



**TERMS & CONDITIONS  
& COMPREHENSIVE  
ENTRY GUIDE**

# HOW TO ENTER FLAME

## A STEP BY STEP ENTRY GUIDE

### STEP 1

## Choose Your Category

Visit [www.flame.loeries.com](http://www.flame.loeries.com) and check out the categories.

Once you've chosen your category, click submit.

### STEP 2

## Register

Tell us about your agency and enter your contact details by completing the registration form on the entry platform.

**FLAME**2014  
FLAME  
FESTIVAL

HomeHow To Enter ▾Categories ▾Submit EntryAwards ▾

**REGISTRATION**

Please enter your contact information here. You will only have to do this once. Thereafter you will be able to manage your entries using your email address and password.

\* Indicates required fields

LOGIN INFORMATION

Email \* :

Re-enter 'Email' \* :

i

Choose Password \* :

Re-enter Password \* :

i

PRIMARY CONTACT INFORMATION

First name \* :

Last name \* :

Phone Number \* :

Cell Number \* :

i

# HOW TO ENTER FLAME

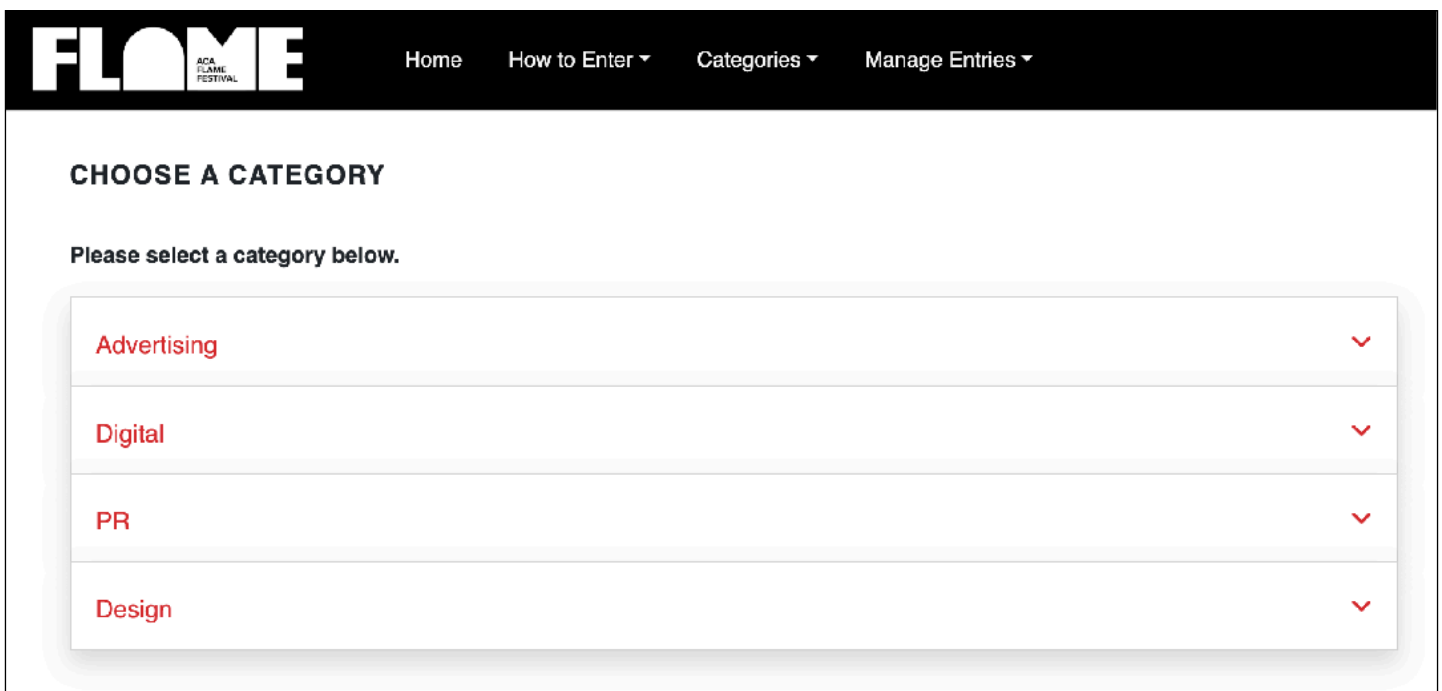
## A STEP BY STEP ENTRY GUIDE

### STEP 3

## Choose Your Category

Once you have completed registration and obtained your login details, you can begin your entry.

You can choose the category you want to enter from the dropdown list. Choose from Advertising, Digital, PR & Design.



**FLAME** ACA FLAME FESTIVAL

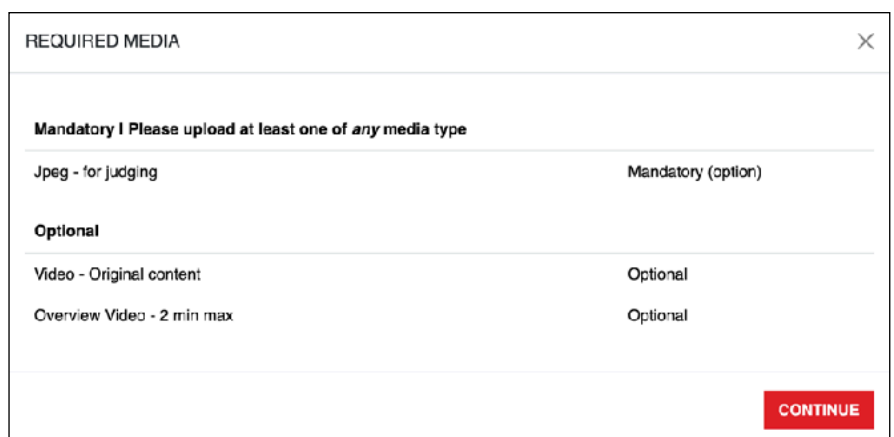
Home How to Enter Categories Manage Entries

### CHOOSE A CATEGORY

Please select a category below.

- Advertising
- Digital
- PR
- Design

Check the media requirements for the category you have selected and click continue.



