

# STETSON®

SINCE 1865

## STETSON is helmet sponsor! Design competition gets underway

### Calling fans & artists to help design a new helmet

The perfect fit: Starting with the new season, STETSON, the American iconic brand for headwear, founded in 1865, will advertise on the helmets of the KEC, Cologne's own professional ice hockey team.

„We are passionate about hats and caps. Using the Haie helmets as advertising space was a natural progression,” explains STETSON Managing Director Klaus Kirschner, „we have been KEC partners since last season - we did a great photo shoot with the Haie players and we are now taking the next step in our partnership. Both brands - STETSON and the Haie - stand for high authenticity and will mutually empower each other.”

But the new Haie STETSON helmet should be more than just an advertising item so the Haie and STETSON are calling on all fans and artists to submit their helmet designs.

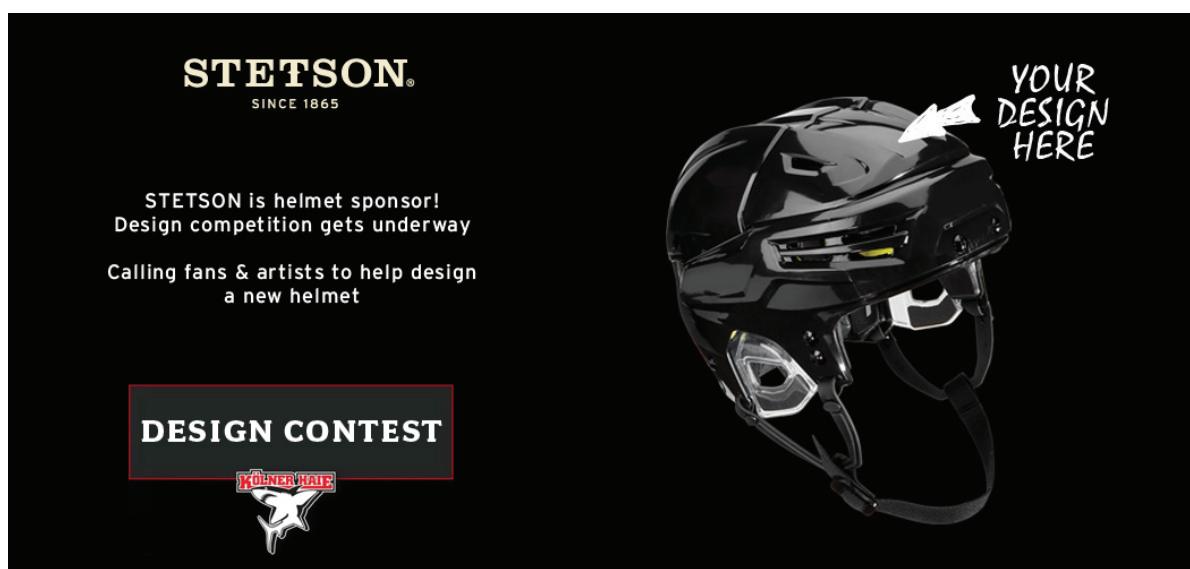
The design competition starts now. Design ideas can be emailed to [haie@haie.de](mailto:haie@haie.de). The only requirement: The STETSON logo must be clearly visible. A panel of judges will select the best proposal.

We call upon art students, agencies and fans to send their proposals to the Haie by **June 30, 2016**.

Aided by TiTo Concept from Berlin, the winning design will be applied to the Haie helmets using a patented coating method and accordingly transformed into unique art which will be auctioned off after the season.

This will all be done manually so providing technically perfect Photoshop files is not absolutely necessary. KEC and STETSON would be happy to receive your free form ideas and proposals in any format.

Please note: usage rights of the design proposals transfer to KEC without any restrictions.



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**DESIGN CONTEST**

YOUR DESIGN HERE

HAIE