

Character Matters Logo Contest Official Rules & Guidelines

GENERAL:

The following are the Official Rules and Guidelines (“Official Rules”) established for the Character Matters Logo Contest (“Contest”). All participants in this Contest must adhere to these Official Rules or be subject to disqualification. Any ambiguity in these Official Rules will be resolved by Sponsors in their sole discretion.

The purpose of the Contest is to create a logo for the statewide education campaign called **Character Matters**. This campaign seeks to promote the development of caring, just and responsible youth who are capable of becoming contributing citizens and ethical leaders of our local communities, the State of North Carolina, the United States and the world.

SPONSORS: This Contest is sponsored by Capitol Broadcasting Company, Inc., FOX 50 (WRAZ-TV), WRAL-TV, WRAL.com, 2619 Western Blvd, Raleigh, NC, 27606, and North Carolina Department of Public Instruction, 301 North Wilmington Street, Raleigh, NC 27601 (collectively, “Sponsors”).

ELIGIBILITY:

No purchase necessary to participate. Void where prohibited or restricted by law. Contest is subject to all applicable federal, state, and local regulations. Must be a legal U.S. resident and high school student, grades 9-12, enrolled in **North Carolina Public Schools Marketing and Entrepreneurship Education Program** as of March 25, 2013, to be eligible to participate. Entrants must be at least 13 years of age at time of entry. Employees of Sponsors and their immediate families or members of the same household are not eligible to participate.

HOW TO ENTER:

Contest entry period begins Tuesday, March 26 at 9:00am ET and ends Friday, April 19 at 5:30pm ET (“Entry Period”). To enter, first, create a logo promoting Character Matters according to the Submission and Intellectual Property Guidelines, and keeping in mind the judging criteria, described below. Next, during the Entry Period, fill out the attached/enclosed entry form and attach your logo along with the completed entry form to charactermattersnc@cbc-raleigh.com. Entry form and parental/guardian authorization must be submitted in pdf format. Do not mail or drop-off logos. Only entries submitted through charactermattersnc@cbc-raleigh.com that include (1) a logo created by entrant, (2) completed entry form, and (3) meet all Submission, Intellectual Property, and eligibility requirements at the time of the entry will be accepted. Entrants under the age of 18 at time of entry must also submit written authorization of parent or legal guardian to participate. Authorization may be confirmed by Sponsors. **Limit one (1) entry per student.**

SUBMISSION GUIDELINES:

Entry form and completed logo, and parental/guardian authorization, if applicable, must be submitted during Entry Period to charactermattersnc@cbc-raleigh.com at the same time by the entrant creating the logo. Entrants may be redirected to another Sponsor-affiliated website to submit entry. By submitting the entry form and the logo, and parental/guardian authorization, if applicable, the student agrees to all Official Rules and warrants that permission to participate has been granted from the student’s parent or legal guardian (if entrant is under 18 years of age at time of entry) and that the student’s logo is his/her original work.

Uploaded logo must meet the following submission guidelines:

1. Acceptable logo format for logo submission is JPEG. (If logo is selected as the winning logo, entrant will need to provide logo in Vector format, such as Adobe Illustrator or EPS, or High Resolution TIF, and all fonts for winning logo must be converted to outlines or provided electronically. Sponsors will work with winning logo entrant, if any, to provide additional instruction about how to submit final version of winning logo once winner, if any, is selected.)
2. The words "Character Matters" must be incorporated into the logo.
3. The logo should be easily recognizable and help to promote the three main pillars of the Department of Public Instruction's Character Matters education initiative in North Carolina: good character, leadership and service. You may also consider the following eight character traits identified by the NC General Assembly as those traits that should be included in a comprehensive character education program: courage, good judgment, integrity, kindness, perseverance, respect, responsibility and self-discipline.
4. Sponsors reserve the right, in Sponsors' sole discretion, to disqualify any entry that infringes or appears to infringe another party's intellectual property rights, or is lewd or indecent, or contains profanity or obscene or offensive images, expressions of hate or abuse, inappropriate content, or any material that could give rise to any civil or criminal liability under applicable law or regulations.
5. All logo entries submitted in the Contest become property of NC Department of Public Instruction.
6. You may not submit any material that contains software viruses or any other computer code, files or program designed to interrupt, destroy or limit the functionality of any computer software or charactermattersnc@cbc-raleigh.com
7. All entries submitted must be original and created solely by the individual providing the work. Any plagiarism or dishonesty will be grounds for automatic elimination from the Contest.
8. Non-student adults, including, but not limited to, high school administrators, faculty and/or staff may guide and advise the work of the student but may not design/create the logo.
9. All entries must be submitted by 5:30pm ET on April 19, 2013. All late submissions will be disqualified.
10. By submitting a logo entry you represent and warrant that your logo meets all Submission Guidelines and eligibility requirements described herein.

