



RICHMOND
EST 1885



Dreamtime at the 'G

*Design Richmond's guernsey
for Dreamtime at the 'G*



The Brief...

Richmond is providing emerging Indigenous artists with the opportunity to design the Tiger's guernsey, for the Dreamtime at the 'G blockbuster clash with Essendon, in 2013.

The special design will be worn by the entire Richmond team when it takes on the Bombers in the AFL's flagship game of the Indigenous Round for season 2013.

...The Prize

The winning artist will receive four tickets to Richmond's Dreamtime function, plus a framed Dreamtime guernsey signed by the Tigers' new captain, Trent Cotchin and senior coach, Damien Hardwick.

In addition to this, the winning Dreamtime guernsey will be sold in the Tigerland Superstore during the year.

How To Enter

To enter the competition, create your artwork with the theme of 'Dreamtime', and send in a photo with your application. A panel of independent judges will decide the winner.

For more information, artwork specifications and guidelines for the guernsey design competition, go to richmondfc.com.au

Entries close at 5:00pm on Friday, February 8, 2013.



Richmond Football Club is proud to acknowledge the traditional owners of the land, the Wurundjeri people. We pay our respect to elders both past and present and are committed to, and inspired by, Indigenous Australia. In acknowledging country, we also acknowledge traditional owners throughout this nation and commit to the relentless pursuit of a united Australia.

1. INTRODUCTION

On Saturday, May 25, 2013, Richmond and Essendon will play in the ninth annual Dreamtime at the 'G match. As part of Dreamtime at the 'G, Richmond will wear a guernsey with artwork incorporated into the guernsey design.

2. ARTWORK BRIEF

The theme for the artwork is 'Dreamtime'. Artwork needs to follow the pattern of the Richmond Football Club home guernsey.

3. GUERNSEY SPECIFICATIONS

- Artwork can be in the form of the sash, OR in the black area of the jumper (NB: not in both).
- The sash is **130mm wide and 600mm tall**.
- It is important that entrants **do not distort the block** ie: computer entrants do not have to use real scale but must keep the garment in proportion.
- If an artist is working free hand, **please keep to measured scale** as per the template provided.
- Please note to that **we do not recommend art that joins over the side seam panel**. This can very difficult to match up in production.
- Artwork will be front and back.
- Club sponsor and AFL logos will be applied on top of the design.
- **Final art will need to be provided as high-res PDF or EPS file.**

4. ARTWORK GUIDELINES

Suggested colours to choose from for your artwork: Dark yellow, orange, green, blue black, grey, white (avoid using red – must look different to Essendon sash).



Artwork not suitable.

Cannot see the Richmond sash clearly underneath.
Red colour too similar to Essendon jumper.

Artwork suitable.

Richmond sash clearly visible underneath.
Colours different to Essendon jumper.

5. INTELLECTUAL PROPERTY IN PERPETUITY

In addition to the artwork being incorporated into a match guernsey, jumpers featuring the artwork will also be sold in the Richmond retail stores and online. The artist accepts that they will not receive any commission for any sales of the jumper. The Club will retain the artwork designs in perpetuity.

Net proceeds from the sale of the Dreamtime guernseys will support the Club's Indigenous Centre, the Korin Gamadji Institute.

6. COMPETITION GUIDELINES

To enter the competition, please follow the below steps. Any deviations from the official process will result in your entry being declared void.

Create your artwork following the specifications and template set out in item three of this document.

Take a clear photo of your artwork and email photo to **dreamtimedesign@richmondfc.com.au** by 5pm on February 8, 2013. The photographed entries will be shortlisted by an independent panel. Shortlisted artists will be notified and asked to send their original artwork to the Club for final adjudication.

The entrant deemed the winner will receive four tickets to the official Richmond Dreamtime event and a framed Dreamtime guernsey signed by the Tigers' new captain, Trent Cotchin and senior coach, Damien Hardwick.

All shortlisted artwork becomes the property of the Club.

The winning design is subject to AFL and Richmond Football Club approval.

Richmond reserves the right to commission an artist of choice, should no entry received be deemed suitable by the AFL and/or the Club.



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