

# HELMET CULTURE DESIGN HOUSE.

We are pleased to officially announce the inception of our newest initiative specifically created for graphic illustrators and animators.

## WHY WE ARE DOING THIS.

- Everything we do we believe in challenging the status quo. We believe in thinking differently.
- The way we challenge the status quo is by building programs that allow the greatest talents in the industry to flourish. Current standing programs in place are the Paint World Championship. Design World Championship. Driver Merch Program.
- The goal of the helmet culture design house is to allow designers an avenue of exposure and potential income through Helmet Culture, and as Helmet Culture Family.

## HOW WE ARE DOING THIS.

- We will be taking a select group of industry designers that freelance mainly designs of current event motorsport animations.
- If you create animations in your personal favourite motorsport (F1, FE, WEC, INDYCAR, NASCAR, ETC) then the idea is that you now have a platform in which to display your designs risk free.
- You simply create on your own schedule, whenever and however you like. As often or as irregularly as you please. We may put suggestions forward of design ideas or animations that we believe may be popular with the culture.
- The designs should be sent in to the email, [newemployee@helmetculture.com](mailto:newemployee@helmetculture.com) with the subject line DESIGN HOUSE so it will be seen and accounted for.
- The designs should be of a high quality for print and if possible, have a transparent background. (ie no white background or backdrop behind the animation)
- Your logos, CAN be present on the design shirt either on the right chest or incorporated into the design. We believe in allowing you to display your brand as well. (research shows that designs without the design logo may sell better)

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## WHAT WE ARE DOING.

- While we at Helmet Culture would love to compensate you for your amazing talents, at the moment it is not possible with the amount of designers we are looking to serve. So we have reached this formula that you may review.
- Helmet Culture does not have the largest margin on merch sold as the merch is designed to simply give the fans what they have been asking for. Amazing designs of their favourite motorsport drama.
- We will be compensating all designers based on units sold of their respective designs at a 5% rate of gross revenue per unit.
- Shirt sales will be reported to all designers each Monday, and you will be paid your commission upon the reception of your invoice to us.
- Invoices can be sent to us via email, with the subject line “DESIGN HOUSE WAGE”
- If you do not know how to send an invoice or are unfamiliar with the process we will work with you to help get you going.

## **\*\*CONCLUSION\*\***

We thank you for taking the time to read through the new Helmet Culture Design House and hope to help you build your passion. If you have any questions regarding any of the topics, please send us an email to [newemployee@helmetculture.com](mailto:newemployee@helmetculture.com) or direct message us on instagram @helmetculture

We are so grateful for the opportunity to serve you.  
**Helmet Culture Family.**