

SINGAPORE 2010 LOGO DESIGN COMPETITION

Calling all budding designers - design the logo for First Youth Olympic Games

Singapore, July 29, 2008 – The Singapore Youth Olympic Games Organising Committee (SYOGOC) invites all interested individuals to take part in the Singapore 2010 Logo Design Competition and design the logo for the first Youth Olympic Games.

Minister for Community Development, Youth and Sports, Dr Vivian Balakrishnan, announced the launch of the Singapore 2010 logo design competition today at the Singapore Youth Olympic Games Organising Committee's (SYOGOC) Venue Planning Workshop.

“The logo should symbolize what Youth Olympic Games is about i.e. an integrated sport, culture and education programme for the youth by the youth. We have made the design process a public invitation in keeping with the spirit of the Singapore 2010 Games, and we want to welcome the whole world to connect with the YOG. There will be more of such opportunities in the future.” said Minister Vivian Balakrishnan.

Participants are encouraged to come up with a design that embodies **a youthful spirit, the Olympic values of Friendship, Respect and Excellence** and has **an element that is unique to Singapore while having universal appeal**. The design should incorporate the five Olympic Rings, the words: “Youth Olympic Games” and “Singapore 2010”.

The competition is open to all individuals, regardless of residency and nationality¹. There will be two categories for participants: the Youth Category is open to participants aged 18 years and below; and the Open Category is open to all other participants, with no restrictions in residency, nationality, or experience². Each participant may only submit one logo design.

The competition will be open for four weeks from 29 July 08 to 29 August 2008. Participants may choose to submit their entries either via post or online through the Singapore 2010 website (www.singapore2010.sg).

The entries will be assessed by a panel of judges, comprising Singapore Youth Olympic Games Organising Committee Chairman (SYOGOC), Mr Ng Ser Miang, SYOGOC CEO, BG (NS) Goh Kee Nguan as well as renowned individuals – both local and international – from the design industry, creative industry and sports circles. More details will be announced later.

The judges will select the Overall Best Design based on its originality, representation of Singapore, appeal to a global audience and the youth in particular, relevance to the Youth

¹ Professional design organisations and companies will be excluded from this competition.

² Professional designers, in their individual capacity, may participate in this category.

Olympic Games and the Olympic Movement. Five merit awards will also be given out for each category.

The winner of the Overall Best Design will get to take part in the Singapore 2010 Torch Relay as a Torch Bearer³. He or she will also receive the limited Olympic Edition Samsung F480 phone and a pair of tickets to the Singapore 2010 Opening and Closing Ceremony. Merit award winners will each receive a \$200 Samsung voucher and a pair of tickets to the Opening and Closing Ceremony of the Singapore 2010 Games.

For more information regarding the logo design competition, visit Singapore 2010 website at www.singapore2010.sg/logo.

³ This is contingent upon the winner being deemed suitable to be a Torch Bearer. In the event that the winner is not suitable, SYOGOC will give the winner an alternative prize.

Fact Sheet 1

Singapore 2010 Logo Design Competition

- 1 Introduction
 - 1.1 Singapore will be hosting the inaugural Youth Olympic Games (YOG) in 2010. The YOG is a new initiative by the International Olympic Committee (IOC) aimed at engaging the youth of the world and imparting the Olympic values of Excellence, Friendship and Respect through the twin pillars of Sport and Culture and Education. The YOG will involve some 3,500 athletes and 800 officials from 205 National Olympic Committees (NOCs), along with an expected 7,000 volunteers, 800 media representatives and 10,000 spectators.
 - 1.2 The Singapore Youth Olympic Games Organising Committee (SYOGOC) invites all individuals to participate in a design competition for the logo of the inaugural YOG in 2010 (*Singapore 2010*). The logo will come to symbolize the Singapore Youth Olympic Games and have a significant impact on the branding success of the Games.
- 2 Format of competition
 - 2.1 The competition will be open to all individuals, regardless of residency or nationality. Professional design organisations and companies will be excluded from this competition.
 - 2.2 There will be two age categories for participants:
 - (i) Youth category
 - Open to participants aged 18 years and under
 - (ii) Open category
 - This category is open to all other participants
 - Professional designers, in their individual capacity, may participate in this category
 - 2.3 Each participant may submit only one logo design.
 - 2.4 The competition will close on 29 August 08. Participants can submit their entries online through the *Singapore 2010* website (www.singapore2010.sg/logo).
- 3 Guidelines for design