REQUIRED MEDIA	
<b>Mandatory</b>   Please upload at least one of any media type	
Jpeg - for judging	Mandatory (option)
<b>Optional</b>	
Video - Original content	Optional
Overview Video - 2 min max	Optional
<b>CONTINUE</b>	

# HOW TO ENTER FLAME

## A STEP BY STEP ENTRY GUIDE

### STEP 4

## Fill in Entry Details

Complete your entry details in the entry form.

Once you have entered all the required information, click save and continue.

BRAND ACTIVATION & EXPERIENCE : BA

Entering Company \*: Association of Communication Agencies

Entry Title \*:

Brand \*:

Product \*:

Sector \*: CHOOSE A SECTOR...

Language \*: CHOOSE A LANGUAGE...

Public Service & Charity \*: ☐ No ☐ Yes

Self Promotion \*: ☐ No ☐ Yes

Part of a Campaign \*: ☐ No ☐ Yes

☐ Complete description now (you can complete this later)

☐ Complete credits now (you can complete this later)

SAVE & CONTINUE

### Please note:

The description & credit information of each entry can be accessed from the dashboard and completed later.

### STEP 5

## Upload & Link Media

Click on **Link/Remove** media button to upload & link media to your entry.

BRAND ACTIVATION & EXPERIENCE : BA

BACK

LINK / REMOVE MEDIA

ENTRY DETAILS

Category  
Brand Activation & Experience

Title  
TEST

Agency / Entrant  
FLAME 2025

Brand  
TEST

Product  
TEST

Business sector  
Health Care Services

Entry ID  
BA-25-10001

ENTRY LAYOUT

Please link media from your library or upload new media for this entry.

CREDITS

SAVE & CONTINUE



# HOW TO ENTER FLAME

## A STEP BY STEP ENTRY GUIDE

Check the mandatory media requirements for each entry and ensure that you upload each piece of required media.

You may also submit the optional media requirement.

Image FilesAudio FilesVideo FilesPDF Files

▼ HIDE REQUIREMENTS FOR THIS ENTRY

**Mandatory ! Please upload at least one of any media type**

Jpeg - for judging

Mandatory (option)

**Optional**

Video - Original content

Optional

Overview Video - 2 min max

Optional

**BEFORE YOU BEGIN**  
Agency name and credits cannot appear on any media – All Non-English media requires subtitles

**Choose your Files**  
Add files and click the start button.

Filename	Size	Status
Drag files here.		

ADD FILES

START UPLOAD

0 b0%

UPDATE ENTRY

Click **Add Files** to select the media you want to upload and then click start upload.

**Ensure that the media submitted meets the exact specifications outlined in the preparation guidelines.**

# HOW TO ENTER FLAME

## A STEP BY STEP ENTRY GUIDE

Once you have selected the media you would like to upload, select the media type from the dropdown list. E.g. Jpeg - for judging, Video - Original Content, Overview video.

Once you have selected the media type, **START UPLOAD**.

**Choose your Files**  
When all files are 100% uploaded the list will be submitted.

Filename	Type:	Size	Status
Flame 2025 Testing.jpeg	Please select type...	89 kb	0%
		89 kb	0%

**ADD FILES** **START UPLOAD**

**UPDATE ENTRY**

Once your upload is complete, you will see status uploaded. Click **MANAGE MEDIA**.

**BACK**  
**CHECK UPLOAD STATUS**

**PLEASE NOTE:**  
Check below if your media has been uploaded successfully.  
If the Status below is "Uploaded" for all media, then you are good to go. Click **[MANAGE MEDIA]** to continue with your entry.  
However, if **"UPLOADS FAILING REQUIREMENTS"**, check the error description for what the problem is. If necessary, check the media requirements and make the required adjustments to your media - e.g. file size.

**SUCCESSFUL UPLOADS**

File	Media Type	Status
Untitled 2.001.27620.jpeg	Jpeg - for judging	Uploaded

**MANAGE MEDIA**

You will need to **LINK** the uploaded media to your entry.

Check the **yellow box** on the top right-hand corner and click **UPDATE ENTRY**.

**ADD FILES** **START UPLOAD** 0% 0%

**UPDATE ENTRY**

**MEDIA LIBRARY**  
SHOW TOOLBOX

file: Untitled 2.001.27620.jpeg  
date: 2025-09-09 10:15:27 AM  
type: Jpeg - for judging

**UPDATE ENTRY**

# HOW TO ENTER FLAME

## A STEP BY STEP ENTRY GUIDE

Once you are sure that you've met the minimum media requirements, check the yellow box on the bottom of the screen and click **SAVE & CONTINUE**.

☐ Complete. You have met the minimum media requirement for this entry. You can continue to add media, or click checkbox if you have no more media to add.

**SAVE & CONTINUE**

## STEP 6

## Checkout & get invoice

Next you will need to checkout your entry to generate an invoice for payment.

Review the selected entries and the total fee on your dashboard.

If you choose to proceed, an invoice will be.

Click the yellow check box on the left-hand side of your dashboard.

Click Checkout on the bottom left-hand side on the bottom of your dashboard.

Search:

Entry Status	Payment & Invoice #	Entry ID#	Brand	Title	Category	Credits	Description	Linked Media	Confirm
<input type="checkbox"/> Incomplete	Checkout	BA-25-10002	TEST	TEST	Brand Activation & Experience	<span>✖ Add credits</span>	<span>✖ Update</span>	<span>✔ Complete</span>	<span>✔ Uploaded</span>
Show All entries									
<div><div>CHECKOUT</div><div>FINALISE</div><div>DUPLICATE ENTRY</div><div>DELETE ENTRY</div></div>									

SUMMARY

Selected entries:

Not invoiced entries: MUR 900.00

Invoiced entries: MUR 0.00

Total (incl. VAT): MUR 900.00

You can still make changes to your description and credits after checkout.

# HOW TO ENTER FLAME

## A STEP BY STEP ENTRY GUIDE

Once you are sure that you've met the minimum media requirements, check the yellow box on the bottom of the screen and click **SAVE & CONTINUE**.

☐ Complete. You have met the minimum media requirement for this entry. You can continue to add media, or click checkbox if you have no more media to add.

