

Super Group Artist Initiative Basketball Design Competition: Terms and Conditions – General Public and Artists' Category

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The following are the terms and conditions ("**Competition Terms**") governing your participation in the Super Group Artist Initiative Basketball Design Competition (the "**Competition**"), organized and sponsored by SGHC UK Limited, with its registered office at St Pancras Campus, 63 Pratt Street, London NW1 0BY ("**SGHC**", "**us**" or "**we**" or "**our**").

Eligible participants may participate in the Competition by submitting one (1) entry (the "**Submission**") in accordance with these Competition Terms. By submitting a Submission and participating in the Competition, you hereby represent and warrant that you have read and agreed to be bound by these Competition Terms, and any and all other terms and conditions relating to the Competition. In the event you do not agree to be bound by these Competition Terms, or any amendments thereto, you must not participate or otherwise take part in the Competition, and you shall withdraw or discontinue your participation in the Competition. In such event, any Submission of yours will be removed from the Competition and you will forfeit any Prizes which may have been awarded to you.

General

1. The Competition will commence on March 9, 2026, and will run until 5:00 pm GMT on April 3, 2026 (the "**Competition Period**"). Submissions will only be accepted during the Competition Period and any entries received after the close of the Competition Period will not be considered.
2. You agree that in order to participate in the Competition (including, without limitation, in order to win one of the Prizes (as defined below)), you will fully comply with all applicable laws, regulations, statutes, ordinances and provisions that apply to you and to us, including, without limitation, these Competition Terms.
3. There is no cost and no purchase necessary to participate in the Competition or any obligation associated with participation, except as described below.
4. Participation in the Competition is voluntary and your participation in the Competition is made at your own free will.
5. The aim of the Competition is to promote SGHC's brand in territories in which SGHC operates.

Eligibility

6. In this Competition, professional artists will compete against members of the public. Employees of SGHC or one of its affiliates or related companies ("**SGHC Group Employees**") are not eligible to participate in this Competition, but SGHC is running a parallel competition which is open only to SGHC Group Employees (the "**Employee Competition**").

7. The Competition is open to residents of the following jurisdictions (together, the "**Territory**"): a) United Kingdom; (b) Malta; (c) Guernsey; (d) Spain; (e) Germany; (f) Cyprus; (g) Portugal; (h) Israel; (i) South Africa; (j) Botswana; (k) Ghana; (l) Malawi; (m) Mozambique; (n) Nigeria; (o) Tanzania; (p) Zambia.
8. If you participate in the Competition you hereby represent and warrant that you: (i) are at least 21 years old; (ii) are not an Ineligible Person; (iii) reside within the Territory; and (iv) are eligible under applicable law to participate in the Competition and have the full right and authority to do so. For purposes of this Clause 8, "**Ineligible Person**" shall mean, in relation to SGHC or any of its affiliates or related companies: (a) its or their employees (including, without limitation, part-time or temporary employees), officers, and representatives, (b) promotion agencies and/or sponsors directly involved in the administration, development, fulfilment, and execution of the Competition or Employee Competition, and (c) the immediate family and other household members (i.e., spouses, parents, grandparents, children, grandchildren, roommates, housemates, significant others, partners, and siblings) of any of the above.
9. If required under applicable law, these Competition Terms or any other applicable rules or regulations, participants must comply with any additional conditions or requirements in order to participate in the Competition and receive the Prize. Such conditions may include, without limitation, compliance with any third-party terms and conditions applicable to the Prize, where applicable, and acceptance of such terms may be required as a condition to receiving the Prize.

Participation in the Competition; Selection of the Winner

10. To participate in the Competition, participants must submit their Submission digitally before the end of the Competition Period via the official program entry form on the Super Group website available at the following URL: <https://supergroup.com/the-art-of-the-game/>.
11. SGHC accepts no responsibility for lost, late, or incomplete entries due to technical issues.
12. You must provide accurate personal details on the entry form: full name, age, email address, and city and country of residence. You must also provide the requested information regarding your nominated local charity, which is to receive its portion of the Prize if your Submission is chosen as a winning entry. In addition to any criteria identified on the entry form, all charities must be only for the benefit of people older than eighteen (18) years of age.
13. All Submissions must be your own original work and solely created by you. No AI-generated designs are permitted.
14. Submissions must not include political slogans, offensive language, discriminatory statements, sexually explicit imagery, or any content that SGHC considers, in its sole discretion, to be potentially harmful or inappropriate.
15. You may only submit one (1) Submission. If you submit more than one (1) Submission, then you will be disqualified from the Competition.