- 3.1 Participants will be encouraged to design their logo such that it covers three broad themes:
- (i) Youthful spirit;
 - (ii) Values of Olympism in relation to the YOG⁴; and
 - (iii) Singapore identity.
- 3.2 The logo should work well in a variety of applications from stationery to digital media, clothing, outdoor banners, commemorative items, etc.
- 3.3 The Singapore 2010 logo should include the following four elements:
- (i) A distinctive element;
 - (ii) The name of the City and year of the Youth Olympic Games, i.e. Singapore 2010;
 - (iii) The Olympic symbol, i.e. the five rings;
 - (iv) The wordmark “Youth Olympic Games”
- 3.4 Other guidelines include:
- The distinctive elements should be original
 - The wordmark “Singapore 2010” must not be separated
 - The Olympic symbol must be positioned at the bottom of the logo
 - The Olympic symbol must appear in its entirety and must not be altered in any way
 - The area covered by the Olympic symbol contained in the submitted design must not exceed one third of the total area of the logo
 - The Olympic symbol must be positioned at the bottom of the logo
 - There should be an “isolation” area around the Olympic rings in which no other type, graphic and/or photographic elements should encroach upon

4 Prizes

- 4.1 An Overall Best Design will be selected from all the entries, with an additional 5 Merit Prizes per category. The prizes are listed below.

Category		Prizes
Overall Best Design		Chance to participate as a Torch Bearer ⁵ in the Singapore 2010 Games Torch Relay, a pair of tickets to the Singapore 2010 Opening and Closing Ceremonies, and a Samsung F480.

⁴ Please refer to the website of the International Olympic Committee (http://www.olympic.org/uk/organisation/index_uk.asp) for more information on the Olympic Movement and their vision for the Youth Olympic Games (http://www.olympic.org/uk/games/athens2004/home/full_story_uk.asp?id=2477).

⁵ This is contingent upon the winner being deemed suitable to be a Torch Bearer (to be determined by SYOGOC). In the event that the winner is not suitable, SYOGOC will give the winner an alternative prize.

Youth	Merit prizes x 5	A pair of tickets to the Opening and Closing Ceremonies and a Samsung voucher worth \$200.
Open	Merit prizes x 5	A pair of tickets to the Opening and Closing Ceremonies and a Samsung voucher worth \$200.

5 Judging Process

- 5.1 The winning entries will be determined by a panel of local and international experts. The panel of judges is currently being finalized.

TERMS AND CONDITIONS OF
THE SINGAPORE 2010 LOGO DESIGN COMPETITION

In submitting an entry or a nomination (each an “Entry”) for the Singapore Youth Olympic Games Organising Committee (SYOGOC) logo design competition (henceforth referred to as ‘Singapore 2010’) you declare, undertake and agree to be bound as follows:

- (1) No Entry shall be valid if it does not, in the sole judgment of the Singapore 2010 and/or the judges of the Singapore 2010 design competition, meet the relevant eligibility criteria, is not submitted in accordance with the Entry Rules stated in this submission pack or is not received within the opening and closing dates for entries stated by the Singapore 2010.
- (2) All information provided in any Entry submitted is true, accurate and complete and no material facts have been willfully suppressed. You agree that any misrepresentation or omission of information will be grounds for disqualifying the Entry or withdrawing any award and other benefit granted on the basis of this Entry.
- (3) You shall inform the Singapore 2010 promptly in writing of any changes to the information provided in any Entry and any changes to circumstances that may affect any Entry.
- (4) The submission of an Entry does not, of itself, automatically entitle you or a nominee to receive any award or other benefit from the Singapore 2010.
- (5) You consent to the disclosure by the Singapore 2010 of the contents of any Entry and any other materials and information submitted therewith to such third parties as the Singapore 2010 shall deem appropriate in the exercise of its sole discretion, including without limitation the Singapore 2010 design competition judges, members of the press and media, sponsoring organizations and government agencies.
- (6) You warrant that all Entries and any other materials submitted therewith are original works of authorship, the use or possession of which by the Singapore 2010 shall not infringe any right, title or interest of any party (including without limitation trade mark, patent, copyright, moral rights, trade secrets or other proprietary rights).
- (7) All documents and materials submitted by or for you in respect of an Entry for the Singapore 2010 design competition shall become the property of the Singapore 2010 and shall not be returnable under any circumstances. For the avoidance of doubt, the Singapore 2010 does not claim ownership of any intellectual property rights in any documents or materials created by or for you.
- (8) You hereby grant to the Singapore 2010, its sponsoring organizations and government agencies an irrevocable, non-exclusive, worldwide, perpetual and

royalty-free right and licence to use your trade mark(s) and logo(s) in relation to the Singapore 2010 design competition and the Singapore 2010's other marketing and promotional efforts now or in future.