**SAVE & CONTINUE**

## STEP 6

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Click Checkout on the bottom left-hand side on the bottom of your dashboard.

Search:

Entry Status	Payment & Invoice #	Entry ID#	Brand	Title	Category	Credits	Description	Linked Media	Confirm
<input type="checkbox"/> Incomplete	Checkout	BA-25-10002	TEST	TEST	Brand Activation & Experience	<input type="button" value="Add credits"/>	<input type="button" value="Update"/>	<input checked="" type="checkbox"/> Complete	<input checked="" type="checkbox"/> Uploaded
Show All entries									
<input checked="" type="button" value="CHECKOUT"/>	<input type="button" value="FINALISE"/>	<input type="button" value="DUPLICATE ENTRY"/>	<input type="button" value="DELETE ENTRY"/>						

SUMMARY

Selected entries:

Not invoiced entries: MUR 900.00

Invoiced entries: MUR 0.00

Total (incl. VAT): MUR 900.00

You can still make changes to your description and credits after checkout.



# HOW TO ENTER FLAME


## A STEP BY STEP ENTRY GUIDE

Select your payment option by clicking the yellow box and selecting the payment method (OFFLINE or ONLINE)

**CHECKOUT** **TERMS AND CONDITIONS**

IF YOU WANT TO ADD MORE ENTRIES, [CLICK HERE NOW](#).


☐ I confirm that I have have read and agree to the terms and conditions

 **PROCEED TO OFFLINE PAYMENT**

**2. SECURE ONLINE PAYMENT VIA CREDIT CARD**

Your credit card information will be encrypted and processed via MIPS Secure Online Payment Gateway so that your privacy is protected. The Flame WILL NOT store your credit card information. The Flame accepts MASTER CARD and VISA for online credit card payment.

☐ I confirm that I have have read and agree to the terms and conditions

 **PROCEED TO ONLINE PAYMENT**

### OFFLINE PAYMENT

You can download your invoice and pay via EFT.  
Select the yellow box & CREATE INVOICE.

### ONLINE PAYMENT

Card payment using the MIPS Secure Online Payment Gateway by clicking PROCEED TO ONLINE PAYMENT- note you will be redirected



**ONLINE PAYMENT**

**PLEASE NOTE**

The secure MIPS payment form will load below.

Once your payment has been processed your payment will be recorded and you will be sent an invoice. **Please be patient, this might take a few minutes.**

If you experience a problem but have done a payment, please send your payment details and receipt to [flame@icrns.com](mailto:flame@icrns.com)

# HOW TO ENTER FLAME

## A STEP BY STEP ENTRY GUIDE

You can also access your invoice later by clicking on the invoice number on your dashboard.

Search:

Entry Status	Payment & Invoice #	Entry ID#	Brand	Title	Category	Credits	Description	Linked Media	Confirm
Not paid									
<input type="checkbox"/> Incomplete	<b>INV-25-1</b>	<b>BA-25-10002</b>	TEST	TEST	Brand Activation & Experience	<a href="#">✖ Add credits</a>	<a href="#">✖ Update</a>	<a href="#">✔ Complete</a>	<a href="#">✔ Uploaded</a>

Show  entries

Previous  Next

CHECKOUT

FINALISE

DUPLICATE ENTRY

DELETE ENTRY

SUMMARY

Selected entries:

Not invoiced entries: **MUR 0.00**

Invoiced entries: **MUR 900.00**

Total (incl. VAT): **MUR 900.00**

## STEP 7 Upload confirmation

You need to upload an entry confirmation form that is signed by your company CEO, ECD or equivalent before you can finalise your entry.

Click on 'Unconfirmed' on the far-right hand Confirm column.

CREATE NEW ENTRY

☐ Hide completed entries | Group by: ☒ Paid? ☐ Brand ☐ Title ☐ Category

Search:

Entry Status	Payment & Invoice #	Entry ID#	Brand	Title	Category	Credits	Description	Linked Media	Confirm
Not paid									
<input type="checkbox"/> Finalise	<b>INV-25-3</b>	<b>IC-25-10001</b>	Test	Flame Test	Integrated Campaign	<a href="#">✔ Complete</a>	<a href="#">✔ Update</a>	<a href="#">✔ Complete</a>	<a href="#">✖ Unconfirmed</a>

Show  entries

Previous  Next

CHECKOUT

FINALISE

DUPLICATE ENTRY

DELETE ENTRY

# HOW TO ENTER FLAME

## A STEP BY STEP ENTRY GUIDE

You can also access your invoice later by clicking on the invoice number on your dashboard.

Search:

Entry Status	Payment & Invoice #	Entry ID#	Brand	Title	Category	Credits	Description	Linked Media	Confirm
Not paid									
<input type="checkbox"/> Incomplete	<b>INV-25-1</b>	<b>BA-25-10002</b>	TEST	TEST	Brand Activation & Experience	<a href="#">✖ Add credits</a>	<a href="#">✖ Update</a>	<a href="#">✔ Complete</a>	<a href="#">✔ Uploaded</a>

Show  entries

Previous  Next

CHECKOUT

FINALISE

DUPLICATE ENTRY

DELETE ENTRY

SUMMARY

Selected entries:

Not invoiced entries: **MUR 0.00**

Invoiced entries: **MUR 900.00**

Total (incl. VAT): **MUR 900.00**

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CREATE NEW ENTRY

☐ Hide completed entries | Group by: ☒ Paid? ☐ Brand ☐ Title ☐ Category

Search:

Entry Status	Payment & Invoice #	Entry ID#	Brand	Title	Category	Credits	Description	Linked Media	Confirm
Not paid									
<input type="checkbox"/> Finalise	<b>INV-25-3</b>	<b>IC-25-10001</b>	Test	Flame Test	Integrated Campaign	<a href="#">✔ Complete</a>	<a href="#">✔ Update</a>	<a href="#">✔ Complete</a>	<a href="#">✖ Unconfirmed</a>

Show  entries

Previous  Next

CHECKOUT

FINALISE

DUPLICATE ENTRY

DELETE ENTRY

# HOW TO ENTER FLAME

## A STEP BY STEP ENTRY GUIDE

Select the PDF or PRINT link and download the **Confirmation Letter**.