Entries generated by a script, macro or other automated means will be disqualified. Sponsors reserve the right to disqualify any entrant if these Official Rules are not followed. Sponsors are not responsible for entries that are lost, late, misdirected, incomplete, incomprehensible, illegible, damaged, undeliverable, undelivered, caught in a spam filter, or delayed. All materials submitted will become the property of NC Department of Public Instruction and will not be returned. Any expenses you incur during the application process are solely your responsibility.

INTELLECTUAL PROPERTY GUIDELINES:

All entries are subject to the following Intellectual Property criteria:

1. All entries must be original and not based on any pre-existing design and may not infringe upon any patent, trademark, copyright, trade secret, or other right of any third party. You warrant that you have all rights to transmit and, to the extent necessary, transfer all rights in and to all material submitted.

Sponsors reserve the right to remove or disqualify any entry that infringes or appears, in Sponsors' sole discretion, to infringe another party's intellectual property rights.

2. You agree to indemnify Sponsors, the judges, and each of their affiliates, representatives, and agents, and their directors, officers, and employees (collectively, "Contest Entities"), and hold them harmless from any and all claims and expenses, including attorneys' fees, arising from the entry and/or your failure to comply with these Official Rules.

3. All entries shall be considered "work for hire" under the Copyright Act and shall be the exclusive property of NC Department of Public Instruction. To the extent necessary, you (or your parent or legal guardian if under the age of 18 at time of entry) hereby further transfer all rights in the entry to NC Department of Public Instruction and agree to execute and deliver to Sponsors any additional documents Sponsors desire to effectuate and confirm the same. You shall retain no rights in the logo entry, and you may not use your logo entry for any purpose other than submission to the Contest without NC Department of Public Instruction's prior written approval. Without limitation, NC Department of Public Instruction shall have the exclusive right, in NC Department of Public Instruction's sole discretion, without obligation (except as specifically provided in these Official Rules), throughout the universe, and in perpetuity, to use, copy, print, display, reproduce, modify, publish, post, transmit, and distribute the logo entry and any material included in the logo entry in, on, or through all media (including, without limitation, the Internet, television, radio, print, and mobile communications).

4. Sponsors will have the right to use and permit others to use the winning entrant's name and biographical information for exploitation of the winning entry in any form or manner, in Sponsors' sole discretion.

APPROVAL: After logo and entry form have been submitted, Sponsors will review the submitted materials to verify that logo and entry form comply with Official Rules. Sponsors will attempt to acknowledge entries within one week of receipt; however, Sponsors do not guarantee that they will verify receipt of entries.

WINNER SELECTION BY JUDGES: There will be up to one (1) grand prize winner. A panel of up to ten (10) judges will evaluate the logo entries and select the winner based on the creativity, originality, overall design and appeal of the logo (45%), adaptability to various forms of media (print, television, and electronic) (10%), overall ability to capture the essence of the Character Matters campaign and otherwise meet the guidelines discussed above (45%). Judges' decision with respect to winner, if any, will be final. Judges will be qualified to apply the stated criteria and guidelines to the entries. The winner, if any, will be announced by 5:00pm ET Monday, April 29.

Sponsors reserve the right not to select a winner if, in their sole discretion, no suitable entries are received. Sponsors reserve the right to disqualify any entrant or logo entry at their sole discretion.

PRIZE

- **Grand Prize Winner:** On or about April 29 up to one (1) Grand Prize Winner will be offered the following prizes: (1) opportunity to job shadow for a day at WRAL-TV/FOX 50 (includes working with a Graphic Designer on the final version of the logo), (2) opportunity to participate in one of the Character Matters vignettes/Public Service Announcements for broadcast and/or web, (3) acknowledgement in campaign roll out (press release, on-air, website), and (4) WRAL-TV and FOX 50 prize package (approximate retail value \$50). Total approximate retail value: \$50.

No substitution of prizes or transfer of prizes to a third party is permitted by winner. Contest Entities assume no liability or responsibility in connection with the use of any prize awarded hereunder or in connection with any warranty or representation therewith.

