



# CFC PERFORMANCE INSIGHTS VIZATHON

**TERMS  
&  
CONDITIONS**

SIMPLE | ILLUMINATING | ACTIONABLE

## 1. Introduction

The **Chelsea FC Performance Insights Vizathon** ("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. **Mid-Point Webinar:** March 31, 2025 (18:30 GMT)

3.3. **Submission Deadline:** April 7, 2025 (23:59 BST)

3.4. **Judging Period:** Late April 2025

3.5. **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 (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 (Equally Weighted at 20% Each):

- **Engagement & Clarity** – Does the interface capture attention and communicate key information effortlessly?
- **Actionability** – Does it enable players and coaches to make quick, informed decisions?
- **Visual Appeal** – Is the design aesthetically pleasing and professional?
- **Innovation** – Does the solution introduce novel ways of presenting data?
- **Intuitiveness** – Is the navigation and layout intuitive and easy to use?

#### 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

**Best Functional 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.