

DRAW HER INTO THE GAME

HELP US CREATE SOUTHEND UNITED'S
NEW FEMALE MASCOT!

Southend United FC is on a special mission to design a brand-new female mascot, inspired by our community, our seaside home, and the bright future of women and girls in football.

Now we need your creativity to bring her to life!

HOW TO ENTER:

Grab your pens, pencils, paints, or tablet and design a mascot that could proudly represent Southend United.

When creating your mascot, think about:

- Her name
- Her personality
- What she loves about Southend United
- How she shows our values: Joy Through Football, Togetherness, Community

You can draw directly on the entry sheet or create your own. Submit your design to your teacher or email it to:

mascot@southend-united.co.uk

To submit digitally, you can scan or photograph your design.

COMPETITION RULES

1. Entrants must be aged 16 or under.
2. Your mascot design must be your own original artwork.
3. By entering, you confirm that Southend United FC may display your artwork in relation to this competition.
4. One winner will have their mascot design turned into the club's new female mascot.

GDPR & PRIVACY INFORMATION

Southend United Football Club collects only the information needed to run this competition.

Information We Collect:

- Name
- Age
- School
- Your artwork

Why We Use It

To manage the competition, contact shortlisted entrants, and display selected artwork (first name, age, and school only).

How Long We Keep It

Your information will be securely stored until Tuesday, June 30, 2026 then deleted.

Who Sees It

Only authorised Southend United FC staff involved in the competition.

Your Rights

You (or your parent/guardian) can:

- Ask to see your data
- Correct it
- Ask for it to be deleted
- Withdraw permission for your artwork to be shown

Contact Us

mascot@southend-united.co.uk
Southend United Football Club
Roots Hall Stadium, Victoria Avenue,
Southend-on-Sea, SS2 6NQ

WHAT YOU GET

Every school who enters will receive tickets to watch Southend United Ladies play their historic first ever match at Roots Hall on Saturday, May 16, 2026:

50 entries = 100 tickets (2 per entrant) + 5 staff tickets

75 entries = 150 tickets + 10 staff tickets

100 entries = 200 tickets + 20 staff and a 1st team player visit

Every school and entrant that enters will have recognition in our official matchday programme.

The winning entry will receive:

- 4 x VIP tickets to Southend United Ladies' fixture at Roots Hall
- 2026/27 full home kit
- 4 2026/27 season tickets
- Meet your mascot in person before anyone else
- School will receive a visit from the mascot during the 2026-27 academic year

Plus, shortlisted designers will be invited to a special event where they can meet our Ladies team in person!

SPECIAL REWARD!

Want your mascot to work as a real costume? Here are some things to think about:

- Can the performer see clearly?
- Would the costume feel too hot?
- Do the arms and legs match where a real person's would be?
- Can the mascot move easily around Roots Hall?
- Is the height sensible for doorways and tunnels?
- Is there a way to get in and out of the costume?
- Does the design fit a human body shape?

Don't worry, your idea can still be fun, bold, and imaginative. Just try to make it wearable too!

DEADLINE: Please hand in your entry by:
Wednesday, March 4, 2026

**WE CAN'T WAIT TO
SEE YOUR CREATIONS!**

Show us your imagination. Show us your passion.
Together, let's draw her into the game.

DRAW HER INTO THE GAME

Design A New Female Mascot For Southend United FC



BTMK
SOLICITORS

c2c

Name:

Age: School:

Please hand in your entry to your teacher before Wednesday, March 4, 2026. For any questions, or to give your entry online, please email mascot@southend-united.co.uk