ILLUSTRATION COMPETITION

For the 2027 FIFA Women's World Cup in Brazil

Since 2008, tschutti heftli has published a collectible sticker album for major football tournaments, featuring original works of art instead of photographs. For the 2027 World Cup in Brazil, we are looking for 32 artists to illustrate our teams.Each team will be illustrated by one artist, in their own distinctive artistic style.

Your task:
Create a portrait of Marta



U13 category: Children draw their favourite female football player.

Prize: Your team featured in the 2027 sticker album, an expense allowance, and an exclusive VIP invitation to the kick-off event in Lucerne in spring 2027.

Technique: Open choice, personally created.

Submission deadline: 20 December 2026

Submit to: https://jury.tschuttiheftli.ch/einreichen/wm2027

THE TASK



MAIN CATEGORY
Create a portrait of Marta. The Brazilian footballer is a six-time FIFA World Player of the Year and one of the most influential players in football history. The 2027 World Cup will take place in her home country. Use this portrait to show us your own unique artistic style.

U13 CATEGORY
Children and young people born in 2013 or later create a portrait of their favourite female football player.

Technique: Open choice. 2D or 3D, colour or monochrome, digital or analogue, painted, collaged, knitted or drawn.

OUR POSITION ON AI:
We know that AI has become part of everyday creative work. You may use it for inspiration, but you must create your portrait yourself. Fully AI-generated images are not eligible for the competition.

Digital tools such as Procreate or Photoshop are, of course, permitted.

Mandatory: When submitting your work, please specify which techniques you used and whether you used AI, and if so, for what purpose. We trust you to be honest.



PRIZES & SELECTION

MAIN CATEGORY

- The jury will select 32 winners. Each artist will illustrate one team participating in the 2027 World Cup: eleven players, a coach, a team crest and a self-portrait – 14 illustrations in total.
- Your team will appear in the sticker album distributed in Switzerland, Austria, Germany and other European countries.
- After the World Cup, you will receive an expense allowance. The amount will depend on the success of the album.
- You will be invited to the album launch in spring 2027.

U13 CATEGORY

- The jury will select eleven portraits to be featured as stickers in the album.
- The selected artists will also receive a complete album containing their own sticker and all the other stickers.

HOW THE SELECTION WORKS

- All submissions will be anonymised, with the artists' names removed.
- If a large number of entries is received, the organising team will make a preliminary selection.
- The jury will evaluate the submissions online. It consists of approximately 17 members of the tschutti heftli team, joined by well-known personalities from the worlds of art or football.
- Winners will be notified personally and will receive their assigned team together with a creative brief.

TIMELINE

- 21 November 2026: Competition opens
- 20 December 2026: Submission deadline
- Late December 2026: Jury evaluation and notification of winners
- Late December 2026 - late January 2027: Creation of the 14 illustrations
- Mid-January 2027: Progress update
- Spring 2027: Album launch
- 24 June 2027: Kick-off of the Women's World Cup in Brazil





SUBMISSION:

- **Submission portal:** https://jury.tschuttiheftli.ch/einreichen/wm2027
- **Submission deadline:** 20 December 2026 (23:59h Swiss local time)
- **Format:** JPG, minimum A4 size at 300 dpi. Please photograph any 3D artwork. Postal submissions are not accepted.
- **File name:** FIRSTNAME_LASTNAME_CITY.JPG (e.g. Martina_Muster_Lucerne.JPG)
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GO TO THE SUBMISSION PORTAL



TERMS AND CONDITIONS OF PARTICIPATION:

- **Declaration of Consent:** By submitting an entry, participants agree to illustrate a team for the collectible sticker album if selected. The expense allowance will only be paid if the winners complete the illustrations of their assigned team. Participants declare that their work does not infringe any third-party copyrights.
- **Use of Submitted Artwork:** tschutti heftli is granted a non-exclusive, unrestricted right to use the submitted artwork worldwide and indefinitely, for any purpose within the scope of journalistic coverage, self-promotion, and reproduction in publications and exhibitions. This includes the rights to modify, copy and commercially exploit the artwork.
- **Preselection:** If a large number of entries is received, tschutti heftli reserves the right to present the jury with a shortlist selected according to qualitative criteria. No correspondence will be entered into regarding the competition. Legal recourse is excluded.



We look forward to seeing your portrait! - Questions? contest@tschuttiheft.li