

Christmas card competition guidelines

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Introduction

Every year, the Mayor of London, Sadiq Khan, sends an official Christmas card to dignitaries across the city and worldwide. He is now inviting London school children aged 4 to 14 to create a design for this year's card based on the theme, 'The story of Christmas: together in hope and love'.

1. Join the competition

To join the competition, your school should:

1. Nominate a school lead

- They will champion the competition in school, plan how pupils take part and be responsible for submitting entries on time.

2. Encourage pupils to take part

- You could announce the competition in a school assembly, and make it a homework or school holiday/half-term activity.
- Designs can also be uploaded to the website from home by parents or guardians.

3. Submit your entries

- We are accepting applications until Sunday, 9 November 2025, at 11:59pm. All entries should be submitted online using our [entry form](#).

2. Format for all designs

When supporting your pupils to create their cards, ensure all designs are:

- created on white A4 paper
- preferably landscape
- in colour – coloured pencils, paint, crayons, and felt tips can all be used. However, pupils should not stick additional material (like tinsel, glitter, or sequins) onto the entry
- ideally an image only and not have any text
- uploaded as a JPEG or PNG, with a file size of 20MB max
- provided as scan or a clear photo of the design.

3. This year's theme

This year, we're inviting card designs on the theme, '**The story of Christmas: together in hope and love**'.

We're looking for entries which show scenes of the hope, joy and love that Christmas embodies. Your card designs may highlight the stories and symbols that invoke the magic and spirit of the festive season.

Words to inspire your design

- Appreciation
- Diversity
- Happiness
- Hope
- Fresh Start
- Love
- Kindness
- Giving
- Faith
- Jesus
- Santa Claus
- Nativity
- Optimism
- North Star
- Wise Men
- Carols
- Saviour
- Nativity
- Dawn
- Joy
- Stockings
- Fireplace

- Advent
- Angel
- Gifts
- Candles
- Light
- Snow
- Sleigh
- Community
- Warmth

4. Prize

The winning design will be the Mayor's official Christmas card. It will also feature the winner's first name, age and school on the back of the card.

The competition is supported by Cass Art, the UK's leading independent art supplies retailer.

The winner will:

- be invited to the Mayor's Christmas Carol Service,
- receive a certificate, and copies of the card to send to their friends and family
- have their Christmas card personally signed by the Mayor
- receive a £100 Cass Art gift voucher.

Two highly praised entries will also each receive a certificate and a £30 Cass Art gift voucher.

The Cass family has supported artists of all ages for over 100 years. [Find out more about Cass Art.](#)

Supported by

[Black & White Cass Art EST. 1984 Logo](#)

5. Submit your entry

When submitting your pupil's design, please complete the entry form on the competition webpage. You'll need to submit each pupil's design separately.

We'll then be able to let you know if one of your pupils' artworks has been chosen as the Mayor of London's official Christmas card.

[Submit your Christmas card design](#)

6. Contact us

You can contact us on schools@london.gov.uk.

7. Full terms and conditions

- Entry to the competition is only open to school age children in Greater London aged between 4 and 14 – excluding children of members of staff who work for the GLA or of its Functional Bodies.
- Entry to the competition must be made by a parent, guardian, teacher or play scheme leader on behalf of a child. Teachers and play scheme leaders must ensure that they have the necessary parent/guardian permission before making the entries.
- Entries must be submitted using our webform.
- Entries must be submitted as JPEG or PNG and should be 20MB max.
- All entries should respond directly to the competition – to design a Christmas card based on the theme, ‘The story of Christmas: together in hope and love’.
- Submitting an entry to the competition indicates acceptance of these terms and conditions. The GLA reserves the right to refuse entry or refuse to award the prize to anyone in breach of these terms and conditions.
- The competition opens for entries from midday on Thursday 13 October 2025. The deadline for receiving entries is 11:59pm on Sunday 9 November 2025. Entries received after this time will not be considered.
- Parents, guardians, teachers, and play scheme leaders can submit as many entries as they wish, however, entries are limited to one per child.
- Original entry designs should be on A4 white paper. Designs must be in colour – coloured pencils, paint, crayons, and felt tips could all be used. However, children must not stick additional material (like tinsel, glitter, or sequins) onto the entry.
- Entries will be judged on their artistic merit (taking into consideration their age) and creative responses to the requirement to design a Christmas card based on the theme of ‘The story of Christmas: together in hope and love.’
- Judges will shortlist the entries before deciding on one winner and two highly commended entries.
- Entries will be anonymous for judging purposes.
- The judges’ decisions will be final and binding in all matters and no correspondence will be entered into.
- Winning entrants will be notified via their parent, guardian, teacher or play scheme leader using the contact information provided by no later than 13 November 2025. If the GLA is unable to contact any winner, or if any prize is not claimed within 2 days of being notified then the winner will be deemed to have forfeited their prize and the GLA reserves the right to determine a new winner for that prize.
- The first names, ages, and (where appropriate) schools of winners and the boroughs will be posted on the GLA website.
- The winner is required to keep the original artwork. We’ll need this supplied to us if your pupil is selected as the winner.
- The winning design will be the Mayor’s official Christmas card for 2025. It will also feature the winner’s first name, age, and school on the back of the Christmas card. The competition is supported by Cass Art, one of the UK’s leading art supplies retailers. The winner will receive a certificate, copies of the card to send to their friends and family, have their Christmas card personally signed by the Mayor, and a £100 Cass Art gift voucher. Also, two highly commended entries will each receive a certificate and a £30 Cass Art gift voucher. This may be subject to change. There will be no alternative to the prizes.
- The shortlisted entries will be displayed on the Mayor of London’s online gallery along with the winning entry.
- The GLA will not enter into any communication or correspondence regarding the winning entry.

- The GLA will not be liable for any loss or damage, however caused, to any entries, and bears no responsibility for incomplete or delayed entries.
- Personal data supplied during the course of this competition will only be processed as set out in [the GLA Privacy Policy](#).
- The GLA reserves the right to cancel the competition at any stage if it considers such action necessary, or for reasons beyond the GLA's reasonable control, and the GLA will have no liability to the entrants in respect of any such cancellation.
- By entering the competition, each winning entrant grants the GLA, the competition sponsors, and all media partners an irrevocable, perpetual license to reproduce, enlarge, publish, or exhibit, mechanically or electronically on any media worldwide (including the internet) the entry.
- Entrants shall not object to any cropping or other minor alteration of the photographs of the reproductions of their entry.
- By entering the competition, the parent/guardian/teacher/play scheme leader confirms and warrants that the entry that has been submitted:
 - Is their own original work
 - That all copyright, and any other intellectual property rights in the entry are vested in the entrant and they have not assigned, licensed or disposed of, or otherwise encumbered any of their rights in the entry
 - Does not infringe the intellectual property rights of any third party in respect of the entry, and the parent, guardian, or school as applicable will indemnify the GLA against any claims made against the GLA by any third parties in respect of such infringement; and by entering the competition the parent, guardian, teacher or play scheme leader confirms and warrants that they have the permission of those pictured in the entry, (if any) (or, where the entry pictures any persons under the age of 18, they have obtained the consent of that entrant's parent or guardian) for the entry to be published and used by the GLA as contemplated by these terms and conditions.
- The competition will be governed by English law and entrants to the competition submit to the jurisdiction of the English courts.

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