



CCCT Logo Design Contest OFFICIAL CONTEST RULES

1. CONTEST DESCRIPTION.

The Cariboo Chilcotin Coast Tourism Association (CCCT the “Sponsor”) invites you to participate in the CCCT Logo Design Contest.

The Contest begins on **December 20, 2024** at 12:00 AM Pacific Time and ends on **January 30, 2025** at 11:59 PM Pacific Time (the “Contest Period”).

This is an exciting opportunity to showcase your design skills and contribute to the Cariboo Chilcotin Coast region’s visual identity. The Contest consists of an online submission processing including submission of a unique and creative logo for CCCT’s main brand of Cariboo Chilcotin Coast Tourism. All aspects of the Contest are governed by these Official Contest Rules (the “Rules”).

2. PRIZE.

There will be 1 prize awarded to the creator of the winning logo (the "Prize"). The Prize consists of:

- MacBook Pro M3 with a total approximate retail prize value of \$4,349.00CAD. The characteristics and features of the merchandise (except as otherwise explicitly described above) are at the Sponsor’s sole and absolute discretion. The merchandise must be accepted as awarded and is not transferable, assignable or convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion). No substitutions except at Sponsor’s option. Sponsor reserves the right, in its sole and absolute discretion, to substitute this prize or a component thereof with a prize of equal or greater retail value, including, without limitation, but at Sponsor’s sole and absolute discretion, a cash award.

3. ELIGIBILITY.

The Contest is only open to Canadian residents outside of the Province of Quebec of who: (a) have reached the legal age of majority in their province/territory of residence at the time of entry; or (b) have not reached the legal age of majority in their province/territory of residence (a “ Minor”), and whose parent/legal guardian has agreed on his/her own behalf and on such Minor’s behalf, that each of them will be bound by these Rules; except employees, representatives or agents (and those with whom such persons are living, whether related or not) of the Sponsor, its parent companies, subsidiaries, affiliates, prize suppliers, advertising/promotion agencies and any other individual or entity involved in the development, production, administration, or fulfillment of the Contest (collectively, the “Contest Parties”).

NOTE TO MINORS: The Sponsor reserves the right, in its sole and absolute discretion, on a random audit basis or at any time and for any reason, to contact a Minor’s parent/legal guardian for the purposes of verifying his/her: (i) agreement to be legally bound by these Rules on his/her own behalf and on such Minor’s behalf; (ii) consent to the Minor’s participation in this Contest; and/or (iii) consent to the collection of the Minor’s personal information. Failure of a Minor’s parent/legal guardian to complete any such required verification to the complete satisfaction of the Sponsor within the timeline specified by the Sponsor may, in the sole and absolute discretion of the Sponsor, result in the disqualification of such Minor.

4. AGREEMENT TO BE LEGALLY BOUND BY THESE RULES.

By participating in this Contest, you are signifying your agreement that you have read and agree to be legally bound by the Rules.

5. HOW TO PARTICIPATE IN THE CONTEST.

No purchase necessary.

To enter, before **January 30, 2025** at 12:00 AM Pacific Time, you must:

- Create a unique and original logo for CCCT's main brand of Cariboo Chilcotin Coast Tourism. To be unique and original, the logo cannot contain any stock images, clipart or AI generated images.
- Prepare a detailed description of the design concept and creative process. This description should showcase how the logo contributes to the Cariboo Chilcotin Coast region's visual identity and comply with CCCT Visual Strategy, which can be found here: <https://industry.landwithoutlimits.com/resources/uploads/2024/12/CCCT-Brand-Identity-and-Values.pdf>
- Obtain and fully complete the Official Entry Form (the "Entry Form"). You must fully complete the Entry Form with all the required information. Ensure to include the logo and the detailed description. The logo should be in high resolution and web resolution image files with a maximum size of 4 MB in either, jpg, jpeg, png, tif, bmp, pdf or tiff, and the resolution should be at least 300 DPI or PPI. The file name should follow this format: CCCT_logo_FNameLName.
- Submit your completed Entry Form on the contest landing page (<https://industry.landwithoutlimits.com/services/marketing/logo-contest/>) and include your submission in the entry.

