Coca-Cola
Official Rules - Template
1/2017

COCA-COLA “THE ART OF RECYCLING: DESIGN TO MAKE A DIFFERENCE CONTEST”
OFFICIAL RULES
NO PURCHASE NECESSARY

1. ELIGIBILITY: Open only to actively enrolled students at: the University of Minnesota who are legal residents of the fifty United States and the District of Columbia and are 18 years of age (19 in AL and NE) or older as of date of entry. Employees of The Coca-Cola Company and its “Promotional Participants” (i.e. Coca-Cola Bottlers, staff of the University of Minnesota (unless they are a student) and each of their respective affiliates, subsidiaries, advertising and promotion agencies and suppliers involved in this promotion) and their immediate family members (mother, father, sister, brother, husband, wife, daughter, son, step-father, step-mother, step-daughter, step-son, step-brother, step-sister, half-brother, half-sister and their spouses) and/or those living in the same household of each are not eligible.

2. HOW IT WORKS:
Beginning on 1/19/2017 at 8 a.m. Central Time (“CT”) through 4/19/17 at 10:30 a.m. CT, an eligible student at University of Minnesota can enter the “Art of Recycling: Design to Make A Difference Contest” by creating an original piece of artwork (“Entry”) using recycled Coca-Cola products and other recycled materials.

To be eligible for Contest judging and prize award, an Entry must meet the following requirements:

• Entry must be original and made by Entrant.
• One (1) Entry per person and each Entry must be submitted by only one (1) person, no teams.
• Entry must include:
  o At least 45% recycled Coca-Cola product packages, along with any other recycled materials
    ▪ For a complete list of Coca-Cola products visit: http://www.thecoca-colacompany.com/brands/product_list_q.html
    ▪ Bins for recycled product are located in the following Student Unions & Activities locations, patrons can leave or obtain empty product materials from these bins:
      • Gopher Express
      • Gopher Express West
      • Gopher Spot
      • Goldy’s Gameroom
      • Coffman Info Desk
      • SPSC Info Desk/Post Office
      • Coffman Post Office
• Entry cannot include any competing products of The Coca-Cola Company.
• Entry can only be entered in one (1) category:
  o 2D – Wall Hanging
  o 3D – Free standing
  o Wearable Art
• Entry must include completed Official Entry Form or, if not available, on a plain piece of paper, handprint your first and last name, complete address (no P.O. Boxes), city, state, ZIP code, University name, daytime and alternate telephone numbers. (If you do not have a phone number, indicate “No Phone”. Failure to comply with this or any other Official Rule will result in disqualification.). Each Entrant must also confirm that he/she is 18 years of age (19 in AL and NE) or older, either by checking the box on the Official Entry form or writing
the words “I confirm that I am 18 years of age (or 19 in AL and NE) or older” on paper entry. You will also need to check which one category your Entry is being entered: A) 2D (wall hanging), B) 3D (free standing), C) Wearable art.

- All eligible Entries will be judged based on the following criteria: Use of Coca-Cola Product Packages (45%), Creativity (35%), Construction (20%)
- Entry must be submitted in person between the hours of 8am and 10:30am on 4/19/2017 to the Great Hall of Coffman Memorial Union (Ground floor). Contact Cici Wu or Sam Levin at suavac@umn.edu with questions.

3. JUDGING: Entries submitted will be judged on April 19, 2017 by a panel of academic judges, based on the criteria per above Rule #2, to determine the highest scoring entry. In the case of a tie, the entry with the highest score in the “Use of Coca-Cola Product Packages” criteria will be deemed the Potential winner. Judge’s decisions are final. Potential winners will be notified by phone or mail. If there are no eligible Entries submitted, prize will not be awarded. Awarded and non-awarded entries will be displayed on Wednesday, April 19th, 2017 from noon-2pm. Entries must be picked up between 2pm-5pm in the Great Hall on Monday, April 19th. Any entries not picked up will be recycled.