16. Following the end of the Competition Period, all Submissions will first be reviewed to ensure they meet the eligibility and Submission criteria. Any Submissions that do not comply will be removed from consideration.
17. Eligible designs will then be shared internally (on an anonymous basis) for voting by personnel of SGHC and its affiliates, which will determine a shortlist of seventeen (17) Submissions.
18. The shortlisted Submissions will be presented to a committee of senior SGHC personnel and one or more independent judges who will select the top three winning Submissions based on those which, in the committee's subjective opinion, most embody the following criteria: (1) reflective of the artist's culture, city, and artistic identity; (2) captures global spirit, unity, movement, and creativity; (3) is contemporary, eye-catching, and shareable; (4) works beautifully when applied to a 3D ball template. The selection of the winning Submissions shall be made in the committee's absolute sole discretion, and is not subject to any review or appeal. Although all Submissions are judged on an anonymous basis, you acknowledge that your Submission will compete against those of professional artists whom we have invited to submit entries to the Competition.
19. If your Submission is shortlisted or selected as a winning Submission, you may be required to provide some additional information in order to receive your Travel Prize or Prize. If you do not provide such information or are otherwise disqualified, or you do not comply with these Competition Terms, the Travel Prize or Prize will be deemed forfeited and SGHC may grant it to the next in line.
20. The 17 shortlisted individuals will be announced by SGHC on April 23, 2026, across the company's various social channels. Each shortlisted individual will also be contacted at the email address indicated on the entry form. Each shortlisted individual must ensure it responds to any such notification.
21. The rights and obligations associated with the Competition, including the right to claim a Travel Prize or Prize, cannot be transferred to other persons or entities.

Prizes

22. SGHC will award three (3) cash prizes (each a "**Prize**"), with the following values:

- 22.1. 1st Place: £10,000 cash + £10,000 donation to your nominated local charity
- 22.2. 2nd Place: £5,000 cash + £5,000 donation to your nominated local charity
- 22.3. 3rd Place: £2,500 cash + £2,500 donation to your nominated local charity

23. In addition, as part of the invitation to the awards ceremony in London, those shortlisted will be provided with economy-class air travel from their country of residence, and two (2) nights' accommodation in or around London (the "**Travel Prize**"), in order to attend a reveal event currently scheduled for August, 2026 in London, England (the "**Reveal Event**"). Winners will cover all their own incidental expenses, including meals, personal costs, and any additional discretionary spending. Prizes in this Competition are separate from the prizes in the Employee Competition and you are not eligible to win any such Employee Competition prizes.

24. SGHC reserves the right to conduct due diligence and vetting on your nominated local charity, and, in its sole discretion and without providing you with any reasons, to substitute its own choice of registered charity in the United Kingdom to receive the donation portion of your Prize, instead of your nominated local charity. The type of Travel Prize and Prize will be determined by SGHC, and SGHC reserves the right to substitute the Travel Prize or Prize, including any specification or date, in its sole discretion, with or without notice. You hereby acknowledge and agree that, other than the Travel Prize or Prize, you shall not be entitled to any compensation or other benefits, and that any and all expenses you incur in relation to your receipt or use of the Travel Prize or Prize beyond what is detailed in clause 23 shall be at your own expense.
25. The Prize and Travel Prize are non-transferable. The Travel Prize is not exchangeable for cash.
26. Prizes will be delivered on or after the Reveal Event. SGHC reserves the right, in its sole discretion, to change the location, date, or format of the Reveal Event. Winners are solely responsible, at their own cost and expense and without the assistance of SGHC, for ensuring they hold a valid passport and that they meet any other requirements under applicable laws (including any required visas) in order to travel to the Reveal Event. Failure to obtain the necessary documents may result in you forfeiting the Travel Prize.
27. Subject to any applicable law which may require otherwise, any and all applicable taxes, duties or other charges arising in connection with the Prize or Travel Prize shall be the sole responsibility of the winner, and SGHC reserves the right to withhold any amount from the Prize or Travel Prize and pay such amount to the relevant authorities to the extent required and/or permitted pursuant to applicable laws.
28. Third party terms and conditions may apply to the Prizes and Travel Prizes, where applicable, and your acceptance of such terms and conditions may be required in order to receive the Prizes or Travel Prizes. You acknowledge that SGHC has no connection or liability to such third parties. Any problems or complaints that you may have with regard to such third parties should be directed to such third parties.
29. Except to the extent that liability cannot be excluded or limited under applicable law, SGHC is not responsible in any manner for, any warranties, representations, or guarantees, express or implied, in fact or law, relating to any Prize or Travel Prize, regarding the use, value or enjoyment of the Prize or Travel Prize, including, without limitation, its quality, condition, or fitness for a purpose. The winners of the Prizes and Travel Prizes hereby agree to release SGHC and its affiliates and related companies, and its and their officers, directors, employees, and agents, from any and all claims in connection with the Competition and the award or use of the Prizes or Travel Prizes.

