

## Terms & Conditions

### ABOUT

The 2025 Laugh Out Loud Book Awards, known as the Lollies, will launch in November 2024 and Scholastic invites submissions from all publishers. The Laugh Out Loud Book Awards were expanded in 2023, so publishers are now invited to submit titles in seven categories:

- Best Laugh Out Loud Picture Book**
- Best Laugh Out Loud Book for 6–8-year-olds**
- Best Laugh Out Loud Book for 9–12-year-olds**
- Best Laugh Out Loud Book for Teens**
- Best Laugh Out Loud Poetry Book**
- Best Laugh Out Loud Non-Fiction Book**
- Laugh Out Loud Illustrator of the Year**

Whilst the shortlist of four books or illustrators in each category will be selected by a panel of judges, the award winners themselves will be chosen entirely by children; classes or individuals will be able to vote for their favourite in each category on the Lollies website when voting opens in 2025.

The Lollies shortlisted titles will be promoted through Scholastic's schools channels, reaching millions of children, with shortlist packs available. Our aim is to engage both teachers and children and get them reading and talking about the shortlisted books with lots of discussion, debate and laughs too. We will be asking all shortlisted authors and illustrators to contribute to digital content and to appear on our schools event programme. The Lollies PR and marketing campaign will run from Spring until Autumn 2025, with tent-pole moments for the announcement of the shortlist and the virtual winners' awards ceremony.

### GUIDELINES FOR ENTRY

Publishers are reminded that it is their responsibility to read the following terms and conditions before entering any titles. Publishers will be deemed to have accepted these rules and to agree to be bound by them when submitting.

### TERMS & CONDITIONS – THE LAUGH OUT LOUD BOOK AWARDS 2025

The Laugh Out Loud Book Awards are intended to be held annually and seek to find the book that makes children laugh the hardest in six categories:

- Best Laugh Out Loud Picture Book**
- Best Laugh Out Loud Book for 6–8-year-olds**



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**Best Laugh Out Loud Book for 9–12-year-olds**

**Best Laugh Out Loud Book for Teens**

**Best Laugh Out Loud Poetry Book**

**Best Laugh Out Loud Non-Fiction Book**

There is a monetary award for each winning book of £1,000 in total. It is the responsibility of the submitting publisher to agree how this is split between any author/illustrator if necessary. All payments will be made via BACS transfer. It is the submitting publishers' responsibility to make it clear when submitting, who is being nominated for the award.

No alternative prize will be made available.

The seventh category in the Laugh Out Loud Book Awards 2025 seeks to find the **Laugh Out Loud Illustrator of the Year**. In this category, publishers will be invited to submit nominations of up to 500 words explaining why an illustrator should be shortlisted for the award.

The winning illustrator in this category will receive £1,000. This payment will be made via BACS transfer. No alternative prize will be made available.

### THE PRIZE

Deadline for entries is 11:59pm on 6th December 2024.

The shortlisted books, authors and illustrators will be announced in Spring 2025. The judges' shortlist selection is final and no discussion will be entered into on the selection.

Children (via grown-ups) will be able to vote on their favourite shortlisted title or illustrator in each category (where appropriate) until Summer 2025.

The winners will be announced in Autumn 2025.

Books must have first been published between 1st January 2023 through to 31st December 2023 in the UK or Ireland. Illustrators submitted for the Illustrator of the Year category should also have had a title published during this time period. Authors and illustrators across all categories must either be of British or Irish nationality, or else be resident in the UK or Ireland at the time of submission.

Books published prior to 1st January 2023 in the UK or Ireland will not be eligible.

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### ELIGIBILITY

- Books submitted must be published by an established publishing house based in the UK or Ireland. 'Established' is here defined as a house that publishes a list of titles by a range of authors and distributes its books nationally through recognised high-street booksellers and online retailers.
- Self-published books are not eligible for the Prize.
- Books must be first written and published in English; translations will not be eligible.
- All titles must be the work of either a single or joint author/s or one author and one illustrator. Collections or anthologies or works by multiple authors and or illustrators (defined as more than three) will not be eligible. In-house projects where the author is a member of the publishing team will not be eligible.
- A book that is published or is submitted posthumously will not be eligible for the Prize.
- Authors and illustrators must be aged 18 years or over at the time of submission.
- Non-fiction and poetry books will be judged within their own categories. Only fiction will be considered for the age-ranged categories.

