AWARD Lab GenAI Sprint

Terms and Conditions

1. Competition Overview & Process

- **The Sprint**: A 60-hour live creative competition.
- **The Brief**: Response to a Not-for-Profit (NFP) creative brief using Leonardo.ai to develop high-fidelity Digital Out-of-Home (DOOH) campaigns.
- The NFP partner and creative challenge will be revealed at the creative briefing for registered entrants at 12:00 pm Thursday, 7 May 2026.
- **Live Sprint Timeline:** Entrants must be available from 12:00 pm Thursday, 7 May to 11:59 pm Saturday, 9 May 2026 inclusive.
- **Judging & Announcement:** Shortlisting commences 11 May 2026, with the winning team announced Tuesday 19 May 2026.

2. Eligibility & Team Structure

- **Core Team Requirement:** Each entering team must include at least one AWARD Crash, AWARD Uni, or AWARD Craft alumnus. Alternatively, AWARD School graduates (specifically those now also mid-weight creatives) are eligible if they reside in states where AWARD Crash, AWARD Uni, or AWARD Craft courses were not available.
- **Promoter Discretion:** The Promoter reserves the right to invite additional competitors (mid-weight creatives) who they deem as qualifying within the framework of the competition.
- **Craft Collaboration:** Participants acknowledge that the AWARD Lab GenAI Sprint is a collaborative initiative designed to integrate high-level craft into the creative process. Experts from Photoplay (production company representing commercial directors & photographers) will be available to mentor teams during the sprint, ensuring craft, production thinking, and execution are embedded from the outset.
- **Flexible Team Size:** Entries are not restricted to two individuals and can include a creative producer or craft technologist for the duration of the sprint if desired. All team members must be identified as part of full team registration. Team/entrant registrations deadline is **5pm, Thursday, 23 April 2026**.
- **Residency:** All teams/entrants must reside in Australia.
- **Platform Access:** Entrants will be granted authorised access to Leonardo.ai Ultimate (top-of-the-range interface) for the Sprint duration, governed by the Leonardo.ai Terms of Service.
- **Process Transparency:** Entrants will be required to provide Leonardo.ai workflow logs/prompts to verify human ideation, craft input, and quality control. Details and instructions will be provided at the team tutorial with Leonardo.Ai and Photoplay.

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3. Warranties & Risk Allocation (AI Carve-Out)

- **Creative Warranty:** Entrants warrant that prompts, concepts, and manual edits are original and do not knowingly infringe third-party intellectual property.
- **Platform Carve-Out:** Entrants do not warrant, and are not responsible for, the underlying training data of the Leonardo.ai platform.
- **Algorithmic Exclusion:** Provided entrants comply with Leonardo.ai's Terms of Service, any inherent algorithmic infringement generated by the AI model is excluded from entrant liability.
- **Third-Party Imagery Warranties:** Entrants warrant and represent that any third-party imagery utilised within the prompting, composition, or creative execution of an entry is explicitly designated by the rightful copyright holder as royalty-free, license-free, and authorised for use in Artificial Intelligence (AI) generative contexts.
- **Copyright Presumption:** For the avoidance of doubt, the absence of specific licensing restrictions on a third-party asset does not imply a grant of rights; entrants acknowledge that copyright remains vested in the original creator (e.g., the photographer) unless otherwise specified.
- **Verification of Rights:** Entrants must provide direct links to source documentation detailing the applicable licenses for all third-party assets used.

4. Intellectual Property & Licensing

- **Ownership:** All intellectual property in the deliverables remains with the entrant.
- **NFP Asset Licence:** Entrants are granted a limited, non-exclusive, royalty-free licence to use an approved suite of images provided by the NFP Partner solely for the duration and purposes of the sprint.
- **External Content Disclosure:** Entrants must disclose any imagery used that is not drawn from the NFP Asset suite. This includes:
    - **Team-created images:** Any original photographs or images shot/created in external software and uploaded into Leonardo.ai must be declared with the team's submission.
    - **Third-party images:** Any images sourced from photo libraries must be disclosed, and entrants must confirm that such assets are royalty-free or license-free at the time of submission.
- **NFP Sprint Licence:** The winning team grants the NFP Partner an exclusive, royalty-free licence for DOOH use for 12 months from campaign launch.
- **Commercial Extension:** Use beyond 12 months, or outside DOOH media, is subject to a separate good-faith licensing agreement between the NFP Partner and the entrant, to be negotiated separately.
- **Protective Licensing:** Where full legal title cannot be effected due to the nature of AI-generated content, the entrant grants an exclusive, worldwide, royalty-free, perpetual licence limited to the intended campaign use.

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- **Moral Rights & Attribution:** Entrants retain their moral rights. ACA and the NFP Partner agree to provide clear attribution in industry-facing communications (e.g., trade media, AWARD/ACA credits, and award submissions).
- **Entrant-Authored Imagery:** Where an entrant utilises their own original imagery (e.g., personal photography) as a component of the creative process, they must explicitly declare that such images are authored by them and that they retain full legal title to the copyright.
- **License Grant for Original Assets:** By submitting an entry containing original imagery, the entrant grants a non-exclusive, perpetual, irrevocable, and royalty-free license for such images to be included as part of the final deliverables.
- **Proof of Authorship:** Entrants must retain original photographic files (e.g., RAW files or metadata-rich masters) and agree to provide such proof of creation to AWARD Lab upon request.
- **Platform Compliance:** Entrants acknowledge that the upload and utilisation of any imagery within the Leonardo.ai platform are subject to the prevailing Terms of Service and legal policies of Leonardo.ai.

5. Prize & Liability Limits

- **Prize Pool:** Total prize value is $10,000 AUD.
- **Distribution:** The prize pool will be shared equally among team members registered and identified in the AWARD Lab GenAI Sprint registration form. All qualifying team members must be formally registered by the closing date: 5 pm, Thursday, 23 April.
- **Taxation:** Any tax implications or liabilities arising from the receipt of prize money are the sole responsibility of the individual winning team members.
- **Liability Cap:** Each entrant's total financial liability under these Terms is capped at the value of the prize portion received.
- **Proportional Indemnity:** Entrants indemnify ACA only for losses arising from intentional IP breaches or gross negligence.

6. General

- **Jurisdiction:** These Terms are governed by the laws of New South Wales, Australia.
- **Survival:** Intellectual property, indemnity, and privacy provisions survive the conclusion of the competition.

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