Once you have provided all of the required information and completed all of the foregoing steps to enter (as determined by the Sponsor in its sole and absolute discretion), you will be eligible to receive an entry (an "Entry"). To be eligible, your Entry must be submitted and received in accordance with these Rules during the Contest Period.

LIMIT of two Entries per eligible participant. Each Entry must not be substantially the same as any other Entry in this Contest. If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any person has attempted to: (i) exceed any of the limits stated in these Rules; and/or (ii) use multiple names, identities, email addresses and/or any automated, macro, script, robotic or other system(s) or program(s) to enter or otherwise participate in or to disrupt this Contest; then he/she/they may be disqualified from the Contest in the sole and absolute discretion of the Sponsor. An Entry may be rejected if (in the sole and absolute discretion of the Sponsor): (i) the Entry is not submitted and received in accordance with these Rules during the Contest Period; and/or (ii) the Entry is not otherwise in compliance with these Rules (all as determined by Sponsor in its sole and absolute discretion). The Released Parties (defined below) are not responsible for late, lost, misdirected, delayed, incomplete or incompatible Entries or any other Contest-related information (all of which are void).

All Entries and entrants are subject to verification at any time and for any reason. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual's eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Entry or any other information submitted (or purportedly submitted) for the purposes of this Contest; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with these Rules. Failure to provide such proof to the complete satisfaction of the Sponsor within the timeline specified by the Sponsor may result in disqualification in the sole and absolute discretion of the Sponsor. The sole determinant of the time for the purposes of this Contest will be the Contest server machine(s).

7. ENTRY REQUIREMENTS AND LICENSE.

BY SUBMITTING AN ENTRY, YOU (AND, IF YOU ARE A MINOR, YOUR PARENT OR LEGAL GUARDIAN) AGREE THAT YOUR ENTRY (AND EACH INDIVIDUAL COMPONENT THEREOF – INCLUDING, WITHOUT LIMITATION, YOUR ENTRY) COMPLIES WITH ALL CONDITIONS STATED IN THESE RULES. THE RELEASED PARTIES WILL BEAR NO LIABILITY WHATSOEVER REGARDING: (I) THE USE OF YOUR ENTRY (OR ANY COMPONENT THEREOF – INCLUDING, WITHOUT LIMITATION, YOUR ENTRY); (II) PARTICIPATION IN ANY CONTEST-RELATED ACTIVITIES; (III) ANY USE, COLLECTION, STORAGE AND DISCLOSURE OF ANY PERSONAL INFORMATION; AND/OR (IV) IF DECLARED A WINNER, ANY PRIZE (INCLUDING ANY USE OR MISUSE OF ANY PRIZE). THE RELEASED PARTIES SHALL BE HELD HARMLESS BY YOU IN THE EVENT IT IS DISCOVERED THAT YOU HAVE DEPARTED FROM OR NOT OTHERWISE FULLY COMPLIED WITH ANY OF THESE RULES. THIS RELEASE AND INDEMNITY SHALL CONTINUE IN FORCE FOLLOWING THE TERMINATION OF THE CONTEST AND/OR AWARDING OF ANY PRIZES.

Any Entry you submit must never have been previously selected as a winner in any other contest.

