



Terms and Conditions

How to enter

1. Register for *Heroic100* on www.heroicbooks.com/heroic100
2. Submit your first piece(s) of art during registration.
3. Submit your second piece of art from an author's brief that is assigned to you.

The challenge runs from Sept 15th, 2020 to Oct 31, 2020. You must register and submit by Oct 31, 2020 23:59pm GMT in order to be included in the challenge.

Deliverables

- One (or more) of your favourite high-resolution completed designs - 1,920px on longest edge. e.g. landscape should have 1,920px+ width, portrait should have 1,920px+ height.
- One (1) high-resolution completed author brief artwork containing designed elements for the final piece - 1,920px on longest edge. e.g. landscape should have 1,920px+ width, portrait should have 1,920px+ height.
- Work-in-progress artwork to show the progress of your entry including silhouettes, sketches, progress shots, etc. (Optional).

Required elements

- You must hold all of the rights or permissions for all art submitted without any contractual obligations relating to the art.
- The art created for the author's brief must be new.
- The art created for the author's brief should be exclusive to Heroic100 (Heroic Books Ltd).
- Artwork cannot be based on the intellectual property of another artist.

Final Work

- The first piece of art submitted (known as your ‘favourite piece/s’), each artist must hold all rights and/or permissions to the piece.
- The second piece submitted (known as ‘the artist’s brief’), must be a new piece of original art created for the assigned brief.
- Both must be uploaded to your Heroic100 account by Oct 31, 2020 23.59pm GMT and be exclusively licensed to Heroic100 (Heroic Books Ltd).
- All artists’ work will be credited clearly using the artist’s name.

Judging Criteria

Judging will be done by various industry professionals, Heroic100 partners and Heroic100 team (‘Judges’). The judges’ decisions will be final.

Campaign Value

Artists who are chosen for inclusion within the Heroic100, will have their work (‘favourite piece/s’ and ‘artist’s brief’) featured in a high-quality, special edition print book (‘the book’) – *‘Heroic100: The World’s Greatest Fantasy Artists’* (2021), a copy which will be gifted to each featured artist (subject to shipping costs, payable by the beneficiary).



Heroic100 is a charitable campaign. All proceeds from the sale of ‘the book’ will go directly to our charitable partners (World Merit & Future Talent), with all marketing and promotion drawing attention to this and artists involved via Heroic Books (‘#Heroic100, #MakeFantasyReality’), our partners, sponsors and judges.

The sale of limited edition prints (known as ‘the prints’) of artists’ work licensed to Heroic Books Ltd (the ‘artist’s brief’) who are chosen to be featured in the campaign, will be distributed equally (50% share of net profits) between individual artists and charitable partners (as outlined

above). All artists' work licensed to Heroic Books Ltd (the 'artist's brief') who are chosen to be featured in the campaign, will be showcased at the Heroic100 art exhibition to take place at a London gallery in Spring 2021 (subject to UK Government health guidelines at the time).

Artists' work submitted ('favourite piece/s and 'artist's brief') will be promoted for the duration of the campaign via digital marketing and social media accounts of Heroic Books, and sponsors, partners and judges of the Heroic100, clearly stating and promoting the name of the artist and their work.

Prizes for selected artists (at judges' discretion) will be available, including an iPad Pro sponsored by Alienbrain Ltd.

Heroic Books Ltd intends to showcase artists work on their website, building the foundation to future creative and collaborative work between fantasy fiction & sci-fi authors and artists. Further details coming soon.

Rights & Permissions

- Your 'favourite piece' will be used by Heroic Books Ltd exclusively within the Heroic100 campaign, (including in 'the book'), and in relation to digital marketing and promotion across social media accounts (Instagram, Twitter, Facebook) for the duration of Heroic100 campaign, and for a period of one year following the campaign end.
- Heroic Books Ltd will retain all rights to the 'artist's brief', using the work exclusively within the Heroic100 campaign, (including in 'the book', 'the exhibition' and 'prints'), and in relation to digital marketing and promotion across social media accounts (Instagram, Twitter, Facebook) for the duration of Heroic100 campaign, and for a period of one year following the campaign end.
- For any further use of the 'artist's brief' in any other medium, promotion or merchandise outside of this agreement, Heroic Books Ltd agrees to seek permission and agreement from the artist.

Campaign Rules Deadline for Entries

The Deadline for entries is Oct 31, 2020 at 23:59.

Featured Artists' Announcement

Artists chosen to be featured in the Heroic 100 will be announced and posted on www.heroicbooks.com by end of December 2020.



Eligibility

Artists participating in Heroic100 must be registered at heroicbooks.com (registration to heroicbooks.com is free).

Entry is limited to individual artists only, team entries are not eligible.

Disqualification

Any art deemed to contain content that depicts racial, political, religious or any other inflammatory material in an inappropriate manner may be disqualified and removed. Interpretation of what is and is not appropriate materials is at the sole discretion of Heroic100 (Heroic Books Ltd).

Frequently Asked Questions

Where do I ask questions about the challenge?

Please direct questions about the campaign to info@heroicbooks.com. We will do our best to address and clarify questions.

Where do I ask about technical problems or feature requests?

If you encounter any technical issues, please contact us at info@heroicbooks.com. Please provide as much detail as possible when reporting an issue (for example, a URL to the problem, screenshots or a video if possible).

Can I submit multiple designs for the challenge?

Yes.

Can my art be based on another artist's work (IP)?

No. Your art should not infringe any third-party rights.

Can a team participate in the campaign?

No. This campaign is for individual participants only.