



## SANDEMAN OPEN CALL REGULATION

### 11th Edition

The **Sandeman Open Call**, available on the website [www.postermostra.com](http://www.postermostra.com), is promoted by Sogrape Vinhos, S.A., a public limited company registered at the Commercial Registry Office of Vila Nova de Gaia, under the single registration and legal person number 500 271 615, with share capital of EUR 83.843.275,00 and registered office at Rua 5 de Outubro, no. 4527, 4430-809 Avintes, Vila Nova de Gaia (the “**Promoter**”), as well as organized by LabDesign, Lda., a private limited company registered at the Sintra Commercial Registry Office, under the single registration and legal person number 504 732 706, with share capital of EUR 5.237,37 and registered office at Rua de Olivença 10, 2725-122 Mem-Martins (the “**Organizer**”).

This Contest is governed by the following rules (“**Regulation**”):

#### 1. Recipients

1.1. The Sandeman Open Call is open to all individuals over the age of 18 who comply with the conditions set out in this Regulation.

1.2. Different countries may impose other minimum age requirements for the age of majority. If Participants (“**Participants**”) do not meet the minimum age requirement specified by their country, they will not be eligible to participate in the Promotion.

1.3. Partners, directors or employees of the Promoter or the Organizer, as well as employees and/or collaborators of the companies providing services involved in this Contest, are not allowed to participate in the Sandeman Open Call.

#### 2. Sandeman Open Call Period

The Sandeman Open Call will run from 00h00min00s on April 20 to 00h00min00s on May 8, 2026 (the “**Sandeman Open Call Period**”).

#### 3. Objectives and Description of the Sandeman Open Call

POSTER MOSTRA® is a public exhibition of art and word whose native environment is the



street. Its aim is to pay tribute to one of the most powerful means of communication ever. The poster, used to sell everything, from soap to ideals, was the first tool in which art and advertising came together in perfect symbiosis. In this context, Sandeman Open Call aims to promote the **SANDEMAN** Brand and stimulate the interaction with its current and potential consumers and artists, by awarding Prizes best described in Point 4. below to Participants who meet all the requirements for participation in this Contest.

#### 4. Prizes and Winners

4.1. Within the scope of the Sandeman Open Call, the following prizes (“**Prizes**”) will be awarded, free of any liens or encumbrances:

(i) Production of the winning poster developed by the Participant.

(ii) Invitation to the 11th Edition of the POSTER AMOSTRA® event, which will feature a line-up of guest artists.

4.2. In accordance with the provisions of the previous paragraph, a total of 7 (seven) Prizes will be awarded.

4.3. The Prizes to be awarded are not redeemable for cash, nor can they be sold, exchanged, returned, or replaced by other goods in kind.

4.4. Each Participant may submit only one entry and will receive only one Prize.

4.5. The Prizes cannot be combined with any other prize or promotional offer.

4.6. Participants can find out more about the POSTER AMOSTRA® event via the following link: <https://postermostra.com/>.

#### 5. Mechanics of the Sandeman Open Call

5.1. In order to take part in this Contest, interested parties must meet the requirements set out in the points above, as well as the conditions set out in this clause.

5.2. In particular, each interested party must:

(i) Present a visual poster proposal that addresses the iconographic heritage and



identity of the **SANDEMAN** brand, as shown in the following link:  
<https://www.sandeman.com/sandeman-arts/>.

(ii) Ensure that the visual poster proposal is an original, unpublished work that has not been used in other competitions or contests and must comply with all applicable intellectual property rights.

(iii) Submit a visual poster proposal that can be applied to a street poster measuring 150cm (width) x 218cm (height).

(iv) Submit your data and participation on the form provided for this purpose, which is available at the following link: [www.postermostra.com](http://www.postermostra.com).

(v) In accordance with the provisions of **subpoint (iv)**, send the visual poster proposal in tiff format, CMYK color gamut, with a minimum resolution of 300 dpi and with a dimension of 61cm (width) x 91cm (height), equivalent to 7205 pixels (width) x 10748 pixels (height).

(vi) In accordance with **sub-points (iv) and (v)**, include your name (artistic or first name and surname) in the file sent.

5.3. Visual proposals for posters with shared authorship will be accepted, provided that the work in question is signed by a studio or a group of authors with a single signature.

5.4. The content of the entries received that meet all the requirements set out in this Regulation will be analyzed by the Promoter and Organizer.

5.5. Only entries submitted during the Sandeman Open Call Period, and which meet all the requirements of this Regulation will be considered valid. The decision to consider any of the entries invalid does not entitle the Participant to any compensation.