By participating in the Contest, each entrant hereby warrants and represents that any Entry he/she/they submits:

- i. is original to him/her/them and that the entrant has obtained all necessary rights in and to the Entry for the purposes of entering the Entry in the Contest;
- ii. does not violate any law, statute, ordinance or regulation;
- iii. does not contain any reference to or likeness of any identifiable third parties, unless consent has been obtained from all such individuals and their parent/legal guardian if they are under the legal age of majority in their jurisdiction of residence (note: if you cannot obtain the consent of an individual, then he/she/they must be unrecognizable/unidentifiable in your Entry);
- iv. will not give rise to any claims whatsoever, including, without limitation, claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party; and
- v. is not defamatory, trade libelous, pornographic or obscene, and further that it will not contain, depict, include, discuss or involve, without limitation, any of the following: nudity (partial or otherwise); alcohol/drug consumption or smoking; explicit or graphic sexual activity, or sexual innuendo; crude, vulgar or offensive language and/or symbols; derogatory characterizations of any ethnic, racial, sexual, religious or other groups (including, without limitation, any competitors of Sponsor); content that endorses, condones and/or discusses any illegal, inappropriate or risky behaviour or conduct; personal information of individuals, including, without limitation, names, telephone numbers and addresses (physical or electronic); commercial messages, comparisons or solicitations for products or services other than products of Sponsor; any identifiable third party products, trade-marks, brands and/or logos, other than those of Sponsor; conduct or other activities in violation of these Rules; and/or any other content that is or could be considered inappropriate, disparaging, unsuitable or offensive, all as determined by the Sponsor in its sole and absolute discretion.

The Sponsor reserves the right, at its sole and absolute discretion, to screen any Entry. Any Entry that the Sponsor deems, in its sole and absolute discretion, to violate the terms and conditions set forth in these Rules is subject to disqualification. The Sponsor reserves the right, in its sole and absolute discretion at any time, to request an entrant to modify, edit and/or re-submit his/her/their Entry, in order to help ensure that the Entry complies with these Rules, or for any other reason.

By entering the Contest and submitting an Entry, each entrant: (i) grants to the Sponsor, in perpetuity and worldwide, a non-exclusive license to publish, display, reproduce, modify, edit or otherwise use the Entry, in whole or in part, for any reason whatsoever, including, without limitation, advertising or promoting the Contest; (ii) waives all moral rights in and to his/her/their Entry in favour of the Sponsor (and anyone authorized by the Sponsor to use the Entry); and (iii) agrees to release, indemnify and hold harmless the Released Parties from and against any and all claims related, directly or indirectly, to his/her Entry – including, without limitation, claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other cause of action. For greater certainty, the Sponsor reserves the right, in its sole discretion, to modify, edit or remove any Entry (or a component thereof – including, but not limited to, the Entry), or to request an entrant to modify or edit his or her Entry (or a component thereof – including, but not limited to, the Entry), if a complaint is received with respect to the Entry (or a component thereof – including, but not limited to, the Entry), or for any other reason at any time. If such an action is necessary at any time, then the Sponsor reserves the right, in its sole and absolute discretion, to: (i) disqualify the Entry; (ii) disqualify the entrant; and/or (iii) to take whatever action it deems necessary based on the circumstances to ensure that the Contest is conducted in accordance with the letter and spirit of these Rules.

8. PRIZE WINNER SELECTION PROCESS:

After the end of the Contest Period, a panel of judges (the "Contest Judges") appointed by the Sponsor at its sole and absolute discretion will judge and assign a score (each, a "Score") to each Entry on the basis of the following weighted criteria (the "Judging Criteria"):

Criteria	Points
1) Creativity and originality.	30
2) Alignment with the Sponsor’s brand values and Visual Strategy , including representation of the Cariboo Chilcotin Coast region.	30
3) Marketability and commercial appeal.	20
4) Technical quality and execution.	20
Total Score	Maximum 100 points

Each entrant whose Entry obtains one (1) of the top one (1) Scores will be selected as a potential Prize winner. The odds of winning depend on the number and calibre (based on the Judging Criteria) of eligible Entries. In the event of a tie between two or more Entries based on Score, the entrant associated with the Entry – from amongst all such Entries that are tied – with the highest score on the Alignment with the Sponsor’s brand values and Visual Strategy criterion listed above will be deemed to have obtained the higher Score. Judging is schedule to be completed on or about March 7, 2025 (a "Selection Date").

