correspondence shall be entered into.
18. If any of these terms and conditions are found by a competent court or other competent authority to be void or unenforceable, that term or condition shall be deemed to be deleted and the remaining terms and conditions shall continue in full force and effect.
19. These terms and conditions shall be governed and construed in accordance with the laws of England and Wales. Any dispute is subject to the exclusive jurisdiction of the courts of England and Wales.
20. Prizes won are eligible for delivery to UK addresses only.
21. While entering the promotion, participants may choose to agree to receive communications from GRAND DEPART GB 2027 LTD and / or British Cycling. Participants may opt out of receiving such communications at any time.

22. The promoter will collect and use personal information in accordance with all applicable laws and data protection legislation. Any personal data collected will be in line with the British Cycling [privacy policy](#).
23. The promoter will use each winner's, and each entrant's, personal details for the purpose of administering this promotion.
24. The promoter will implement appropriate technical and organisational measures to protect the personal information from unauthorised or unlawful processing and against the accidental loss or destruction of or damage to such personal information in accordance with its [privacy policy](#) and obligations under applicable data protection legislation.
25. Personal information collected will be shared with partners and sponsors associated with the promoter only where consent has been provided by the data subject or where there is another valid lawful basis under data protection law, for example where the promoter is subject to a legal obligation to share information.
26. The promoter will analyse personal information collected through the promotion for market research purposes. Market research will be shared with partners and sponsors of British Cycling associated with the promotion in a way that does not permit the identification of individual participants.

### **Rights in the Work**

27. The participant hereby expressly confirms that it will assign to the ASO, on an exclusive basis, and insofar as necessary, all its intellectual property rights over the submitted entries (hereinafter referred to individually and collectively as the "**WORK(S)**"), and to do so with effect from their submission.
28. The rights will be assigned on a worldwide exclusive basis, for every language, and for the duration of the literary and artistic property resulting from the laws and international conventions in force, and any extensions and prolongations thereof.
29. Thus, it is agreed that the WORK(S) may, in particular, be freely exploited by the ASO and sub-licensed to any third party in any public or private place and throughout the world, in such numbers as it may see fit.
30. The rights assigned will, in particular, include:
  - a. The reproduction right, which includes:

the right to reproduce and adapt the WORK(S), whether or not in association with other creations, in any formats, on any existing or future medium, particularly and without prejudice to the generality on any mineral, vegetable, animal, synthetic or composite medium - including without prejudice to the generality paper or similar materials (daily or weekly magazines or reviews, catalogues, brochures, flyers, prospectuses, user manuals, notices, mailings, POS – advertising at all points of sale -, displays, windows, advertising or promotional dossiers including press and training packs, product files and sales leaflets, notices, small notices, posters, cards, diaries, any stationery products, signs, placards, packaging and wrapping, publications and works of any nature including for educational, scientific, promotional or commercial purposes in any form of publication –ordinary, luxury whether in limited editions or not, semi-luxury, bound, cheap, paperback, club –, disk or cassette jackets or books, photographic prints, photo montages), or metal or plastic or similar materials, or fabrics or materials in natural, synthetic or mixed fibres, or leather or similar materials, for any purposes and for any products, and in particular so-called merchandising and photographic products (negatives, slides, contact prints) and analogue or magnetic products (phonograms, videograms: films, corporate or promotional or advertising films, video clips, adverts), and electronic, digital or opto-digital products (hard disks, databases, websites, CD-ROMs, DVD-ROMs, diskettes, etc.); using any technical process, and in particular, without prejudice to the generality, printing, reprographics, engraving, photography, holography, scanning and any other graphic, plastic and

applied arts processes, and mechanical, magnetic, optical, digital, computer or cinematographic recordings.

- b. The representation right, which includes, in particular:

the right to communicate the WORK(S) to the public and to adapt them for the same purposes as referred to in clause 30(a)., in any formats, by any known or future means, and in particular but without prejudice to the generality, by presentation to the public, public projection and transmission or broadcast by any process of telecommunication of sounds, photographs, documents, data, images with or without sound, advertisements and announcements of any nature, particularly and without prejudice to the generality by radio waves, terrestrial digital television (DTTV), microwaves, cable, satellite broadcast, pay- and free-to-air TV, whether encrypted or not, and whether analogue or digital, interactive terminals, systems of transmission to mobile telephone screens, computers or terminals connected to any database, by any networks such as internet, intranet, extranet, etc., regardless of the technology used, by any means whether charged or free of charge, and whether by way of sale, rental, loan or other existing or future processes of communication to the public.

31. All the rights assigned by the participant to ASO will enable it to protect the WORK(S) and their adaptations in any way by means of intellectual property rights, and, in particular, trademark and industrial design law.
- a. The PARTIES expressly agree that, the participant will not be entitled to claim any right in relation to the WORK(S) on the basis of intellectual property rights.
  - b. However, it is agreed between the PARTIES that the participant may incorporate all or part of the WORK(S) in its presentation tools for the purposes of its internal and/or external communications (all media reproducing commercial references, marketing tools, website), on condition that it has obtained the ASO's prior written consent.
  - c. The participant will guarantee the ASO that it will not have carried out any formality to protect the WORK(S) by means of intellectual property rights.
32. Having regard to the scope and exclusivity of the assignment, the participant will acknowledge that it will be prohibited from separately exploiting the WORK(S) and any adaptation thereof, whether directly or through the agency of a third party, in any form and in any way whatever, without the CLIENT's prior consent in writing.
33. The ASO hereby acquires the capacity of beneficiary of the participant in relation to the assigned rights over the WORK(S) produced by the SERVICE PROVIDER, which it will use as it sees fit, in particular by entering into any assignment, agency or licensing agreements or reproductions, display/performance and broadcasting permits, by any method appropriate to the use of the assigned rights.
34. Furthermore, the ASO shall be entitled to take legal action against any counterfeit or unlawful exploitation in any form whatever, within the limitations of the rights assigned pursuant to these terms c, but at its own cost and risk, on its own application and for its exclusive benefit.