Once signed, click **UPLOAD CONFIRMATION**, select your signed confirmation letter.

Your confirmation letter will automatically be uploaded on any new entry created.

**IMPORTANT DOCUMENTS**

**Entry Confirmation Form:** Please have the company CEO, Executive Creative Director (ECD), or equivalent person sign this form and use the "UPLOAD CONFIRMATION" button on the bottom of this page.

Print	Description	Print
Entry Summary	Includes a record of each entry, including entry details, description, credits and media. <b>Hint:</b> Ensure your Creative Head, ECD, CEO or MD cross-checks and approves all your entry information listed on this summary sheet.	<a href="#">PRINT</a> <a href="#">PDF</a>
All Entry Labels	Print all of the individual entry labels. <b>An entry label must be physically attached to each entry.</b>	<a href="#">PRINT</a> <a href="#">PDF</a>
Package Labels	Stick these labels to the outside of your packages for hand delivery or shipping in the mail - nationally or internationally.	<a href="#">PRINT</a> <a href="#">PDF</a>
Entry Confirmation	This form must be signed by the company CEO, Executive Creative Director (ECD), or equivalent.	<a href="#">PRINT</a> <a href="#">PDF</a>

**UPLOAD CONFIRMATION**

Entry Confirmation	This form must be signed by the company CEO, Executive Creative Director (ECD), or equivalent.	<a href="#">PRINT</a> <a href="#">PDF</a>
<a href="#">Confirmation Entry pdf uploaded</a>		



# HOW TO ENTER FLAME

## A STEP BY STEP ENTRY GUIDE

### STEP 8

### Finalise

Once your entry confirmation, linked media credits and description are complete and you are certain that you do not have any further changes to make, you are ready to finalise your entry.

Make sure that credits, description, media and confirmation have been completed before finalising the entry(s).

Search:

Entry Status	Payment & Invoice #	Entry ID#	Brand	Title	Category	Credits	Description	Linked Media	Confirm
Not paid									
<input checked="" type="checkbox"/> Finalise	INV-25-1	BA-25-10002	TEST	TEST	Brand Activation & Experience	<a href="#">Complete</a>	<a href="#">Update</a>	<a href="#">Complete</a>	<a href="#">Updated</a>

Show 50 entries

Previous 1 Next

**CHECKOUT** **FINALISE** DUPLICATE ENTRY DELETE ENTRY

SUMMARY	
Selected entries:	MUR 900.00
Not invoiced entries:	MUR 0.00
Invoiced entries:	MUR 900.00
Total (incl. VAT):	MUR 900.00

To submit your entry for judging; select the entry you'd like to finalise and click **"FINALISE"**. Once an entry has been marked as finalised, it will no longer be editable.

For any entry queries please contact [flame@loeries.com](mailto:flame@loeries.com)

# FLAME AWARD ENTRY RULES & JUDGING GUIDELINES

1. Bronze, Silver and Gold Awards may be awarded in the main categories.
2. 1 Grand Prix per main Category may be awarded.
3. Craft Awards will be awarded within the Design Category. The jury can decide to award an additional 5th Grand Prix specific to Craft.
4. Agency self-promotional work will be awarded no higher than a Silver Flame.  
**Example:** A design agency designing its own logo is considered self-promotion.  
**NOTE:** This only relates to agency self-promotional work. A brand may enter its own in-house work and this is NOT considered self-promotion (e.g. a car company may enter its own marketing programme).
5. **The Grand Prix cannot be won by any public service or charity entries, or self-promotional work.** Public service, charity or self-promotional work can be entered in all categories but must be marked as such on the entry forms. The Flame Award define public service and charity entries as work that is carried out for any charitable, NPO, welfare or public service organisations, e.g. SPCA, Arrive Alive, religions, etc. Political parties are NOT considered public service or charitable organisations.
6. No work created for the Flame Award can be entered.
7. The Flame Award may contact the agency, brand, or anyone associated with the entry, during entry processing or during judging, should any questions arise related to the entry.
8. The Flame Award will endeavour to move entries to more appropriate categories during entry processing and prior to judging. However, it remains the responsibility of the entrant to submit their entry into the correct category and the Flame Award will not be held responsible for entries submitted incorrectly. Entrants will be informed of any proposed changes to their entries. **During judging the Jury are not allowed to move entries between categories.**
9. All entries are subject to the full Terms & Conditions of the Flame Award.
10. The full Terms and Conditions of entry must be accepted by each entrant, during the online entry process. It is not possible to submit an entry without accepting the Terms and Conditions of entry

**All entries are subject to the full terms & conditions of the Flame Award.**

# ELIGIBILITY CRITERIA

## ENTRY DEADLINE

All entries must be submitted, including completed online entry forms and entry material by the published deadline for **Thursday, 07th @ 23h59 Mauritius Standard time (UTC+4)**

## ELIGIBLE REGIONS

**Mauritius, Rodrigues, Reunion Island, Madagascar, Mayotte, Seychelles & Comoro Islands only.**

## WHAT CAN BE SUBMITTED TO THE FLAME AWARD?

**Entries that meet any one of the following 3 options we should will be accepted:**

- 1.** Entries must be created by agencies, companies or freelancers registered in the eligible region mentioned above. Agencies, companies and freelancers outside these regions are not eligible to participate, even if the work targets the region. However, agencies, companies and freelancers from the eligible region may submit work created for countries outside the region, as long as they have been conceived in the region. Entries must be commercially published, launched or aired to a substantial audience for the first time between **1st July 2023 to 30 June 2025**.
- 2. All work eligible can be entered in any Craft categories.** Example: A Mauritian agency creates a campaign for a German brand using a Germany production company. This can be entered for any Crafts irrespective of where the Crafts person or production company is based.
- 3. Crafts:** Work that is produced by a production company from the region for a global company, to run outside the region, can be entered for the relevant Craft categories, BUT this may not be entered in the main categories.  
Example: A Film Production Company from Seychelles produces a commercial for a British agency to flight in Europe. This may be entered for all the relevant film crafts that the production company was responsible for (e.g. Direction, Cinematography, etc.).

