

Chelsea FC Performance Insights Competition – Terms and Conditions

1. Introduction

The **Chelsea FC Performance Insights Competition** ("Competition") is organized by **Chelsea Football Club** ("Organizer", "we", "us"). By participating in this Competition, you ("Entrant", "you") agree to be bound by these Terms and Conditions. Please read these terms carefully before entering. **Submission of an entry constitutes full acceptance of these Terms and Conditions.**

2. Eligibility

- 2.1. The Competition is open to individuals worldwide, including professionals, students, and enthusiasts.
- 2.2. Participants may enter as **individuals or teams**. If entering as a team, one individual must be designated as the primary contact.
- 2.3. **Exclusions:** The Competition is not open to residents of **Afghanistan, Belarus, Brazil, China, Crimea, Cuba, Iran, Italy, North Korea, Russia, Sudan, Syria, Venezuela, and any other country where competitions of this nature are prohibited by law.**
- 2.4. Employees, interns, contractors, and official office-holders of Chelsea FC, its affiliates, subsidiaries, sponsors, and any organizations involved in the administration or promotion of the Competition, as well as their immediate family members, are **not eligible** to participate.
- 2.5. Entrants must be **at least 18 years old**. Minors may participate with **parental or guardian consent**.

3. Competition Timeline

- 3.1. **Competition Start Date:** March 17, 2025 (00:00 GMT)
- 3.2. **Submission Deadline:** April 14, 2025 (00:00 GMT)
- 3.3. **Judging Period:** Late April 2025
- 3.4. **Winners Announcement:** Early May 2025

4. Submission Guidelines

4.1. Entry Requirements:

Each submission must include:

- A **PDF or high-quality image files (PNG/JPG)** showcasing **all pages of the dashboard**
- A **Word document explaining the interface** (mandatory)
- A **raw project file** from a chosen tool (e.g., Power BI .pbix, Tableau .twb/.twbx, Figma .fig, Streamlit .py)
- A **3-minute explainer video (MP4/MOV)** is optional but encouraged

4.2. Submission Portal:

All entries must be submitted via the **official submission form** by the deadline. **Late entries will not be considered.**

4.3. Use of Data:

Chelsea FC will provide participants with a dataset to use in their submissions. Participants are **also encouraged to use publicly available data** to supplement their analysis and insights.

4.4. Original Work:

- Entries must be **original work** created by the Entrant(s).
- Plagiarism or unauthorized use of third-party intellectual property will result in **disqualification**.

4.5. Multiple Submissions & Prizes:

- Entrants may submit **multiple entries**, but each entry must be **substantially different** from any other submission by the same participant.
- A single entrant **may win multiple prizes** if their submissions are among the top-ranked entries in multiple categories.

5. Judging Criteria & Process

5.1. Judging Panel:

Entries will be evaluated by a panel of experts from **professional football, sports science, and data visualization communities**.

5.2. Evaluation Criteria:

Submissions will be scored **evenly across four key categories**:

- **Engagement & Clarity (25%)** – How well the design presents complex data in an understandable way.
- **Actionability (25%)** – The extent to which the interface enables decision-making and insights.
- **Innovation (25%)** – Creative and functional elements that push boundaries.
- **Technical Execution (25%)** – The overall quality and feasibility of the solution.

5.3. Final Decision:

The judges' decisions are **final and binding**. No appeals or correspondence regarding the results will be entertained.

6. Prizes

6.1. The following prizes will be awarded in the form of **gift cards**:

Overall Winner – £500

Best Component/Module – £200

Best Positive Behavioural Nudge – £200

Most Mobile-Friendly Design – £200

6.2. Prizes will be distributed at the **sole discretion of Chelsea FC**.

6.3. **If a winning submission is from a team, the prize will be split among the team members.**

7. Intellectual Property & Usage Rights

7.1. **Ownership:** Entrants **retain full ownership** of their submitted work.

7.2. **Limited License to Chelsea FC:**

By submitting an entry, Entrants grant Chelsea FC a **non-exclusive, royalty-free, worldwide license** to:

- Showcase their work in **digital and physical formats**
- Use their submissions for **internal research and performance analysis**
- Feature their submissions in **marketing and promotional materials**

7.3. **Attribution:**

Chelsea FC will provide appropriate **credit** to Entrants whenever their work is used or displayed.

8. Data Protection & Privacy

8.1. Entrants' personal data (e.g., name, email, and submission details) will be **collected and used solely** for the administration of this Competition.

8.2. Chelsea FC **will not sell or share Entrants' personal data** with third parties, except as required by law.

8.3. By entering, you agree to Chelsea FC's **Privacy Policy** regarding data collection and storage.

9. Amendments & Termination

9.1. Chelsea FC **reserves the right to modify** these Terms and Conditions at any time. Changes will be communicated via the competition website.

9.2. If unforeseen circumstances arise, Chelsea FC **may cancel or reschedule** the Competition without liability.

10. Contact Information

For inquiries regarding the Competition, please contact:

 **Emmanuel Fajemilua**

Performance Insights Analyst, Chelsea FC

 emmanuel.fajemilua@chelseafc.com