

# Official Rules – Artline Routesetting Contest 2025

## Organizing Company

The company ARTLINE, registered at the Lyon RCS under SIREN number 533 708 509, with headquarters located at 2 CHEMIN DU GENIE, 69200 VENISSIEUX (France), organises a free contest without any purchase obligation entitled “Artline Routesetting Contest,” accessible worldwide.

Contact: [contact@artline-holds.com](mailto:contact@artline-holds.com)

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## 1. Purpose of the contest

The contest aims to promote creativity in bouldering routesetting by highlighting Artline products. It encourages route setters (professional or amateur) to create, film, and share dynamic and inspiring boulders using Artline holds.

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## 2. Conditions of participation

- The contest is open to any individual of legal age (18 and over), living in any country.
  - Only one video per route setter is allowed.
  - The contest is open from June 1 to July 31, 2025, at 2:00 p.m. (Paris time).
  - Participation is free and without any purchase obligation.
  - All participants must have a **public Instagram account** for the entire time of the contest. It can be a personal account, a gym account or a collective account.
  - Submitted videos must remain visible on a public Instagram profile until the official announcement of the winners (August 8, 2025, 2:00 p.m., Paris time).
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### 3. Participation procedures

To be eligible, participants must:

- **Set a boulder problem using at least 80% of Artline holds/macros/volumes** (footholds and some volumes from other brands are allowed).
- **Film the full climb**, showing a complete and continuous send.
- **Post the video as a Reel on Instagram between June 1 and July 31, 2025.**
- In the caption, include:
  - The title “**Artline Contest**”
  - The hashtag **#ArtlineContest**
- **Tag @artlineholds as a collaborator** (optional but recommended).
- **Mention the name of the routesetter** if it's not the account owner.

Any entry that is incomplete, non-compliant, or posted from a private account **will not be considered**.

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### 4. Prizes and selection of winners

Two winners will be selected:

- The video with the most **likes on Instagram** at date of **July 31, 2025, at 2:00 PM (Paris time)**.
- A video selected by the **Artline team**, based on **creativity, technicality, and originality**.

The winners' names will be announced on **August 8, 2025** at 2:00 p.m. (Paris time), on Artline's official channels, including Instagram.

All videos will be evaluated by an internal jury composed of Artline team members. Each video will be scored individually. The jury's decisions are final.

Both winners will receive:

- A **€500 cash prize** via bank transfer
- A pack of **Mercy XXL 6–10 DT or FT** from Artline, valued at **€1,010 excl. VAT**. Shipping costs will be covered by Artline.

Delivery can be arranged to the winner's address or to the gym where the boulder was set, upon request.

Likes must be gained **organically**. Any attempt to cheat (buying likes, using bots, running large-scale sponsored campaigns, or other artificial means) may result in disqualification. **Natural sharing on social media is, of course, allowed and encouraged.**

In case of a tie in the number of likes, the jury will decide between the finalist videos based on overall engagement.

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## 5. Use of content and image rights

By participating, candidates explicitly authorise ARTLINE to:

- Freely use the submitted videos within the context of the contest (recap videos, social media, website, newsletters, etc.),
- Share the images and voices of participants or climbers appearing in the videos,
- Use this content without time or territorial limitations and without additional compensation.

Participants guarantee that they have obtained prior consent from all filmed individuals.

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## 6. Intellectual property

Participants declare and guarantee:

- That they are the original authors of the submitted video,
  - That they are not infringing any copyright, image rights, or other applicable laws,
  - That they are not using protected music or video content without proper authorisation.
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## 7. Personal data

The personal collected data (account name, video, number of likes) are necessary for contest management and prize distribution.

By the GDPR (EU Regulation 2016/679), each participant may exercise their rights (access, rectification, deletion) by writing to: [contact@artline-holds.com](mailto:contact@artline-holds.com).

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## **8. Fraud, liability, and exclusions**

The organising company reserves the right to:

- Cancel any fraudulent participation (e.g., plagiarism, multiple accounts),
- Disqualify any participant attempting to artificially boost their number of “likes” (e.g., through paid likes, bots, mass ad campaigns, or inactive accounts), solely at Artline’s discretion.
- Remove or reject any non-compliant entry (e.g., boulders not meeting Artline hold quota, inauthentic videos),
- Cancel or suspend the contest in case of force majeure.

ARTLINE cannot be held liable for: potential Instagram malfunctions, temporary inaccessibility of content, delay or failure in prize delivery due to incorrect information or logistical issues.

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## **9. Modification or cancellation**

ARTLINE reserves the right to modify the contest terms or terminate it at any time in case of force majeure or events beyond its control, without incurring liability.

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## **10. Governing law and disputes**

These rules are governed by French law.

Any dispute related to the contest may be submitted by written complaint to the following email address: [contact@artline-holds.com](mailto:contact@artline-holds.com).

If no amicable solution is reached, the competent courts will be those of the jurisdiction of ARTLINE’s registered office.

The invalidity of one or more provisions of these rules shall not affect the validity of the others.