Prohibited Conduct

30. If we become aware that you have engaged in any prohibited conduct in connection with the Competition, including (without limitation) fraud, deceit, misrepresentation, misconduct, dishonesty, abuse, harassment, disruptive behavior or any act intended to interfere with, disrupt, or undermine the legitimate operation of the Competition, or if you

have otherwise breached these Competition Terms or any applicable laws, regulations, or rules, we reserve the right, at our sole discretion and to the fullest extent permitted by law, to: (i) restrict or prohibit your participation in the Competition; (ii) disqualify you and/or invalidate your participation, with immediate effect; and (iii) seek any damages or other remedies available to us under applicable law.

31. If any such prohibited conduct is discovered after the Prize or Travel Prize has been awarded, you agree that, upon our request, you will immediately return the Prize or Travel Prize (or provide equivalent compensation, at our discretion).

Limitation of Liability and Release

32. By participating in the Competition, you agree to release, indemnify, and hold harmless SGHC and its respective parents, subsidiaries, affiliates, distributors, suppliers, and advertisers, and each of their respective employees, officers, directors, shareholders, and agents (collectively, the “**Releasees**”) from and against any and all claims, losses, damages, expenses and liability sustained or incurred from participation in the Competition and the receipt and use of the Prize or Travel Prize awarded through the Competition arising in any manner whatsoever, including but not limited to an act or omission, whether negligent, intentional or otherwise, caused by the Releasees, the Competition or the Prize or Travel Prize.
33. You agree that the Releasees are not responsible for any incorrect or inaccurate information, whether caused by the services, other participants, or by any of the equipment or programming associated with or utilized in the Competition and that the Releasees assume no responsibility for (i) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from participation in the Competition or receipt or use or misuse of any Prizes or Travel Prizes; (ii) any computer, telephone, cable, satellite, network, electronic or internet hardware or software malfunctions or failures, problems with connections or availability; or (iii) unauthorized human intervention.
34. To the extent permitted by applicable law, in no event will the Releasees be responsible or liable for any damages or losses of any kind, including indirect, incidental, consequential or punitive damages arising out of your participation in the Competition. Without limiting the foregoing, the Competition, Prize, and Travel Prize are provided "as is" without warranty of any kind, either expressed or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement.

Intellectual Property Rights

35. **Rights in the Submission.** By submitting your Submission to the Competition, you hereby irrevocably assign to SGHC and its successors and assigns all right, title, and interest in and to the Submission, including without limitation all intellectual property rights therein (including all copyrights, design rights, moral rights (to the extent permitted by applicable law), and any other rights of authorship), throughout the world, in perpetuity, in all media and formats, whether now known or hereafter developed. Without limiting the generality of the foregoing assignment:

35.1. SGHC shall have no obligation to use, publish, display, or otherwise exploit the Submission, and SGHC may, in its sole discretion, decide not to use the Submission or to discontinue any use of the Submission at any time without notice or liability to you.

35.2. To the maximum extent permitted by applicable law, you hereby irrevocably waive and agree not to assert any and all moral rights, droit moral, rights of paternity, rights of integrity, and any other similar rights in and to the Submission, and you shall not be entitled to any credit, attribution, or remuneration in connection with any use of the Submission by the IP Licensees.

