

## **Eligibility to enter**

Entrants must be 18 years or over.

The competition is open to new & existing businesses in first three years of trading (01/02/2017 onwards).

Businesses must be based within the Staffordshire Moorlands. The competition is not open to employees of LSGK Accountants, Tinsdills Solicitors, Moorlands Chamber of Commerce, Staffordshire Moorlands District Council or anyone else on our sponsors list of judging panels.

The competition is free to enter; there is no limit upon the number of entries permitted per person. All entries will be offered 1 free place at the Moorlands Chamber of Commerce Masterclass in 'How to Pitch your Business'.

## **Process and Timetable of Dates**

The closing date for the competition is 5pm 15th March 2020. Entries received after this time will not be considered.

Submissions will only be accepted by in person at LSGK Accountants Ltd, 19-21 Talbot Street, Leek, Staffordshire ST13 5JT or via email [jed@accountancy4growth.co.uk](mailto:jed@accountancy4growth.co.uk). To enter download the form after 1<sup>st</sup> February 2020.

Entries will be shortlisted; the successful entrants will be notified and listed on the website after 29<sup>th</sup> March 2020.

Once shortlisted you are asked to attend a meeting on Thursday 4th April 2020, where you will be given up to 15 minutes to pitch your idea or how you wish to grow your business to the judging panel before a brief Q&A session. Dates and times can not be rearranged so please attend for your allocated slot.

## **Consent**

By entering the competition, the Entrants agree:

- to be bound by the terms and conditions;
- that their full name and the name of their business may be released if they win a prize;
- that should they win a prize, their name, likeness and name of their business may be used in conjunction with future promotion of the Dyers Den competition.

## **Prize**

### **Winner:**

- £750 in cash
- 12 months advice from Tinsdills Solicitors worth £1800
- 12 months advice from LSGK Accountants worth £1500
- Digital Marketing equivalent to £2500 from Yellow Circle Creative Agency
- Branding photoshoot of 3 or 4 hours

### **Runner up:**

- £250 in cash
- 6 months advice from Tinsdills Solicitors worth £900
- 6 months advice from LSGK Accountants worth £750
- Digital Marketing equivalent to £1000 from Yellow Circle Creative Agency
- 4 different images for different marketing uses worth £125

## **Terms and Conditions**

- All deadlines must be met
- Appointment dates and times are non-transferable
- No element of the prize is transferable and expires 12months after the competition concluding.
- Full details of the mentoring element of the prize package to be confirmed with the winner
- All elements of the prize should be used within time limit
- By entering you accept that all information held within the entry form is allowed to be shared with those on the judging panel and associated sponsors
- Agree for business contacts to be shared with Chamber and SMDC for purposes of supporting local business growth but will only be held and used in connection to this and with your ongoing consent. The Promoters reserve the right to amend these terms and conditions or to cancel, alter or amend the competition or the prize at any stage, if deemed necessary in their unfettered opinion, or if circumstances arise outside their control.
- It is acknowledged that any decision of the judging panel will involve a degree of subjectivity and does not imply any negative commentary on the business

potential of unsuccessful applications. The judge's decision is final, and no correspondence will be entered into following the decision being announced.

The winner will receive a three hour branding photoshoot. This will include a consultation to understand the personality of your business. I will then capture images that best tell your story, and celebrate what makes your business special and unique. A 3 hour shoot is usually priced at £325+VAT

The runner up will receive a headshot package worth £125+VAT to include 4 different images also

### **Legal statements**

The Promoters of this event are LSGK Accountants, Tinsdills Solicitors, Moorlands Chamber of Commerce and Staffs Moorlands District Council. The Promoters' address for correspondence is: "Dyers Den Competition", LSGK Accountants Ltd, 1921 Talbot Street, Leek, Staffs ST13 5JT.

The competition is subject to the laws of England and Wales.