## WHO CAN PARTICIPATE IN THE FLAME AWARD?

- 1.** Open to anyone in Brand Communication – including Advertising, PR, Design, Live Events, Sponsorships, Digital, Social Media, Music Videos, etc - from eligible countries: Mauritius, Rodrigues, Reunion Island, Madagascar, Mayotte, Seychelles & Comoro Islands.
- 2.** Anyone involved in the creation, publishing or production of the work may submit an entry (including directly from the brand, agency, and Freelancer or Production Company).

# ELIGIBILITY CRITERIA

3. If multiple companies have worked on a project, they must agree in advance who will submit the entry and they must agree on how the credits will be completed. If an entry is received from more than one company, only the first entry will be accepted. No refunds will be given on duplicate entries.

## CATEGORY RULES

### Why does The Flame Award allow my work to be entered in only one category?

The principle behind the rule that a piece of work can only be entered into one main category is that the Flame Awards by Loeries will award an execution only once. Therefore, the same creative execution cannot be awarded in Print and Outdoor. Even if you did run the same execution across all these media, you must choose only one category to enter it into.

Please note however that the same work can be re-entered in campaigns, as well as for multiple craft categories.

Please refer to the category descriptions section for detailed information.

## TREATMENT AND PUBLICATION OF ENTRY

1. **Property of entries:** All documents, storage media and other material that accompany or forms part of an entry or are submitted with it will become the sole property of the Flame Awards by Loeries (the Company). The Flame Awards by Loeries will not return any items entered and will not be responsible for any loss or destruction of or damage thereto of whatever nature. The Flame Awards by Loeries shall be entitled to dispose off, destroy, store or exhibit all documents, storage media and other material forming part of or accompanying an entry.
2. **Licence:** By submitting an entry into the awards, the entrant grants the Company an irrevocable, perpetual, royalty free, non-exclusive, sub-licensable, unconditional and transferable licence throughout the world to publish, reproduce, copy, transmit, broadcast, publicly perform, display, exhibit and/or otherwise use or reuse the Entry and the Entrant's name, image, likeness, background and biographical material in any and all media, including, without limitation, any publication, advertisement, marketing or promotional material, print, digital or electronic media, the internet, any broadcast channel on the internet, audio and audio visual media and television or radio station in any manner for purposes of promoting Company and the awards, by any means by the Company. The entrant also grants permission to the Company to show, copy or play the entry at such times as the Company deems appropriate. The Company shall be entitled to make available for educational and reference purposes, including electronic publishing, any entries.



# ELIGIBILITY CRITERIA

- 3. Licence (ctnd):** If any television or radio station agrees to telecast a news or other program related to awards or the Company, the entrant agrees to obtain any permissions and to bear and pay for all talent or any other applicable charges incurred by inclusion of the entry in the program, if required. The entrant waives and shall procure the waiver of all moral rights vesting in or relating to the entry. The entrant waives and indemnifies the Company from any and all claims that may arise based on moral rights or unfair competition relating to the Company's use of the entry.
- 4. Warranties:** By submitting an Entry the Entrant warrants that it is entitled to grant the licence referred to above and that it has obtained all necessary permissions, usage rights and waivers of moral rights from all third parties who contributed to or commissioned the Entry or were otherwise involved in the entry or the production thereof, including without limitation the advertiser whose goods or services the Entry promotes, producers, directors, photographers, illustrators and performers, together with the owners of any trade or service marks or any other intellectual property, whether registered or not, which are included in or form part of the Entry. The Entrant also warrants that the credits and information in the Entry are true and correct and that publication and use of those credits and information will not infringe any moral or other rights of the Entrant or any third party.
- 5. Indemnity and Liability:** The entrant hereby indemnifies and holds harmless the company, its sponsors and all entities and persons associated with the Awards against any liability, claims, damages, costs (including legal fees and court costs expenses or penalties arising from or relating to any breach or alleged breach of the above mentioned representations and warranties by the entrant or use of the entry by the Company. The entrant agrees that Company shall not be liable for any loss, damage, injury, cost or expense arising from acts or omissions of entrant, including but not limited to the payment of any money owed to interested third parties, and the entrant hereby indemnifies the Company against all such losses, damage, injuries, costs and expenses.

The Company, the sponsors of the Awards and all entities and persons related to the Awards and their employees, officers, contractors, consultants and associates shall not be liable for and the entrant hereby indemnifies and holds them harmless against any claim, liability, injury, cost (including legal fees), expense or penalty suffered or incurred by any person as a result of entering and participating in the Awards or accepting or using any prize.

The Company and all persons and entities associated with the awards shall not be responsible to the entrant for incorrect or inaccurate entry of information, human error, technical malfunction or if any entry is submitted or received late, damaged, stolen, lost, incorrect, directed, undelivered, delayed or incomplete or does not reach the Company.

# PAYMENTS & ENTRY FEES

## 2025 ENTRY FEES

Any entry in any category will be charged the following rate:

**Early Bird Fee: Rs 900.- per entry (09-23 June 2025)**

**Standard Fee: Rs 1,200.- per entry (24 June - 07 August 2025)**

The Award Night Fee will be proposed later.

Prices are in Mauritian Rupee.

An estimated value will be visible in € Euro, in US\$ United States Dollar as a reference. The exchange value will not be updated every day, it is given ONLY as a reference. Date of reference will be precised.

## METHODS OF PAYMENT

Payment can be made by one of the following options:

### Award Entry Fees

1. Credit Cards
2. Debit Cards
3. Bank Transfer to the ACA account – Account details are provided on the invoice.

For electronic bank transfers, please send proof of payment to **payment@loeries.com**



# CANCELLATION, APPROVALS & REFUNDS

## ENTRY CANCELLATIONS AND REFUNDS

1. All requests to withdraw an entry must be made in writing.
2. Requests made prior to the entry deadline may be replaced with another entry.
3. Entries cancelled after the entry deadline may not be replaced.
4. **No refunds on entries.** Under no circumstances will refunds of any fees or costs relating to entries or entry into the awards be issued to entrants. The fees paid for entries are intended to cover the costs of administration, processing and judging the entries and awards.
5. Any entries disqualified by the Flame Awards by Loeries will not be refunded. This includes duplicate entries and entries that do not follow the specified rules.