5.6. The Promoter and the Organizer reserve the right to exclude from Sandeman Open Call and eliminate from its participation any Participant who does not comply with the provisions of this Regulation or whose participation may, in any way, be considered fraudulent or offensive to any rights, according to the Promoter's and the Organizer's criteria/perception, and such exclusion will be carried out without prior notice. In addition, images or creative ideas that implicitly or explicitly induce themes such as religion, sex,



politics, violence and social or racial discrimination will be automatically excluded.

## 6. Winners

6.1. Within the framework of the Sandeman Open Call, 7 (seven) winners ("**Winners**") will be awarded.

6.2. Winners will be those Participants who, in compliance with all the requirements of this Regulation, have the skill to submit a valid and winning entry within the scope of the Sandeman Open Call, in accordance with the provisions of the previous clause and this clause.

6.3. All valid entries received will be evaluated by a jury made up of officials from the Promoter and Organizer, anonymously and in a blind test (i.e. each poster will be separated from its author for evaluation purposes).

6.4. The selection criteria for the Winners to be considered by the Promoter and Organizer are as follows:

(i) Creativity;

(ii) Artistic technique;

(iii) Addressing the identity of **SANDEMAN** brand, in accordance with the provisions of **Point 5.2, sub-point (i)** of this Regulation;

(iv) Adaptability to the production format referred to in **Point 5.2, sub-point (iii)** of this Regulation.

6.5. All costs incurred by the Winners in order to enjoy the Prizes, or in connection therewith, shall be their sole responsibility, with the exception of those expressly referred to in this clause.

6.6. In accordance with the provisions of the previous paragraph, the Winners will not bear any costs to produce their work under the terms of **Point 5.2, sub-point (iii)** of this Regulation, or for its assembly at the POSTER MOSTRA® event.

6.7. Once the winning entries have been determined, which will take place by **May 13, 2026**, the Promoter will contact the respective Winners by sending an e-mail to the e-



mail address indicated by the Winners.

6.8. The Promoter and Organizer will decide which entries are winners, and the decision is unappealable and cannot be contested. The decision to consider any of the entries as non-winning does not entitle the Participant to any compensation.

## 7. Personal Data

7.1. The Promoter, the Organizer and/or third parties hired by them agree to comply with the applicable legislation on the protection of personal data, namely Regulation (EU) 2016/679 (General Data Protection Regulation - "**GDPR**") and Law no. 58/2019, of August 8 (Personal Data Protection Law - "**LPDP**").

7.2. Within the scope of this Regulation, the following personal data necessary for the execution of the Sandeman Open Call will be processed, for filling in the form referred to in **Point 5.2, sub-point (iv)** of this Regulation:

- (i) Participant's name (Artistic Name or First Name and Surname);
- (ii) Telephone contact;
- (iii) E-mail address;
- (iv) Brief biography;
- (v) Description of the visual poster proposal;
- (vi) Photograph of the Participant.

7.3. When entries are submitted, Participants will be asked for their consent to share their entry, as well as their Name (artistic or first name and surname) in all the Promoter's media. The purpose of this processing activity is to promote and inform all Participants of the conclusion of the Sandeman Open Call, and the aforementioned personal data will be kept until the last action to promote the Promotion in question.

7.4. In accordance with the provisions of the preceding paragraphs, the Promoter and Organizer act as Data Controllers of the Participants' personal data ("**Data Subjects**"). The parties agree to comply with the obligations imposed by the GDPR in this regard.



7.5. Personal data collected as part of the Sandeman Open Call will be processed and stored for up to 3 (three) months after the 11th Edition of POSTER MOSTRA®.

7.6. Data Subjects may ask the Data Controller for access to their personal data, as well as their rectification or erasure, and the limitation of processing in respect of Data Subjects, or oppose processing, as well as request data portability through the contacts provided in the following clause.

7.7. Data Subjects may exercise their rights free of charge and at any time. If they wish to ask any questions or objections regarding the way their personal data is processed, they can contact the Promoter and/or Organizer using the following contact details:

**For the Promoter:**

(i) **By E-mail:** [privacy@sogrape.pt](mailto:privacy@sogrape.pt);

(ii) **By registered mail:** Rua 5 de Outubro, n.o 4527, 4430-809 Avintes.

**For the Organizer:**

(i) **By E-mail:** [prod@labdesign.pt](mailto:prod@labdesign.pt)

(ii) **By registered mail:** Rua de Olivença,10, 2725-408, Mem-Martins

7.8 For further information, please consult the Promoter's Privacy Policy <https://sogrape.com/pt/politica-de-privacidade-dados-sogrape>.

