

CALL

FOR

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SPECIAL
OLYMPICS
MALTA
2022

CALL
FOR
CON
CEPT

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2022

The Government of Malta will host Special Olympics Invitational Games 2022.

This international event will be a sport opportunity for around 700 athletes travelling from 13 countries in different parts of the world.

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VISION

Special Olympics Invitational Games 2022 will empower all athletes through an energetic and celebratory tribute to the spirit of competition and the power of inclusion.

Featuring 6 sports disciplines, the event will reflect the biggest and most unified games ever held in Malta for persons with disabilities.

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OBJECTIVE

Develop a creative concept for the official brand of Special Olympics Invitational Games 2022 through which the logo and visuals of the event will be designed.

The concept should represent the following:

- Malta
- Sports and Unity
- Back after Covid-19
- Promoting wellbeing
- Empower Athletes
- Power of different abilities

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PROPOSAL

The applicant should present one or more of the following:

- A written brief explaining the idea behind the creative concept
- Concept drawings – hand drawn or digital
- Sketches of patterns and other material
- A slogan for the Special Olympics Invitational Games 2022¹

Submissions shall be guided by the following principles:

- Contemporary and innovative concept/s
- Relevance of the subject
- Engagement with the community
- Adherence to Special Olympics brand guidelines (attached).

¹ the chosen concept will not necessarily use the suggested slogan.

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PROCESS

The call for proposals will involve a two-stage competitive process as outlined below.

Stage 1

There shall be a public call in Malta and Gozo for proposals of this creative concept.

Stage 2

There shall be an evaluation committee to assess the strengths and merits of submissions received.

The committee, composed of experts in the field, will confirm that the submissions are in line with the principles as outlined in the public call and choose the most suitable concept.

At this stage, applicants might be contacted by the evaluation committee to submit further supporting material. Artists may also be guided by the evaluation committee to effect revisions/changes to their proposal.²

The evaluation committee reserves the right to request the issuing of a second call for proposals if the original call does not result in submissions which meet expected standards.

² The artist who submits the selected concept must provide all working files.

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SUBMISSION

- Submissions in digital format are to be sent on **branding@specialolympics.mt** by not later than **4pm of Friday 25th June 2021**.
- Submissions in physical format are to be delivered by hand on **Thursday 24th June 2021** between 9am and 4pm or **Friday 25th June 2021** between 9am and 4pm, and addressed to:

**Special Olympics Malta 2020 – Call for Concept
Government Communications Office,
Auberge de Castille,
Valletta**

- Artists are encouraged to include all costings for this project.

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Olympics**
Malta



SPORTMALTA