## APPROVAL AND PERMISSIONS

1. All entries must be approved by the relevant client for whom they were produced and all necessary permissions must be obtained.
2. In particular, the client for whom the work was created must consent to entry of the relevant work into the Awards and for it to be used in accordance with the full terms and conditions of entry.
3. An entry may not be entered if the work is subject to any agreements with third parties and/or other licenses and the necessary consents have not been obtained.





# TERMS & CONDITION

## INTRODUCTION

The ACA (the “Organiser”) is the administrator and owner of The Flame Festival (the “Awards”), which includes an annual award ceremony and related activities which promote and reward creative advertising excellence.

These terms and conditions are binding on all persons that access the Website (referred to as “Users” and/or “Entrants”, as defined below). By entering the Website, the person accessing the Website agrees to be bound by these terms and conditions. Further, all persons or entities entering the Awards (“Entrants”), agree to these terms and conditions. A person that enters the Awards on behalf of another person or entity hereby warrants their authority to do so. The Organiser reserves the right to request proof of such authority and to disqualify the Entrant if no proof is furnished. If a person does not agree to these terms and conditions, such person may not enter, view or make use of the Website or enter the Awards.

The Organiser may from time to time amend these terms and conditions without notice to a User or Entrant. The User or Entrant’s continued use of this Website or participation in the Awards shall constitute their agreement to the amended terms and conditions.

The Organiser has signed an agreement with The Loeries Company NPC (“The Loeries”) who will be independently providing their support and expertise in terms of the registration platform, the sourcing and finalisation of the jury panels, the judging of awards entries and sourcing of high-caliber speakers for a 1-day conference as part of The Awards.

## THE FLAME AWARDS BY LOERIES

**Rules of the Awards:** All entries for the Awards (“Entries”) are subject to the rules of the Awards, as contained in these terms and conditions, any other applicable rules or terms and conditions on the Website and any amendment or update to any of the aforesaid. In the event of any contradiction between these terms and conditions and any other rules, terms or conditions on the Website, these terms and conditions will take precedence.

During the judging process, the decisions of the judges of the Awards shall be final in regard to all matters or disputes relating to judging of entries and the awarding of awards. The decisions of the President of the Jury of The Flame Awards by Loeries shall be final regarding all matters or disputes that arise after the judging process has been concluded as well as all other matters that do not form part of the judging process, such as whether an Entrant is eligible to enter the Awards, which category an Entry should fall in and whether an Entrant has complied with all entry terms and conditions.





# TERMS & CONDITION

**Entry into the Awards:** Anyone involved in the creation, publishing or production of work (including directly from the brand, agency, freelancer or production) may enter work in the Awards.

- 1.** Entries must be created by agencies, companies or freelancers registered in the eligible region mentioned above. Agencies, companies and freelancers outside these regions are not eligible to participate, even if the work targets the region. However, agencies, companies and freelancers from the eligible region may submit work created for countries outside the region, as long as they have been conceived in the region. Entries must be commercially published, launched or aired to a substantial audience for the first time between **1st July 2023 to 30 June 2025**.
- 2.** The Entrant is responsible for obtaining any and all releases and consents necessary to permit the use and exhibition of the Entry and entered work for all purposes relating to the Awards and as set out in these terms and conditions. The Loeries reserves the right to at any time request proof of such permissions. An Entry may be disqualified if such proof cannot be made available to The Loeries.
- 3.** All Entries must be approved by the relevant client for whom they were produced and all necessary permissions must be obtained. In particular, the client for whom the work was created must consent to entry of the relevant work into the Awards and for it to be used in accordance with these terms and conditions. An Entry may not be entered if the work is subject to any agreements with third parties and/or other licenses and the necessary consents have not been obtained.
- 4.** The Loeries has the right to request written proof of the initial publication/air/launch date, as well as written proof of all required permissions. On request by The Loeries, the Entrant must provide The Loeries with proof of such consent and the contact details of the relevant client's representative. The Entrant grants The Loeries permission to verify whether the permissions mentioned above have been obtained.
- 5.** An Entrant must provide The Loeries with an entry confirmation form, in the form prescribed by The Loeries, signed by the Entrant's Chief Executive Officer, Executive Creative Director or such other authorised representative as may be approved by The Loeries.
- 6.** An Entry may also not be entered if the Organiser or The Loeries will be required to make any payment to any person or entity, including, without limitation, any collecting societies or holders of performer's rights, moral rights or any intellectual property rights.



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7. Entries that have been commercially published, launched or aired from 1st July 2023 to 30th June 2025 will be allowed. Thereafter, entries must have been commercially published, launched or aired during the 2025 eligibility period.

## **An entrant may not enter any work or Entry into the Awards if it:**

1. Not from eligible region;
2. infringes or violates the rights of any third party, including, without limitation, copyright, trademarks, patents, trade secrets, contractual licensing rights, privacy rights, moral rights or any other intellectual property rights;
3. violates any applicable local, provincial, national or international law or incorporates any content that would encourage or promote the violation of any law;
4. promotes or incites intimidation or harassment of any individuals or groups of individuals or discriminates against any individuals or groups of individuals;
5. contains pornographic or graphic sexual content, hateful content of any kind (such as sexism or racism) or promotes or incites violence or harm to any person or animal; or
6. is offensive, obscene or inappropriate.

**Ineligibility:** Any Entry that has infringed any of its country of origin's laws or voluntary or regulatory codes (including codes of advertising or practice) is not eligible. It is the responsibility of the entrant to notify The Loeries if the Entry has been ruled against or withdrawn, and to withdraw such work from the Awards. If The Loeries has awarded an award in respect of an Entry which is or becomes ineligible, The Loeries may withdraw such award. The Entrant shall ensure that all clearances in respect of the Entry has been obtained and shall provide proof thereof to The Loeries upon The Loeries' request.

