



Terms & Conditions

ABOUT

The 2021 Laugh Out Loud Book Awards, known as the Lollies, will launch in February 2020 and Scholastic invites submissions from all publishers for titles to compete in three categories:

Best Laugh Out Loud Picture Book

Best Laugh Out Loud Book for 6–8-year-olds

Best Laugh Out Loud Book for 9–13-year-olds

Whilst the shortlist of four books in each category will be selected by a panel headed by Michael Rosen, the award winners themselves will be chosen entirely by children; classes or individuals will be able to vote for their favourite in each category on the Lollies website when voting opens later in 2020.

The Lollies will be supported at retail and heavily promoted through Scholastic's Book Clubs and Fairs channels, reaching over 3 million children. Our aim is to get them really excited about funny books and to encourage class reads with lots of discussion, debate and laughs too! The Lollies PR campaign will run for the whole of 2020, with tent-pole moments for the announcement of the shortlist and the winners' awards ceremony.

GUIDELINES FOR ENTRY

Publishers are reminded that it is their responsibility to read the following terms and conditions before entering any titles. Publishers will be deemed to have accepted these rules and to agree to be bound by them when submitting.

TERMS & CONDITIONS – THE LAUGH OUT LOUD AWARDS 2021

The Laugh Out Loud Awards are intended to be held annually and seek to find the book that makes children laugh the hardest in three categories:

The Laugh Out Loud Picture Book Award

The Laugh Out Loud Book for 6–8-Year-Olds Award

The Laugh Out Loud Book for 9–13-Year-Olds Award

The winning author/illustrator in each category will receive £1,000. In the case of an author and an illustrator or multiple author combination winning in a single category, the prize money will be shared equally. It is the submitting publishers' responsibility to make it clear when submitting, who is being nominated for the award.

No alternative prize will be made available.

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THE PRIZE

Deadline for entries is midnight on 13th March 2020.

The shortlisted books will be announced in Summer 2020. The judges' shortlist selection is final and no discussion will be entered into on the selection.

Children (via grown-ups) will be able to vote on their favourite shortlisted title in each category (where appropriate) until midnight 11th December 2020.

The winners will be announced in early 2021.

Books must have first been published between 1st January 2019 through to 31st December 2019 in the UK or Ireland and authors and illustrators must either be of British or Irish nationality, or else be resident in the UK or Ireland at the time of submission.

Books published prior to 1st January 2019 in the UK or Ireland will not be eligible.

ELIGIBILITY

Books submitted must be published by an established publishing house based in the UK or Ireland. 'Established' is here defined as a house that publishes a list of titles by a range of authors and distributes its books nationally through recognised high-street booksellers and online retailers.

Self-published books are not eligible for the Prize.

Books must be first written and published in English; translations will not be eligible.

All titles must be the work of either a single or joint author/s or one author and one illustrator. Collections or anthologies or works by multiple authors and or illustrators (defined as more than three) will not be eligible.

A book that is published or is submitted posthumously will not be eligible for the Prize.

Authors and illustrators must be aged 18 years or over at the time of submission.

In all categories, fiction, non-fiction and poetry are welcome, and will be judged together.

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Publishers may make only two entries in each category per bona fide imprint, allowing up to six titles to be entered across the three categories in total. A bona fide imprint means an imprint used by a publisher that includes a list of titles by a range of authors and is distributed nationally through recognised high-street booksellers and online retailers.

Please note that each book within a series will be judged individually.

Eight printed copies of each book must be included with the entry form.

The judges may additionally call in titles not initially submitted by the publishers, with publication dates between 1st January 2019 through to 31st December 2019. In that event the publishers will be asked to submit eight printed copies of the book and complete an Entry Form as quickly as possible.

PICTURE BOOK AWARD

→ All entries must be illustrated picture books.

→ Authors and illustrators of submitted books must either be of British or Irish nationality, or else be resident in the UK or Ireland at the time of submission.

→ Illustrators must be detailed on the Entry Form.

6-8 AND 9-13 CATEGORY AWARDS

→ Authors of submitted books must either be of British or Irish nationality, or else be resident in the UK or Ireland at the time of submission.

→ To qualify in these categories illustrators must have either 'contributed substantially' to the submitted book, which will be decided at the publisher's discretion, or must be mentioned on the front cover. A qualifying illustrator must be resident in the UK or Ireland at the time of submission. Any qualifying illustrator must be detailed on the Entry Form by the publisher.

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CONDITIONS UPON SHORTLISTING

An eligible book shall be disqualified if the Publisher fails to adhere to any of the following conditions.