## **8. Final Provisions**

8.1. The terms and conditions of this Regulation apply to all entries made within the scope of the Sandeman Open Call and are intended to cover all aspects of the Participant's relationship with the Promoter and the Organizer within the scope of the Open Call.

8.2. The Promoter reserves the right to suspend this Contest at any time, temporarily or permanently, as well as to make any changes to this Regulation when it deems them justified or necessary.

8.3. Participation in this Promotion implies a declaration by the Participant that, of their



own free will and without requiring any counterpart, they authorize the Promoter, the Organizer and/or third parties hired by them to, in particular, publish, reproduce, print, edit, change, disseminate, use and exploit their work, without time or territorial limit, in any tool or format that the Promoter or the Organizer deem appropriate, namely on the social networks Facebook® and Instagram® of the **SANDEMAN** brand and any other format where the **SANDEMAN** brand or the POSTER AMOSTRA® event promotes this Promotion.

8.4. Participants agree to indemnify and hold harmless the Promoter and the Organizer, as well as each of their subsidiaries, affiliates, related companies, advertising and contest agencies and their respective directors, managers, employees, agents and representatives, for any losses, damages, rights, claims or actions of any nature arising, in whole or in part, directly or indirectly, from participation in this Contest.

8.5. All entries that go against the purpose of the Sandeman Open Call will be excluded, namely those that are in any way likely to affect the Sogrape Group, the Organizer, any of its brands, namely the **SANDEMAN** Brand, or the proper functioning of the Sandeman Open Call. In such cases, Participants will lose their right to participate, as well as access to the Prize(s) they have won in the meantime, without the right to any compensation.

8.6. The Promoter and the Organizer will eliminate and report unlawful entries, in particular by:

- (i) Defamation, insults, threats and/or abuse of the name and/or image and/or notoriety and prestige of the brand and/or other industrial property rights;
- (ii) Use of expressions that incite violence, intolerance, xenophobia, racism or any other form of discrimination, as well as the practice of any other form of discrimination or crime;
- (iii) Purposes which are against the law or offensive to good customs, which involve harm to third parties or which in any way harm the honour, dignity, image, intimacy, ideologies, religious beliefs or any other legally recognized right of third parties;
- (iv) Sending content of a sexual or obscene nature, which violates privacy, intimacy, confidentiality, intellectual property, industrial property or publicity



rights, including the dissemination of private information about any individual or organization;

(v) Use of another person's identity and/or personal data, plagiarism (in whole or in part) and/or the creation and use of false e-mails.

8.7. The Promoter and the Organizer reserve the right to terminate, change, shorten, delay or extend the Contest at any time, without the Participant being entitled to any compensation whatsoever. In the event of any modifications, they shall come into force on the date indicated by the Promoter or the Organizer, or, in the absence of any indication, immediately following publication of the modifications in Sandeman Open Call.

8.8. Within the scope of the Sandeman Open Call, the Promoter cannot be held responsible for the following:

(i) Lost, late, incomplete, invalid, misplaced or corrupted entries, which will not be considered for participation in the Sandeman Open Call;

(ii) Any difficulties or impossibilities in contacting the winners or them with the Promoter or the Organizer;

(iii) Any loss of messages or delayed deliveries by telecommunications operators or Internet failures;

(iv) Any computer incidents and/or events of any kind on the Sandeman Open Call website [www.postermostra.com](http://www.postermostra.com) that prevent or delay access to the submission and validation of participation;

(v) Failure to send the Prize, for reasons beyond control of the Promoter and the Organizer, namely due to the indication of incorrect data;

(vi) Any acts carried out by Participants, either in the participation or in the enjoyment of the Prize or any action in bad faith, namely participating in the Contest using false information, in which case, if identified, they will be automatically excluded, without prejudice to reporting to the competent authorities.

(vii) Any unauthorized attempt to hack into the computer or communication



systems supporting the Contest, which will be considered illegal and reported to the competent authorities for the appropriate purposes.

8.9. In case of doubt about the Contest, the Participant may contact: [prod@labdesign.pt](mailto:prod@labdesign.pt)

8.10. In the event of any omission in this Regulation, the decision taken by the Promoter shall prevail.

8.11. All disputes relating to the validity, interpretation and execution of this Contest will be settled by the competent courts of the Porto district, expressly renouncing any other.

8.12. Participation in the Sandeman Open Call implies knowledge and acceptance of the terms of its Regulation, and the Promoter and the Organizer recommend reading the current and future terms and conditions of this Contest, and any Participant who does not agree with them must refrain from participating.