**Disqualification and sanctions:** The Loeries reserves the right to reject or disqualify an Entry as well as all other Entries of an Entrant if an Entry does not fully comply with the above provisions or any other provision of these terms and conditions or any other terms and conditions, criteria, guidelines or requirements relating to Entries, as amended from time to time (collectively the "Collective Rules"). If one or more awards have been awarded to an Entrant and The Loeries determines that the Entrant did not comply with the one or more of the Collective Rules, The Loeries shall be entitled to withdraw all awards awarded to the Entrant, whether or not the Entrant's other Entries comply with the Collective Rules. In such an event, The Loeries may also impose additional sanctions on that Entrant, including, without limitation, the issue of a press statement, a prohibition on representatives of the Entrant





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serving as judges of the Awards, a prohibition on the Entrant entering the Awards for any period specified by The Loeries, and such other sanctions as may be determined by The Loeries in its discretion. The Loeries shall in its sole and absolute discretion be entitled to determine whether any Entry does not comply with one or more of the Collective Rules.

An Entrant may not tamper with this Website, interfere or tamper with or manipulate the judging or awards process or interfere with the independence of the judges in any manner. The Loeries reserves the right to disqualify any Entrant or Entry if The Loeries determines, in its sole and absolute discretion, that the Entrant has interfered or tampered with the entry, judging or awards process or has interfered with the independence of the judges.

**Licence:** By submitting an Entry into the Awards, the Entrant grants The Loeries and The Organiser an irrevocable, perpetual, royalty free, non-exclusive, sub-licensable, unconditional and transferable license throughout the world to publish , reproduce, copy, transmit, broadcast, publicly perform, display, exhibit and/or otherwise use or reuse the Entry and the Entrant's name, image, likeness, background and biographical material in any and all media, including, without limitation, any publication, advertisement, marketing or promotional material, print, digital or electronic media, the internet, any broadcast channel on the internet, audio and audio visual media and television or radio station in any manner for purposes of promoting The Loeries, The Organiser and the Awards, by any means by the Organiser. The Entrant also grants permission to The Loeries and the Organiser to show, copy or play the Entry at such times as The Loeries and the Organiser deem appropriate. The Loeries and The Organiser shall be entitled to make available for educational and reference purposes, including electronic publishing, any Entries. If any television or radio station agrees to telecast a news or other program related to Awards or the Organiser or The Loeries, the Entrant agrees to obtain any permissions and to bear and pay for all talent or any other applicable charges incurred by inclusion of the Entry in the program, if required. The Entrant waives and shall procure the waiver of all moral rights vesting in or relating to the Entry. The Entrant waives and indemnifies The Loeries and the Organiser from any and all claims that may arise based on moral rights or unfair competition relating to The Loeries and the Organiser's use of the Entry.

**Publicity:** The Entrant grants The Loeries and the Organiser the right to use and announce the Entrant's name, voice, likeness, image and biographical data and any information relating to the Entry for promotional purposes relating to The Loeries and the Organiser or the Awards in perpetuity, in any media and in any part of the world.

**Warranties:** By submitting an Entry the Entrant warrants that it is entitled to grant the license referred to above and that it has obtained all necessary permissions, usage rights and waivers of moral rights from all third parties who contributed to or commissioned the Entry or were otherwise involved in the entry or the production thereof, including without limitation the



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advertiser whose goods or services the Entry promotes, producers, directors, photographers, illustrators and performers, together with the owners of any trade or service marks or any other intellectual property, whether registered or not, which are included in or form part of the Entry.

The Entrant also warrants that the credits and information in the Entry are true and correct and that publication and use of those credits and information will not infringe any moral or other rights of the Entrant or any third party.

**Indemnity and Liability:** The Entrant hereby indemnifies and holds harmless The Loeries, the Organiser, the sponsors and all entities and persons associated with the Awards against any liability, claims, damages, costs (including legal fees and court costs expenses or penalties arising from or relating to any breach or alleged breach of the above-mentioned representations and warranties by the Entrant or use of the Entry by The Loeries and the Organiser. The Entrant agrees that The Loeries and the Organiser shall not be liable for any loss, damage, injury, cost or expense arising from acts or omissions of Entrant, including but not limited to the payment of any money owed to interested third parties, and the Entrant hereby indemnifies The Loeries and the Organiser against all such losses, damage, injuries, costs and expenses.

The Loeries, The Organiser, the sponsors of the Awards and all entities and persons related to the Awards and their employees, officers, contractors, consultants and associates shall hold no liability and the Entrant hereby indemnifies and holds them harmless against any claim, liability, injury, cost (including legal fees), expense or penalty suffered or incurred by any person as a result of entering and participating in the Awards or accepting or using any prize. The Loeries, The Organiser and all persons and entities associated with the Awards shall not be responsible to the Entrant for incorrect or inaccurate entry of information, human error, technical malfunction or if any Entry is submitted or received late, damaged, stolen, lost, incorrect, directed, undelivered, delayed or incomplete or does not reach The Loeries.

**Judging:** The outcome of the Awards depend on the skill shown in Entries. There is no element of luck or chance involved in the awarding of prizes. Not all entries will receive a prize, and there may be no prize given in some categories. The Loeries reserves the right not to award any prize if the Loeries or the judges deem Entries to be of an insufficient standard.

**Property of Entries:** All documents, storage media and other material that forms part of an Entry or are submitted with it will become the sole property of The Loeries. The Loeries will not return any items entered or submitted by the Entrant and will not be responsible for any loss or destruction of or damage thereto of whatever nature. The Loeries and The Organiser shall be entitled to dispose of, destroy, store or exhibit all documents, storage media and other material forming part of an Entry.





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**Right to Withdraw and Change Entries:** The Awards reserves the right, in its sole discretion, to reject any Entry, or move any Entry to an alternative category.

**No Refunds on Entries:** Under no circumstances will refunds of any fees or costs relating to Entries or entry into the Awards be issued to Entrants. The fees paid for Entries are intended to cover the costs of administration, processing and judging the Entries and Awards.