The Publisher agrees:

- To provide 50 gratis copies of their shortlisted title/s for promotional use, plus agree that any title shortlisted for the awards will be purchased for Scholastic Clubs & Fairs at their usual discount terms.
- To contribute £1,750 towards the cost of general publicity and promotion at the shortlist stage. If a publisher has more than one book shortlisted, they must contribute for each title. This payment is to be made promptly to Scholastic within fourteen days of receipt of an invoice.*
- To encourage shortlisted and winning authors and illustrators to participate fully in the promotion of the prize and to ensure they are available for media either side of the shortlist and winner announcements where relevant.
- To cover the expenses of shortlisted authors and illustrators during promotion.
- To provide without charge text extracts of up to 200 words, jackets, author and illustrator photographs and biographies, AIs, inside spreads and any additional available material (trailers, audio extracts, etc) when requested to help promote the Prize.

PLEASE NOTE

No book entered by the publishers or called in by the judges will be returned.

The promoter's decision on eligibility is final, and no correspondence will be entered into on the subject.

Publishers are reminded that it is their responsibility to ensure that all submitted titles are eligible for the Prize and that they have obtained the authors' and illustrators' consent prior to entry.

The shortlist judging panel will be appointed by Scholastic and will include, subject to availability, Michael Rosen.

*Please note that late payment could result in us withdrawing your shortlisted book from consideration for the awards.



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THE JUDGING PROCESS

The judges' decision is final and no correspondence will be entered into. All qualifying entries will be read and judged by the panel of adult judges.

Stage 1: Longlisting

For each category all publisher submissions will be cut to a longlist of 15 books in each category by an industry panel of experts including representatives from Book Trust and Scholastic Book Clubs and Fairs.

Stage 2: Adult Judging

For each category, the judges panel will select from the longlist, a shortlist of four books that they think will make children laugh out loud the most.

The shortlist will be available on the Scholastic Laugh Out Loud website (www.scholastic.co.uk/lollies) after it is announced.

Stage 3: Public vote

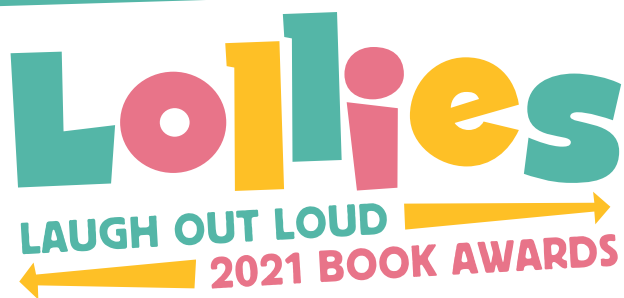
In Summer 2020 the shortlist will be publicly announced. On the day the shortlist is announced, the voting process will be open in the UK and Ireland only. The shortlisted titles will be heavily promoted to schools in relevant Scholastic Book Clubs offers and via Book Fairs held between August and December 2020.

Lesson plans and resources around using the prize and the shortlist in class will be created and will be hosted on the Scholastic Laugh Out Loud website.

Grown-ups will be able to log on to a website and register their child/class's winning choice in any or all of the categories. The voting data will be Scholastic's proprietary data and will not be made available to other publishers.

At midnight 11th December 2020 the voting will close. The votes submitted via grown-ups will be counted and independently verified to find the three winning books. Only one vote per grown-up may be submitted, or up to 35 votes for teachers voting on behalf of their class, and the last vote submitted by midnight 11th December 2020 will be the one counted. In the event of a tie the prize will be shared equally between the tied books.

One entry form (available to download from here: www.scholastic.co.uk/lollies) per publisher (for all imprint entries) to be completed and sent by Friday 13th March 2020 to laughoutloud@scholastic.co.uk



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Or alternatively by post to:

Laugh Out Loud Submissions

Scholastic Book Clubs
Euston House
24 Eversholt Street
London
NW1 1DB

Please also send eight finished copies of each submitted book by Friday 13th March 2020 to:

Lynda Davies

Scholastic
Book End
Range Road
Witney
Oxfordshire
OX29 0YD

And mark the box 'Laugh Out Loud Book Awards'

PLEASE NOTE

No books will be accepted at Euston House. If you send any books to this address you will be asked to have them re-delivered to our Witney address.

Entries which are incomplete, incorrect, illegible, received after the closing date or which do not otherwise conform to the terms and conditions specified will not be entered into the competition.

If at any time prior to announcement of the winner, any author or illustrator is either subject to an ongoing police investigation or is charged or convicted of an indictable offence, the entry for that person's book will be disqualified from this competition.

This competition may be cancelled on written notice from Scholastic Limited.

This competition is promoted by Scholastic Clubs and Fairs: registered office Scholastic Limited, Westfield Road, Southam, Warwickshire CV47 0RA.

The details of the winners will be made available on www.scholastic.co.uk/lollies after the announcement. Please note that this year's awards are called the Lollies 2021 to reflect when the winners will be announced.