Publishers may make only two entries in each category per bona fide imprint, allowing up to twelve titles and two illustrator nominations to be entered across the seven categories in total for each imprint. A bona fide imprint means an imprint used by a publisher that includes a list of titles by a range of authors and is distributed nationally through recognised high-street booksellers and online retailers.

Please note that each book within a series will be judged individually.

Eleven printed copies of each book submitted must be delivered to the address listed on the Entry Form. No printed copies are required for the Illustrator of the Year category.

The judges may additionally call in titles or illustrators not initially submitted by the publishers, with publication dates between 1st January 2023 through to 31st December 2023. In that event the publishers will be asked to submit eleven printed copies of the book, where relevant, and complete an Entry Form as quickly as possible.

### PICTURE BOOK AWARD

- All entries must be illustrated picture books.
- Authors and illustrators of submitted books must either be of British or Irish nationality, or else be resident in

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the UK or Ireland at the time of submission.

→ Illustrators must be detailed on the Entry Form.

### 6–8, 9–12, TEEN, POETRY AND NON-FICTION CATEGORY AWARDS

→ Authors of submitted books must either be of British or Irish nationality, or else be resident in the UK or Ireland at the time of submission.

→ To qualify in these categories illustrators must have either ‘contributed substantially’ to the submitted book, which will be decided at the publisher’s discretion, or must be mentioned on the front cover. A qualifying illustrator must either be of British or Irish nationality, or else be resident in the UK or Ireland at the time of submission. Any qualifying illustrator must be detailed on the Entry Form by the publisher.

### ILLUSTRATOR OF THE YEAR AWARD

→ Illustrators submitted for this category must either be of British or Irish nationality, or else be resident in the UK or Ireland at the time of submission.

→ The publisher must write a 500-word nomination for each illustrator on the separate Illustrator of the Year Entry Form. This should include reference to the illustrators’ 2023 publishing.

→ The judges will consider illustrators based on the strength of the nomination, the illustrator’s body of work and the illustrator’s contribution to children’s publishing, as put forward by the publisher.

### CONDITIONS UPON SHORTLISTING

An eligible book or illustrator shall be disqualified if the Publisher fails to adhere to any of the following conditions.

The Publisher agrees:

→ To provide 25 gratis copies of their shortlisted title/s for promotional use, plus agree that any title shortlisted for the awards will be purchased for Scholastic Book Clubs at their usual discount terms. For the Illustrator of the Year category, this applies to one title by the shortlisted illustrator.

→ To contribute a fee towards the cost of general publicity and promotion at the shortlist stage. Please see below for the full list of shortlisting fees. If a publisher has more than one book or illustrator shortlisted, they must contribute for each title or illustrator. Any cap the publisher wishes to set on number of submissions

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shortlisted must be noted upon submission. This payment is to be made promptly to Scholastic within fourteen days of receipt of an invoice.\*

### Shortlisting Fees

From this year's awards, shortlisting fees for some categories will now be dependent on publishers' annual turnover. Shortlisting fees vary by category. The Illustrator of the Year fee is a blanket rate for all publishers.

Please note that all fees listed are exclusive of VAT.

Category	Annual turnover for the last financial year above £5 million	Annual turnover for the last financial year below £5 million	Annual turnover for the last financial year below £1 million
Picture Books	£1,750	£1,500	£1,250
Ages 6-8	£1,750	£1,500	£1,250
Ages 9-12	£1,750	£1,500	£1,250
Teen	£1,000	£750	£500
Non-Fiction	£1,750	£1,500	£1,250
Poetry	£1,000	£750	£500
Illustrator of the Year	£1,000	£1,000	£1,000

To encourage shortlisted and winning authors and illustrators to participate fully in the promotion of the Prize and to ensure they are available for media either side of the shortlist and winner announcements where relevant. Shortlisted and winning authors and illustrators may also be asked to participate in virtual events as part of the promotion of the Prize.