**Use of Trade Marks:** All Entrants and Users agree not to use any of the trademarks, trade names and marks of whatever nature owned or used by The Loeries or the Organiser from time to time in relation to The Awards or anything similar thereto (the “Marks”) without The Loeries or the Organiser’s prior written consent. Without limiting the generality of the aforesaid, no Entrant or User may, without The Loeries or the Organiser’s prior written consent, use or refer to the trade mark “The Flame Awards” or “The Flame Festival” or anything similar thereto in relation to any event or party hosted or organized by the User or Entrant or include any of the Marks in the name of any such event or party. The User undertakes to ensure that all of its clients, associated companies, employees, consultants, contractors and agents comply with the aforesaid provisions.

## PAYMENT OF TRANSACTIONS

### *Payment for the Award entries:*

Payment can either be made Credit Card or Debit Card or via Bank Transfer into the following bank account:

Association of Communication Agencies of Mauritius

Acc No.: 000120024020

IBAN No. MU66MCBL0912000000024020000MUR

Swift Code: MCBLMUMU

Mauritius Commercial Bank

Port-Louis – Mauritius

For electronic bank transfers, please send proof of payment to [payment@loeries.com](mailto:payment@loeries.com).

## GENERAL

**Ownership of website and intellectual property:** The Website is owned by The Loeries and the User acknowledges that The Loeries or its licensors are the proprietors of all intellectual property subsisting in, pertaining to or used on the Website, including, without limitation, copyright, trademarks, patents, inventions, goodwill and trade secrets.



# TERMS & CONDITION

**Website Use:** The User may not, without The Loeries written prior consent, use, reproduce, adapt, distribute, publish or in any other way deal or interfere with the intellectual property or the website's contents.

The user shall not infect the website with viruses, worms, trojan horses or any other code that has malicious, contaminating or destructive properties nor shall the user damage, interfere with or intercept any data or information contained on the website.

Access to this Website is made available for information purposes only. No content, information, statement or opinion on this website should be construed as any kind of advice.

The Loeries reserves the right to make any changes to the Website and its content and/or services offered through the website at any time and without notice.

The Website may contain links to other websites. The Loeries has no control over such websites, does not review their content and will not be liable for their content or accuracy. The User accesses such websites at the User's own risk and discretion.

The User may not link to this Website without The Loeries prior written consent.

**No warranties or liabilities:** The Loeries or The Organiser makes no warranties, whether express or implied, in regard to the Website, its contents, accuracy or availability. Without limiting the aforesaid, The Loeries does not warrant that the Website or any files that may be downloaded from it are free of viruses, worms, trojan horses or any other code that has malicious, contaminating or destructive properties. The User assumes all responsibility and risk for the use of the Website. The Loeries or The Organiser shall not be liable for any loss, injury, damage, cost, penalty or claim resulting from the use of the Website, whether direct or indirect, and whether or not The Loeries or the Organiser has been advised of or has knowledge of the possibility of such loss, injury, damage, cost, penalty or claim. The User hereby indemnifies The Loeries or the Organiser and holds it harmless against any and all liability, loss, damage, penalty, cost or claim of whatsoever nature suffered by any third party in relation to any act or omission by the User in relation to the Website and the use thereof by the User, and/or arising from the provisions of these Terms and Conditions.

**Country of domicile:** This website is governed by the laws of South Africa and the Entrant, User and The Loeries submit to the non-exclusive jurisdiction of the South Gauteng High Court, Johannesburg. The Loeries chooses as its domicilium citandi et executandi for all purposes under this agreement, whether in respect of court process, notice, or other documents or communication of whatsoever nature, Flame c/o The Loeries, 24 7th Avenue, Parktown North, 2193, South Africa.

**Variation:** The Flame Awards by Loeries may, in its sole discretion, change this agreement or any part thereof at any time without notice.





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**Disclaimer:** The Flame Awards by Loeries intends for the information and data contained in this Website to be accurate and reliable, however, since the information and data have been compiled by The Loeries from a variety of sources, it is provided "as is." The Loeries and The Organiser expressly disclaims all warranties and/or conditions, express or implied, as to any matter whatsoever relating to or referenced by the Website, including, but not limited to, the implied warranties and/or conditions of merchantability or satisfactory quality and fitness for a particular purpose and non-infringement.

## COPYRIGHT

Copyright subsists in all works, material, information, images and media contained in or on this website. All rights are reserved. No person may reproduce, distribute or modify this website or any works, material, information, images or media contained in or on this website in whole or in part in any form or by any means without the prior written permission of The Loeries and The Organiser. Unauthorised reproduction of anything contained in or on this website will constitute copyright infringement and will make the infringer liable under both civil and criminal law.

## PRIVACY POLICY

The Loeries and The Organiser have taken reasonable steps to protect the personal information of users. "Personal information" means information which identifies an individual.

To save the users / entrants time and make their entry process even easier to use, some areas of the website require them to register their personal information.

Here's how it works: Simply fill out a brief profile – your agency name, address, phone number, and the person overseeing the entry process email and phone number; then choose a password. The system saves your information. Next time you enter work into The Flame Awards, you can simply enter your user name and password - the system will automatically look up the information it needs. This reduces the need for you to continually input your details.

As per Data Protection Act 2017, by submitting awards entries and registering for the awards night, the entrant/user hereby authorise The Loeries and The Organiser to get in touch with him on updates on the Flame Festival, updates on payments and any other information related to the confirmation of the submissions and registration for the awards and event. We may use the telephone number, postal address and/or email address to communicate with the user/ entrant, including marketing communication and information of commercial and advertising nature.



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We may publish on The Flame Festival or The Loeries or The Organiser webpage, social media, magazines, and leaflets the entrant name, organisation, position, and in some instances, videos/photographs/screenshots of them that may have been recorded/taken during Flame Festival 2023.

The record of the entrant case will be stored in an electronic database system accessed by employees of The Loeries. Paper copies of the entrant data / invoices may also be stored securely and accessed by employees of The ACA. The entrant personal data will be erased as soon as The Loeries and The Organiser no longer require using same for its purposes.

The user or entrant may withhold his consent or withdraw it at any time. However, The Organiser, will not be able to have immediate access to the Entry / Registration Forms but will ask The Loeries..

*These Terms and Conditions were updated on 04th June 2025..*