4. PRIZES & APPROXIMATE RETAIL VALUES: One (1) Grand Prize – a MacBook Pro. ARV: $1,500. One (1) First Prize – One (1) $500 Gopher Gold gift card. Gift card is not exchangeable or redeemable for cash and is subject to all terms and conditions of use as established by issuer. One (1) Second Prize - $250 Gopher Gold gift card. Gift card is not exchangeable or redeemable for cash and is subject to all terms and conditions of use as established by issuer. Two (2) Honorable mentions - $50 Gopher Gold gift card. Prizes consist of only those items specifically listed as part of the prize. MacBook Pro is a registered trademark of Apple, Inc. Apple, Inc. is not affiliated with this promotion.

5. GENERAL RULES: Void where prohibited by law. Not responsible for lost, late, damaged, delayed, incomplete, illegible, mutilated, misdirected entries or entries not received by the entry deadline. No substitution, cash redemption or transfer of prizes by winners permitted. All federal, state and local taxes are the sole responsibility of winners. All federal, state and local laws and regulations apply. Artwork submitted may not contain material that disparages any person, Sponsor and/or any of its or its affiliates’ products, or any other entity affiliated with sponsoring, promoting or administering this Promotion; is hateful, tortious, defamatory, slanderous, libelous, or obscene, including but not limited to the depiction of gratuitous violence; dangerous stunts; real weapons of any kind and/or drug use; promotes bigotry, racism, sexism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age; or depicts the use of any Coca-Cola product in an inappropriate or dangerous manner. Artists will be required to certify, on information or belief, that their artwork is their own creation, does not infringe or violate the rights of any third parties, including but not limited to copyrights, trademarks and/or rights of publicity/privacy and has not won any other contest. Artwork submissions that do not comply with these guidelines will be disqualified. If Sponsor, in its sole discretion, has reason to believe that any artwork contains any material that may infringe or violate the rights of any third parties, including but not limited to copyrights, trademarks and/or rights of publicity/privacy and has not won any other contest. Artwork submissions that do not comply with these guidelines will be disqualified. If Sponsor, in its sole discretion, has reason to believe that any artwork contains any material that may infringe or violate the rights of any third party, Sponsor may disqualify such artwork and take all other measures Sponsor may deem appropriate to protect its interests. Artists irrevocably assign all rights, title and interest to the artwork, including copyrights, to The Coca-Cola Company and grants The Coca-Cola Company, and their respective agents the right to publish, use, adapt, edit and/or modify such artwork in any way, in any and all media, without limitation and without any consideration, financial or otherwise to the artist. All materials submitted
become the property of the Sponsor and will not be returned. Judging will be done by panels of judges selected by Sponsor. Decisions of the judges are final in all matters relating to this contest. Noncompliance with these requirements may result in disqualification, and an alternate winner based upon the next highest scoring entry will be contacted. Potential Grand Prize winner must sign and return an Affidavit of Eligibility/Release of Liability Form within ten (10) days of receipt. Return of any prize/prize notification as undeliverable may result in disqualification, and an alternate winner based upon the next highest scoring entry will be contacted. Grand Prize winner will be issued an IRS Form 1099 for the retail value of the prize. Sponsor reserves the right to substitute a prize of equal or greater value. Acceptance of prize constitutes permission to the Sponsor and its Promotional Participants to use winner’s name and/or likenesses for purposes of advertising and trade without further compensation, unless prohibited by law. By accepting prize, winners agree to release and hold harmless Sponsor, its Promotional Participants, the University of Minnesota and their respective directors, officers, employees and assigns, against any and all claims, damages, losses, expenses and liability arising out of acceptance or use of prize. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this contest or the acceptance or use of any prize. By participating in this contest, entrants agree to be bound by the Official Rules and the decisions of the judges. Sponsor, its Promotional Participants and the Participating Universities are not responsible for any typographical or other error in the printing, the offering or the announcement of any prizes or in the administration of the contest.

6. WINNERS LIST: For the names of the winners, available after 4/19/17, send a separate, self addressed, stamped (#10) envelope to: Coca-Cola Art of Recycling Contest Win List, 7400 North Oak Park Ave, Niles, IL, 60714 to be received by 5/6/17.

7. SPONSOR: The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.