HOW TO CLAIM PRIZE: Prize will be available for pick up within two (2) business days of announcement of winning logo. Prize available to be claimed in person at Capitol Broadcasting Company, Inc., FOX 50 (WRAZ-TV), WRAL-TV, WRAL.com, 2619 Western Blvd, Raleigh, NC 27606 during regular business hours. Alternatively, winner may request the prize be mailed to winner, provided that winner must first return to Sponsors the signed prize paperwork described below. Only actual verified prize winner will be permitted to claim prizes. Winner may be required to present photo identification and to complete a signed affidavit or declaration of eligibility, prize acknowledgement and liability/publicity release in order to claim prize. If winner is under the age of 18 at the time of entry, winner's parent or legal guardian will be required to sign paperwork. Winner will be responsible for all taxes associated with the prize. Prizes may be considered income and taxes on said prizes are solely the responsibility of the winner. All prizes will be subject to forfeiture if not claimed by May 15 and an alternate winner will not be selected. Compliance with all regulations is the responsibility of the winner. The winner and participants, by acceptance of a prize and/or participation in Contest, agree to release Contest Entities and their advertising and promotion agencies from any and all liability for claims, actions or proceedings for injuries or damages sustained in connection with the receipt, ownership or use of the prize or while traveling to, preparing for or participating in any contest-related or prize-related activity. Except where prohibited, by playing the Contest, or by winning, participants have awarded Sponsors and their subsidiaries the right to publicize and/or broadcast their name, photograph or likeness, voice and details and have accepted and agreed to be bound by these Official Rules.

ODDS: There are no odds of winning the Contest as winning is not based on chance. Rather, winning is based upon the entrants' relative creativity, originality, design and appeal demonstrated in logo entry, and judging based on stated criteria.

LIABILITY: Contest Entities are not responsible for problems associated with television transmission, radio transmission, cable transmission, satellite transmission, phone lines, Internet crashes or slowdowns caused by network congestion, viruses, sabotage, satellite failures, phone line failures, or other Internet interruptions or malfunctions or for any technical or other difficulties which may prohibit, prevent, or interfere with the transmission of television or radio signals to all or limited geographic areas during the playing of the Contest or which may interfere with a participant's ability to login or register or submit an entry online, electrical outages, natural disasters or acts of man or God that are beyond the control of Contest Entities. CONTEST ENTITIES DISCLAIM ANY WARRANTY OF MERCHANTABILITY, WARRANTY OF FITNESS, AND ANY OTHER IMPLIED WARRANTY. Contest Entities are not responsible for cancellations, postponements, or delays.

CONTEST MANAGEMENT:

ANY ATTEMPT, AS DETERMINED IN THE SOLE DISCRETION OF SPONSORS TO DAMAGE OR UNDERMINE THE FAIR AND LEGITIMATE OPERATION OF THIS CONTEST WILL RESULT IN DISQUALIFICATION FROM THE CONTEST.

Any attempt by an entrant or any other individual to damage any online service or web site or undermine the legitimate and fair operation of the Contest will disqualify the contestant responsible and is a violation of criminal and civil laws and should such an attempt be made, Sponsors reserve the right to seek damages and/or other remedies from any such person to the full extent permitted by law.

All decisions relating to the Contest and interpretation of these Official Rules are made by Sponsors, in their sole discretion, and are final. Sponsors reserve the right to change the Official Rules at any time to ensure the fair administration of the contest and compliance with applicable laws.

If for any reason, the Contest is not capable of running as planned for any reason, including infection by computer virus, bugs, tampering, and unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsors which corrupt or affect the administration, security, fairness, integrity of the contest, Sponsors reserve its right in its discretion to disqualify any individual it believes has tampered with the entry process, and/or cancel, terminate, modify or suspend the contest. Sponsors (i) assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alternation of, entries; and (ii) are not responsible for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, or provider, computer equipment, software, failure of any email to be received by Sponsors, on account of technical problems, human error or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to the participant's or any other person's computer related to or resulting from participation or downloading any materials in this contest.

CONTEST RULES; WINNER'S NAME: To receive a copy of these Official Rules, send a SASE to Character Matters Logo Contest 2013, 2619 Western Blvd, Raleigh, NC, 27606 for receipt by April 19, 2013. These Official Rules supersede all other published editions. For winner's name, send a SASE to address above no later than July 5, 2013.