9. WINNER NOTIFICATION PROCESS:

The Sponsor or its designated representative will make a minimum of 3 attempts to contact the potential Prize winner (using the information provided at the time of entry) within 10 business days of the Selection Date. If the potential Prize winner cannot be contacted within 10 business days of the Selection Date, or if there is a return of any notification as undeliverable; then he/she/they may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to select an alternate potential Prize winner following the same winner selection procedure described above (with the necessary amendments), in which case the foregoing provisions of this section shall apply to such new potential Prize winner.

10. WINNER CONFIRMATION PROCESS:

BEFORE BEING DECLARED THE CONFIRMED PRIZE winner, the potential Prize winner will be required to sign and return within 5 business days of notification the Sponsor's declaration and release form, which (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the Prize (as awarded); (iii) releases the Contest Parties and each of their respective officers, directors, employees, agents, representatives, successors and assigns (collectively, the "Released Parties") from any and all liability in connection with this Contest, his/her/their participation therein and/or the awarding and use/misuse of the Prize or any portion thereof; (iv) agrees to the publication, reproduction and/or other use of the potential winner's name or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor; and (v) assigns, transfers, and conveys to the Sponsor all of the right, title, and interest in and to the logo and waives all moral rights in and to the logo in favour of the Sponsor. If the potential Prize winner: (a) fails to return the properly executed Contest documents, including the declaration and release form, within the specified time; (b) cannot accept (or is unwilling to accept) the Prize (as awarded) for any reason; and/or (c) is determined to be in violation of these Rules (all as determined by the Sponsor in its sole and absolute discretion); then he/she/they may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to select an alternate eligible entrant following the same winner selection procedure described above (with the necessary amendments), in which case the foregoing provisions of this section shall apply to such new potential Prize winner.

11. GENERAL CONDITIONS.

This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of Entries and/or entrants. ANYONE DEEMED BY THE SPONSOR TO BE IN VIOLATION OF THESE RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR AT ANY TIME.

The Released Parties will not be liable for: (i) any failure of any website during the Contest; (ii) any technical malfunction or other problems of any nature whatsoever, including, without limitation, those relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any Entry or other information to be received, captured or recorded for any reason whatsoever, including, but not limited to, technical problems or traffic congestion on the internet or at any website; (iv) any injury or damage to an entrant's or any other person's computer or other device related to or resulting from participating in the Contest; and/or (v) any combination of the above. Without limiting the generality of the foregoing, by participating in the Contest, each entrant releases the Released Parties from any and all liability in connection with this Contest and his/her/their participation therein.

In the event of a dispute regarding who submitted an Entry, the Sponsor reserves the right, in its sole and absolute discretion, to require any individual who purports to be the entrant that submitted the Entry in question to provide proof to the complete satisfaction of the Sponsor (as determined by the Sponsor in its sole and absolute discretion) of being the entrant that submitted such Entry. Failure to provide such proof to the complete satisfaction of the Sponsor within the timeline specified by the Sponsor may result in disqualification (as determined by the Sponsor in its sole and absolute discretion).

The Sponsor reserves the right, at its sole and absolute discretion to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of any cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules,

including, without limitation, any error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud or technical failure. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest in any way (as determined by Sponsor in its sole and absolute discretion) is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Sponsor, at its sole and absolute discretion reserves the right to cancel, amend or suspend this Contest, or to amend these Rules, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever.

By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her Entry only for the purpose of administering the Contest and in accordance with Sponsor's privacy policy (available at: <https://landwithoutlimits.com/privacy-policy/>).

This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information.

The Sponsor reserves the right, at its sole and absolute discretion to adjust any of the dates, timeframes and/or other Contest mechanics stipulated in these Rules, to the extent necessary, for purposes of verifying compliance by any entrant or Entry with these Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules, or for any other reason.

In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Contest-related materials or website(s), including, but not limited to: and entry form, and/or point of sale, television, print or online advertising; the terms and conditions of these Rules shall prevail, govern and control to the fullest extent permitted by law.