

# Day of the Dead Altars Competition 2020 Open Call

The Mexican Embassy in the United Kingdom (hereafter “the Embassy”) invites individuals and groups to participate in the ‘Day of the Dead Altars Competition 2020’. This Competition has the purpose of promoting the Mexican tradition of the Day of the Dead in the UK and advancing community engagement around this celebration.

## Rules and participation guidelines

**a) Who can apply?** The Competition is open to any person currently living in the United Kingdom. Participants should register in one of the following categories:

1. Groups, organisations or institutions.
2. Members of the Mexican community.
3. Members of the public of any nationality living in the UK.

**b) Modality/type of altar.** Altars can be either digital or physical installation, whether in a private residence or a public space.

**c) Registration.** To take part in the Competition, participants must fill the registration form available at the Embassy’s Day of the Dead digital platform ([www.diademmuertos.uk](http://www.diademmuertos.uk)) and submit it to [culturauk@sre.gob.mx](mailto:culturauk@sre.gob.mx). Registration can be either individually or on behalf of a group, organisation, or institution, according to the categories stated on item a). The registration form must be submitted no longer than the October 30.

The registration form must include all required information, including i) full name; ii) contact information of the person who is entering the Competition or is registering on behalf of a group, organisation, or institution; iii) short written proposal on the design of the altar; iv) space where the altar will be installed (only if it is a public space; if it is in a private residence, just write “at home”); v) name(s) of the person(s) to whom the altar is dedicated (only if it is dedicated to a celebrity; if not, there is no need to list the name(s) of family or friends).

**d) Altar’s assembly.** The altars must be assembled/made before Monday, November 2, which will be the deadline to send photographs of the process and the finished altar by email to [culturauk@sre.gob.mx](mailto:culturauk@sre.gob.mx). To encourage greater participation, a small grant will be awarded to the best physical altars projects (a maximum of 20 small grants of a maximum amount of £ 30 for individual altars and a maximum amount of £ 50 for collective altars). Grants will be confirmed as applications are received and no later

than November 1. Payment to be made after verification of purchase receipts and the completion of the altar, during the month of November. The terms and conditions indicate the characteristics that the purchase receipts must present so that the reimbursement can be made for the maximum authorised amount, according to the type of altar that has been created. The rest of the expenses must be covered by other means.

**e) Interactive map.** The Embassy will post photographs of the finished altars taken by the registered applicants, even if they have not received support for the realisation of the altar. An interactive map of the United Kingdom will be created to reflect the altars that participated in the Competition across the country and will be available on the Embassy's Day of the Dead digital platform ([www.diademuertos.uk](http://www.diademuertos.uk)).

**f) Results.** The winners of the Competition will be chosen by a panel of judges selected by the Embassy based on criteria of originality, creativity, technique and effort, among others. The announcement of the winning altars in each category will be made on November 5 through the Día de Muertos digital platform, social networks and directly to the winning applicants.

**g) Awards.** There will be awards by category, which will be announced on the social networks of the Embassy, the sponsors and the promoters during the last week of October. In addition to the participation diploma and a book package offered by the Embassy, prizes provided by Tequila Patrón and Mexibrit will be awarded, including among others, agave distillates, Mexican products, discount coupons for Mexican restaurants.

### **Terms and Conditions**

1. This Competition is open to Mexican nationals, either individuals or groups, and to individuals and groups of any other nationalities residing in the United Kingdom, as well as to associations and institutions domiciled in the United Kingdom.
2. Applicants must comply with the rules, terms and conditions contained herein, which will be considered accepted and understood by participants who fill out the registration form. All the information provided in the registration form is part of these terms and conditions.
3. Personal data collected by the Embassy will not be used for purposes other than those specified in this Open Call, unless applicants give their explicit consent. The Embassy collects this information for purposes of registration, evaluation and to contact the applicants about the stages of the Competition.
4. In order to guarantee entry into the Competition, the registration form must be duly filled out no later than **October 30 at 23:59 London time (GMT + 0)**.

5. Applicants must register by filling in all the information requested on the form. Applications that have not all the required information will not be accepted.

6. The altar must not contain defamatory, obscene elements or be in violation of any law or regulation, including copyright and intellectual property.

7. The altars must be assembled/made before Monday, November 2 at 23:59 London time (GMT + 0) the latest, which will be the deadline to send photographs of the process and the finished altar by email to [culturauk@sre.gob.mx](mailto:culturauk@sre.gob.mx).

8. Photographs of the altars must be recent, in colour, of the highest possible quality, preferably in horizontal format and taken with a photographic camera.

9. Applicants must cover all expenses related to their participation in the Competition and to the completion of the altar. If they are selected for one of the small grants offered by this Embassy, applicants must send proof of purchase for a maximum of the authorised amount to the Embassy before Thursday, November 5. Failure to send purchase receipts will cause the automatic cancellation of the grant. The mailing address: Cultural Affairs, Section, Embassy of Mexico in the United Kingdom, 16 Saint George St, London, W1S 1FD.

10. Purchase receipts must be presented without alterations or damages and clearly show the following elements: a) Name of the commercial supplier; b) address of the retail establishment (which must be in the United Kingdom); c) date of purchase; d) breakdown list of items, that is, the name of each item must be listed in the purchase receipt; and e) total amount. Purchase receipts that do not feature these characteristics and that show erasures or amendments will not be accepted.

11. Applicants who are eligible to a small grant having complied with the terms and conditions hereby indicated will receive the funds against verification after the completion of the altar, during the month of November and once the proof of purchase has been received.

12. It is mandatory for applicants who received a small grant, to confirm by email to [culturauk@sre.gob.mx](mailto:culturauk@sre.gob.mx), the reception of the electronic transfer, no later than November 30, as well as to sign and send back the payment receipt that will be sent via email.

13. By registering for the Competition, the interested parties give their consent to use their name and the images provided in promotional, educational or advertisement materials carried out by the Embassy, promoters and sponsors of this Call, on their website, social networks and newsletters without prior notification or compensation. The Embassy may or may not publish, use or not use, any material submitted and applicants retain all proprietary rights as well as rights to post or use their

photographs.

14. The verdict of the panel of judges on the results and winners of the Competition is final and cannot be appealed. Any modality or category of this call can be declared void as recommended by the panel of judges or decided by the Embassy.

15. The Embassy will not be responsible for any technical issues which may arise that impede registration to the Competition.

16. The Embassy is not liable for any injuries suffered by participants or third parties or damage to public or private spaces that may occur during the installation and the display of the altars or their removal. By entering this Competition, applicants agree to release the Embassy, its employees, officers, directors, agents, representatives, successors or assignees from any liability they may incur as part of their participation in the Competition.

17. Applicants guarantee that the multimedia materials to be used in the digital altars are their original work and that they do not infringe the rights of third parties, intellectual property rights or any legal regulations. The applicant accepts all legal responsibility for his participation in this Contest and the obligations derived from it.

18. The Embassy of Mexico is not responsible for any errors or omissions in printing or advertising this Competition.

19. The Embassy of Mexico keeps its right to modify, cancel or suspend this Competition without notice upon external circumstances which are beyond the reasonable control of the Embassy.

20. For further information, please send a note to [culturauk@sre.gob.mx](mailto:culturauk@sre.gob.mx).

## *Organizadores*



## *Patrocinadores*



## *Promotores*