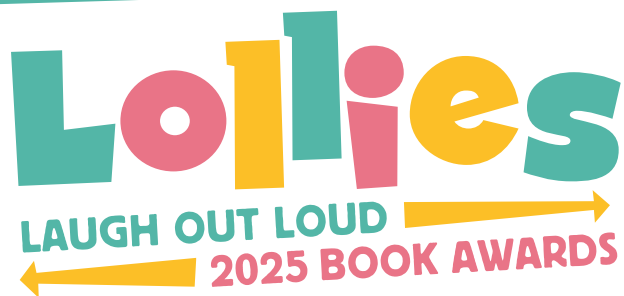
To cover the expenses of shortlisted authors and illustrators during promotion.

To provide, promptly and without charge, text extracts of up to 200 words, jackets, author and illustrator photographs and biographies, AIs, inside spreads and any additional available material (trailers, audio extracts, etc) when requested to help promote the Prize.

### PLEASE NOTE

No book entered by the publishers or called in by the judges will be returned.

\*Please note that late payment could result in us withdrawing your shortlisted book from consideration for the awards.



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The promoter's decision on eligibility is final, and no correspondence will be entered into on the subject.

Publishers are reminded that it is their responsibility to ensure that all submitted titles are eligible for the Prize and that they have obtained the authors' and illustrators' consent prior to entry.

### THE JUDGING PROCESS

The judges' decision is final and no correspondence will be entered into.  
All qualifying entries will be read and judged by the panel of adult judges.

#### → Stage 1: Longlisting

For each category all publisher submissions will be cut to a longlist of no more than 10 books or illustrators in each category by an industry panel of experts.

#### → Stage 2: Shortlisting

For each category, the judging panel will select from the longlist, a shortlist of four books or illustrators that they think will make children laugh out loud the most.

The shortlist will be available on the Scholastic Laugh Out Loud website ([www.scholastic.co.uk/lollies](http://www.scholastic.co.uk/lollies)) after it is announced.

#### → Stage 3: Public vote

In Spring 2025 the shortlist will be publicly announced. On the day the shortlist is announced, the voting process will be open in the UK and Ireland only. The shortlisted titles will be heavily promoted to schools via Scholastic's schools channels and on the Scholastic Shop.

Resources around using the Prize in class will be created and will be hosted on the Scholastic Laugh Out Loud website.

Grown-ups will be able to log on to a website and register their child/class's winning choice in any or all of the categories. The voting data will be Scholastic's proprietary data and will not be made available to other publishers.

In Summer 2025 the voting will close. The votes submitted via grown-ups will be counted to find the six winning books and one Illustrator of the Year. Only one vote per grown-up per category may be submitted, or up to 35 votes for teachers voting on behalf of their class, and the last vote submitted by Summer 2025 will be the one counted. In the event of a tie the prize will be shared equally between the tied books.

Entry forms are to be completed and sent by Friday 6th December 2024. You can either complete a PDF entry form and send to [laughoutloud@scholastic.co.uk](mailto:laughoutloud@scholastic.co.uk) OR a **SurveyMonkey entry form**. Both types of entry form can be



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found here: [www.scholastic.co.uk/lollies](http://www.scholastic.co.uk/lollies)

Please also send eleven finished copies of each submitted book by Friday 6th December 2024 to:

**FAO Hannah Griffiths**

Laugh Out Loud Book Awards

Scholastic Ltd.

Tournament Fields Business Park

Bosworth Avenue

Warwick

Warwickshire

CV34 6UQ

Please clearly mark the box with 'Laugh Out Loud Book Awards'.

### PLEASE NOTE

If you have any questions about submissions, please email [laughoutloud@scholastic.co.uk](mailto:laughoutloud@scholastic.co.uk).

Entries which are incomplete, incorrect, illegible, received after the closing date or which do not otherwise conform to the terms and conditions specified will not be entered into the competition.

If at any time prior to announcement of the winner, any author or illustrator is either subject to an ongoing police investigation or is charged or convicted of an indictable offence, the entry for that person's book will be disqualified from this competition.

This competition may be cancelled on written notice from Scholastic Limited.

This competition is promoted by Scholastic Clubs and Fairs: registered office Scholastic Limited, Westfield Road, Southam, Warwickshire CV47 0RA.

The details of the winners will be made available on [www.scholastic.co.uk/lollies](http://www.scholastic.co.uk/lollies) after the announcement.

Please note that this year's awards are called the Lollies 2025 to reflect when the winners will be announced.