35.3. You hereby represent and warrant that: (i) the Submission is your original work, solely created by you, and has not been copied or derived in whole or in part from any other work or source; (ii) you have full right, power, and authority to grant the rights granted herein and to enter into and perform your obligations under these Competition Terms; (iii) the Submission does not and will not infringe, misappropriate, or violate any intellectual property rights, rights of privacy, rights of publicity, or any other rights of any third party; (iv) no AI-generated content has been used in the creation of the Submission; (v) the Submission does not contain any defamatory, libelous, obscene, pornographic, abusive, or otherwise unlawful material, or any material that violates any applicable law, rule, or regulation; (vi) there are no claims, demands, actions, suits, or proceedings pending or, to your knowledge, threatened against you that would impair or interfere with SGHC's rights in and to the Submission; and (vii) you have not granted and will not grant any rights in the Submission to any third party that are inconsistent with the rights granted to SGHC herein.

35.4. You hereby agree to indemnify, defend, and hold harmless SGHC and its affiliates, related companies, and the IP Licensees, and each of their respective directors, officers, employees, agents, successors, and assigns, from and against any and all claims, demands, actions, suits, proceedings, losses, damages, liabilities, costs, and expenses (including reasonable attorneys' fees and court costs) arising out of or relating to: (i) any breach of your representations, warranties, or obligations under this clause 35 or these Competition Terms; (ii) any claim that the Submission infringes, misappropriates, or violates any intellectual property rights, rights of privacy, rights of publicity, or any other rights of any third party; or (iii) any claim arising from or relating to the content of the Submission. This indemnification obligation shall survive the termination or expiration of these Competition Terms and the conclusion of the Competition.

36. Personality Rights. If your Submission is shortlisted, or selected to win any of the Prizes, then as a condition to your receipt of the Prize and Travel Prize (including travel to and participation at the Reveal Event), you may be required to participate in audio/video shooting, or to provide some audio/video content from attending the Reveal Event. By participating in the Competition, you hereby agree to the following:

36.1. Cooperation: You will reasonably take part and cooperate with any reasonable requirements of SGHC in connection with such audio/video shooting.

- 36.2. Grant of License: You hereby irrevocably grant to SGHC and its affiliates and related companies, and its and their successors, assigns, licensees, and sublicensees ("**Licensees**"), an exclusive, perpetual, worldwide, royalty-free, fully paid-up, transferable, and sublicensable license to record, capture, use, reproduce (including synthetic reproduction), modify, adapt, edit, synchronize, publish, distribute, publicly perform, display, broadcast, train on (including AI training), analyze, create derivative works from (including without limitation synthetic voice and digital avatars), and otherwise exploit your name, likeness, image, signature, biographical information, voice, vocal performances, and other indicia of identity (collectively, "**Personality**"), including by means of artificial intelligence, machine learning, voice cloning, text-to-speech, synthesis, or any current or future technology, in any and all media and formats, now known or later developed, for any purpose, whether commercial or non-commercial, including advertising, endorsements, implied endorsements, entertainment, product development, model/dataset training, generating new content, and resale or relicensing.
- 36.3. Sublicensing/Assignment: Licensees may assign, transfer, and sublicense any rights herein without restriction.
- 36.4. Waiver/No Approvals: You hereby irrevocably waive any and all rights of approval, attribution, inspection, or accounting and any right to additional compensation beyond the award of the Prize and Travel Prize.
- 36.5. Waiver of Rights: To the maximum extent permitted by applicable law, you hereby waive and agree not to assert any and all moral rights, droit moral, rights of publicity, privacy, or similar rights in and to the Personality and works and outputs incorporating it.
- 36.6. Release; No Claims: You hereby release and discharge Licensees from any and all claims, demands, and liabilities, whether known or unknown, arising out of or relating to the uses permitted by this clause 36, including claims for defamation, false light, false endorsement, false association or attribution, or misrepresentation; provided that this release does not apply to willful unlawful conduct where such a carve-out cannot be waived by law.
- 36.7. Data/Privacy Consent: You hereby provide informed consent for the collection, processing, storage, transfer, and use worldwide of recordings, voiceprints/biometric identifiers, and personal data as necessary to effect the foregoing, subject to applicable law.
- 36.8. Representations/Indemnity: You hereby represent and warrant that you have full authority to grant the foregoing without third-party consents and that no union, label, or other agreements are breached; you will defend and indemnify Licensees for losses arising from breach of the foregoing.

