

DESIGN A NATIONAL BOOK TOKEN TERMS AND CONDITIONS

Prizes will be awarded as follows:

FIRST PRIZE in each age range (up to 8 years, 9-12 years, 13-16 years) wins:

£350/€400 National Book Tokens for the school*

£100/€115 National Book Tokens for the pupil

SECOND PRIZE in each age range (up to 8 years, 9-12 years, 13-16 years) wins:

£200/€230 National Book Tokens for the school*

£50 /€60 National Book Tokens for the pupil

ONE OVERALL WINNER will win a £10/€12 National Book Token for every child in their class**, featuring their winning design. They will also win the opportunity to visit a bookshop, either in person or virtually.

*Please note the school element of the prize will not apply in the event of a winning entry by a home-schooled student, who will receive the pupil prize only.

**Up to a maximum of 35 gift cards (£350/€420). In the case of a winning entry by a home-schooled student, this will be capped at a maximum of 10 gift cards (£100/€120).

National Book Tokens prizes will be supplied in Sterling (if the winner is located in the UK) or Euros (if the winner is located in the Republic of Ireland).

Entries must be received by Friday 27th March 2026. Entries received after this date will not be accepted.

No purchase necessary.

All entries and contact details must be posted to: World Book Day Design a National Book Token Competition, Book Tokens Ltd., 6 Bell Yard, London WC2A 2JR or uploaded to the relevant entry form on the National Book Tokens website.

Proof of postage will not be accepted as proof of entry.

All entries must be accompanied by the child's name, age and school, and the full contact details of the adult submitting the entry, as specified on the template (or on the relevant online entry form).

All entries should be produced on A4 paper using the template provided. If you do not have access to a printer, a blank piece of A4 paper may be used, but the above details must be included on the same piece of paper, otherwise the entry will be invalid. If you do not have access to a scanner (in order to upload the entry to the online form), you can take a photo of the entry instead.

Entrants who upload a design online must retain a physical copy in case it is required by the Promoter.

Only one entry per child will be accepted. Entrants may not win more than one prize.

The Promoter is unable to confirm receipt of entries and no correspondence will be entered into.

The competition is open to UK and Republic of Ireland residents except employees of the Booksellers Association, World Book Day Ltd., Book Tokens Ltd., their families, employees of participating bookshops, and anyone else connected with this promotion.

Entrants must be aged 18 or over and submit entries on behalf of a child aged 16 years and younger who is in full-time education in the UK or Ireland (including home-schooling, in which case the child must be legally resident in as well as home-schooled in the UK or Ireland).

The Promoter will require the assignment of the copyright to all winning designs. The fee for this assignment is inclusive in the overall prize. Copyright on all other entries will remain with the entrants.

Entries must be original works by the entrants, not created using generative AI, and not under copyright to any other person or organisation in the UK or Ireland. Entries found to be in breach of these terms will be considered to be forfeit and removed from the judging process; the Promoter reserves the right to withdraw allocation of any prizes should an entry be found to be forfeit after this process has been completed, and a new winner will be selected from eligible entries.

Entrants found to be in breach of any of the terms of this competition may be barred from entering future competitions.

The Promoter accepts no responsibility for entries that are incomplete, illegible, incorrect, corrupted or fail to reach the Promoter by the closing date for any reason. Automatically generated entries or entries via third parties are invalid and shall not be considered.

Entrants agree to the Promoter using their details in post-competition publicity. Your details (including the child's first name and age) will not be used for any other purpose, or passed onto any third parties, unless specified. Winners' details may be shared securely with a third party in order to fulfil the dispatch of competition prizes. Where the sharing of this information would present a safeguarding concern, some or all of these details may be withheld upon request.

The prizes are non-transferable and there are no cash alternatives, and are subject to availability. The Promoter reserves the right to amend the specification of the prize or offer an alternative prize. In exceptional circumstances, the Promoter reserves the right to foreclose the competition without notice.

National Book Tokens gift cards and e-gift cards can be spent in [participating bookshops](#).

The Promoter will assemble a panel of judges to choose the FIRST PRIZE and SECOND PRIZE winners in each age category, and the OVERALL WINNER.

The OVERALL WINNER will be judged based on the design's relevance, distinctiveness, suitability and appeal to the brand (National Book Tokens).

Only designs:

- created using pen, pencil, paint or digitally, without glitter or other glued-on extras
- that use the correct template (A4)
- that are scanned in high quality
- that use original design elements, without any copyright infringement

... will be considered as the OVERALL WINNER. Entries that do not fit these requirements will still be considered for the FIRST PRIZE and SECOND PRIZE in each age category.

By entering the competition, entrants will be deemed to have accepted these terms and conditions.

By entering this competition via an online form, entrants also agree to the [National Book Tokens Terms and Conditions](#) and [Privacy Policy](#).

The Promoter will contact winning entrants by email or telephone shortly after the closing date. In the event of an entrant not responding after 14 days, the Promoter reserves the right to allocate the prize to another winner, or foreclose the prize. Unsuccessful entrants will not be contacted.

The Promoter accepts no responsibility for entrants not receiving the Promoter's communications due to their spam filter, accidental deletion, incorrect email provided, or for any other reason. In the event of this, the Promoter is unable to provide compensation.

The Promoter accepts no responsibility for winners not receiving their prize once it has been dispatched. On a case-by-case basis, the Promoter will do their best to compensate the winner but regrettably this may not always be possible.

The Promoter will not be responsible for the loss of or damage to any entries, and entries.

The Promoter reserves the right to cancel the competition without notice under exceptional circumstances.

The Promoter's decision is final and no correspondence will be entered into.

The Promoter will only use your email address and other personal information as outlined in our privacy policy.

Promoters: Book Tokens Ltd. and World Book Day Ltd., 6 Bell Yard, London, WC2A 2JR.