

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 or AWARD Uni alumnus.
- **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 Commercial Producers Council (CPC) member companies will be available to collaborate with 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. If additional team members are to be involved for the duration of the sprint, then they must be identified as part of 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 for the Sprint duration, governed by the [Leonardo.ai Terms of Service](#).
- **Process Transparency:** Entrants may be required to provide Leonardo.ai workflow logs to verify human ideation, craft input, and quality control. If so, details and instructions will be provided before the live sprint commences.

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.

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.
- **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.
- **CPC Rights Waiver:** CPC members and their respective agencies agree to waive all intellectual property rights for any work or concepts collaborated on during the AWARD Lab GenAI Sprint in favour of the program's intended NFP campaign use.
- **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).

5. Prize & Liability Limits

- **Prize Pool:** Total prize value is \$10,000 AUD.
- **Distribution:** The prize pool will be shared equally among all 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.
- **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.