Changes to the Competition or to the Competition Terms

37. SGHC may cancel, modify terminate or suspend the Competition in its sole discretion and for any reason whatsoever, including without limitation for security reasons, to comply with applicable law or regulation, due to abuse of its policies, violation of the

integrity of the Competition or otherwise where due to circumstances beyond its control (e.g. epidemic, earthquake, strike, war, act of God etc.).

- 38. SGHC will inform participants of any changes to these Competition Terms by email provided to participants.
- 39. Changes to the Competition Terms may not infringe upon the acquired rights of participants.

Additional General Terms

- 40. This Competition is not endorsed by, affiliated, or associated with, maintained, or sponsored by any third party other than SGHC. All products, services and company names referenced or included are the registered trademarks of their original owners. The use of any mark, name, image, or likeness is for identification and reference purposes only and does not imply any association with the trademark holder, respective individual, or their brand. SGHC expressly disclaims any affiliation with any third-party trademarks or rights of publicity referenced or included on the Competition or related materials. The use of any mark, name, image, or likeness is not intended to mislead, confuse the customer, or infringe on the copyright, rights of publicity, or trademark of any third party. Such use in no way indicates any relationship with any third party, nor does it signify that any such third party is the source of, endorses, approves of, or sponsors the Competition or any services provided by SGHC. We make no commercial claim to the use of any copyright, rights of publicity, or trademark of any third party, or suggestion of sponsorship or endorsement, and any such use is provided for informational purposes only.
- 41. The Competition and participation therein shall be conducted in accordance with applicable data protection laws, including the EU General Data Protection Regulation (GDPR) and the Data Protection Act 2018 and the GDPR as it forms part of the law of England and Wales, Scotland and Northern Ireland by virtue of section 3 of the European Union (Withdrawal) Act 2018 (UK GDPR).
- 42. Any personal data processed in connection with the Competition will be handled in compliance with such laws and SGHC's applicable privacy practices, including SGHC's [privacy policy](https://supergroup.com/the-art-of-the-game/) at <https://supergroup.com/the-art-of-the-game/>.
 - 42.1. The administrator of personal data provided by Competition participants is SGHC, administrator contact details: St Pancras Campus, 63 Pratt Street, London NW1 0BY, email: communications@supergroup.com. Personal data will be processed solely for the purpose of conducting the Competition, shortlisting and awarding the Travel Prize, and selecting the winners and awarding the Prizes.
 - 42.2. The participant's personal data will be stored until the end of the Competition and the awarding of the Prizes.
 - 42.3. To the extent resulting from the applicable data protection laws and subject to the restrictions specified therein, participant has the right to access your data and the right to rectify, delete, restrict processing, transfer data and withdraw consent at any time.

- 42.4. Data subjects have the right to lodge a complaint with the President of the Personal Data Protection Office (at the following address: St Pancras Campus, 63 Pratt Street, London NW1 0BY).
- 42.5. Providing personal data by the participant is voluntary, but it is also a condition for participation in the Competition. Refusal to provide data or withdrawal of consent will result in refusal to register your Submission in the Competition or inability to award the Prize.
- 42.6. The data you provide will not be subject to automated decision-making, including profiling.
43. Participation in the Competition is voluntary, and nothing in the Competition, the Reveal Event, or any participant's involvement in the Competition shall be deemed to create or evidence any employment, agency, partnership or similar relationship between SGHC and any participant.
44. Our decisions regarding the administration and operation of the Competition, including, without limitation, the selection of the potential winner, interpretation of these Competition Terms, and the validity of any Submission, are final and binding, and not subject to any appeal, review, or challenge.
45. If any provision of these Competition Terms is held to be unenforceable, in whole or in part, such provision shall be deemed severed from these Competition Terms and shall not affect the enforceability of the remaining provisions, which shall remain in full force and effect.
46. The Competition and Reveal Event, the Prizes, these Competition Terms, and any matters arising out of or in connection therewith, will be governed by the laws of England and Wales (without regard to the principles therein of the conflict of laws). By submitting an entry to the Competition, you hereby agree to submit to the exclusive jurisdiction of the courts of London, England for the resolution of any dispute, claim, or difference arising out of or in connection with the Competition, the Competition Terms, the Prizes, or the Reveal Event (including non-contractual suits or claims).

Contact Us

47. For any information regarding the Competition, please contact us at: communications@supergroup.com.