- (9) You hereby grant to the Singapore 2010, its sponsoring organizations and government agencies an irrevocable, non-exclusive, worldwide, perpetual and royalty-free right and licence to use, reproduce, adapt and translate the contents of any Entry and any other materials and information submitted therewith, in whole or in part, in any part of the world in any form or manner and in any media including but not limited to webcasting, podcasting, broadcasting and print, all in relation to the marketing, promotion and staging of the Singapore 2010 design competition and the Singapore 2010's other marketing and promotional efforts, now or in future. Nothing in this Section shall apply to your trade mark(s) and logo(s).
- (10) You shall indemnify and hold harmless the Singapore 2010, its directors, officers, agents, contractors, sponsors and professional advisors and all judges from and against any loss or damage arising out of or in connection with your breach of these terms and conditions or your Entry.
- (11) You hereby release the Singapore 2010, its directors, officers, agents, contractors, sponsors and professional advisors and all judges from any and all liability whatsoever, to the full extent allowed by law, arising out of or in connection with your Entry and any action, decision, recommendation or advice, or failure to take action, make any decision, recommendation or give advice in connection with the Singapore 2010 design competition or any of its or their services. In no event shall the Singapore 2010, its directors, officers, agents, contractors, sponsors or professional advisors or otherwise reimburse you any expenses incurred in submitting an Entry to or otherwise participating in the Singapore 2010 design competition. The Singapore 2010 shall not be liable for any delay or failure in receipt of an Entry, howsoever arising.
- (12) The Singapore 2010 shall be entitled at any time in its sole discretion and without having to disclose any reason or make any compensation whatsoever, to cancel the Singapore 2010 design competition or part thereof or modify any aspect thereof, including without limitation the award categories, selection and judging criteria, the judges, and prizes and other benefits to be provided to award winners.
- (13) All decisions of the Singapore 2010 and the judges of the Singapore 2010 design competition shall be final and binding on all participants and no correspondence will be entertained.
- (14) SYOGOC reserves the right to modify the winning design of the competition. The winning design may not be the final Singapore 2010 logo.
- (15) These terms and conditions are governed by the laws of Singapore.

- (16) No third party shall have any right under the Contracts (Rights of Third Parties) Act (Cap 53B) or otherwise to enforce these terms and conditions.
- (17) Prizes are not exchangeable, transferable or redeemable for other goods and services.
- (18) Selected works may be showcased during the Singapore 2010 Games or at any other publicity event before or after the Games.
- (19) All submitted works will not be returned.
- (20) If short-listed, you shall sign the Standard Copyright Assignment within 14 days.

/END

Fact Sheet 2

ADVISORY COMMITTEES TO THE SINGAPORE YOUTH OLYMPIC GAMES ORGANISING COMMITTEE

To engage and involve the various sectors of Singapore in the Singapore Youth Olympic Games, the Singapore Youth Olympic Games Organising Committee (SYOGOC) has set up five advisory committees. These committees will advise and assist SYOGOC in the areas of sports, culture and education, community outreach, youth engagement, and business and marketing.

Sports Committee

Led by Dr Tan Eng Liang, the Sports Committee **will work with sports associations and agencies, and provide advice on the sports programme for Singapore 2010.**

Dr Tan is the Vice-President of the Singapore National Olympic Council and Executive Vice-President of Wuthelam Holdings Ltd. Among his many accomplishments, he was the Chairman for Singapore Sports Council for 16 years from 1975 to 1991. In 1995, the International Olympic Committee "Olympic Movement Unity" Trophy was presented to Dr Tan for his invaluable services to Olympism. A former national water polo player, Dr Tan had represented Singapore at several major competitions including the Melbourne 1956 Olympic Games, 1958 Asian Games in Tokyo, SEAP Games in 1965 and 1967.

Culture and Education Committee

The Culture and Education Committee is co-chaired by RAdm (NS) Sim Gim Guan, Deputy Secretary (Information & Corporate Management) of the Ministry of Information, Communication and the Arts (MICA), and Mr Loh Ngai Seng, Deputy Secretary (Policy) of the Ministry of Education (MOE).

The committee **will advise Singapore 2010 in the planning, development and execution of the Culture and Education Programme, and assist it in the partnership with schools, culture and education-related agencies.**

RAdm (NS) Sim oversees the Information divisions in MICA, dealing with Government Public Communications, Media Relations, National Marketing and National Resilience, as well as the Organisation Management Division, dealing with Finance, Human Resources and Work-Life issues, and the Corporate Planning Division.

Mr Loh oversees the formulation and implementation of educational strategies and policies relating to the school sector and higher education. He also oversees the Higher

Education including Universities, Polytechnics, Institute of Technical Education and the Arts Institutions.

Community Outreach Committee

Chairing the Community Outreach Committee is Mayor Zainudin Nordin. The committee **will advise SYOGOC in the areas of community affairs and public outreach. It will assist SYOGOC in the partnership with community agencies to reach out to all Singaporeans to raise social standards and service levels.**

Mayor Zainudin was first elected a Member of Parliament in 2001. On 31 May 2006, he was appointed Mayor of the Central Singapore District. As Mayor, his priorities are to strengthen racial harmony, engage the young and help the needy elderly. A strong advocate of multi-racialism, Mr Zainudin also heads the OnePeople.Sg (formerly known as Central Singapore Joint Social Service Centre), a body that promotes racial harmony by tapping on the expertise, experience and resources of the Self-Help Groups and the CDCs.

Youth Engagement Committee

The Youth Engagement Committee is led by Mr Koh Seng Leong, and will **provide perspectives on issues involving the youth and youth activities. Through partnership with related associations or agencies, it will work with SYOGOC to engage the youth, to interest and involve them in activities before, during and after the Youth Olympic Games.**

Mr Koh was the youngest sailor selected for the 2000 Olympics where he took part in the double-handed 470 men event. In December 2006, Mr Koh recovered from his injury sustained in a traffic accident to win a silver medal in the Laser Radial event at the Asian Games in Doha. Together with fellow sailor Renfred Tay, he donated part of their Multi-Million Dollar Awards Programme (MAP) prize money to their alma mater, Singapore Management University, to start a sports scholarship.

In 2007, he represented Singapore at the SEA Games in the Laser Class and won a silver medal, the second since his appearance in the 1997 SEA Games in the Optimist class. He was also the team captain at the Games. In February this year, he successfully qualified Singapore for a berth in the Laser Standard event at the Laser World Championship. Mr Koh will be making his second appearance at the Olympic Games this August.

Business and Marketing Committee

Led by Mr Kwek Leng Joo, the Business and Marketing Committee **will advise SYOGOC in the areas of marketing, sales, branding and sponsorship.**

Mr Kwek is the Managing Director of City Developments Limited, and an Executive Director of the parent company Hong Leong Group Singapore. The Immediate Past President of the Singapore Chinese Chamber of Commerce and Industry, Mr Kwek is also leading many civic organisations which include the Chairmanship of the National Youth Achievement Award Council (NYAA) Board of Trustees and Management Committee for the Chinese Language and Culture Fund. He sits on the Board of Trustees of the Nanyang Technological University and Chinese Development Assistance Council, and is also a member of the National Council on Problem Gambling, Board of Governors in the Chinese Heritage Centre and Council for the Third Age. An avid photographer and a keen supporter of the arts, Mr Kwek has been committed to elevating the standard of photography in Singapore and nurturing young talents.

/END

Fact Sheet 3

Venue Planning Workshop

The Singapore Youth Olympic Games Organising Committee (SYOGOC) is conducting a two-day Venue Planning Workshop for its staff and partner agencies to help the various departments of the Organising Committee understand what they need to consider when planning for their respective functions at each venue. This is part of the preparation to ensure that the Games run smoothly in 2010.

During the Games, different services will be provided to the various parties (such as the athletes, the IOC family, the media, spectators, International Federations and Games technical officials) at each venue. These different services will be provided by the various functions of SYOGOC.

The Workshop aims to acquaint SYOGOC and its partner agencies with the various components and concepts of venue operations, and help the various functions confirm their plans. It will also facilitate the departments in the development of the integrated operations plans for each of the venue and help them gradually transit into the operations phase.

/END