

AdClub Cincinnati Identity Design Contest

Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN.
THIS IS NOT A GAME OF CHANCE. VOID WHERE PROHIBITED BY LAW.

1. **ENTRY PERIOD.** Entries in the AdClub Cincinnati Identity Design Contest (the "Contest") must be submitted between 9:00 a.m. on October 17, 2019, and 11:59 p.m. December 15, 2019.
2. **ELIGIBILITY.** The Contest is open to legal residents of the United States who reside in the Greater Cincinnati Area* and who are at least 18 years of age at the time of entry.
3. **HOW TO ENTER.** Visit the AdClub website at www.aafcincinnati.org during the Entry Period and follow the directions to provide your entry information and submit your entry online. The following are the only acceptable formats for your entry: PDF file, 16" x 9" presentation, or packaged files in Adobe InDesign, or Adobe Illustrator. Limit four (4) entries per person.

By submitting your entry and registering, you grant Sponsor the right, but not the obligation, to use your entry for any and all AdClub purposes, without additional review or compensation. You agree that, if your entry is deemed the Winner, you hereby assign to Sponsor all right, title, and interest, including without limitation copyrights, in the entry. By entering, you represent and warrant that your entry is your original work, that your entry does not infringe the rights of any third party, and that you have all the rights necessary to submit the entry and to assign the rights in the entry.

4. **JUDGING AND NOTIFICATION.** The winning entry will be the identity design (logo design, typography, color, brand imagery, and a layout example) that best exemplifies the AdClub mission and brand. All eligible entries will be judged by an expert panel of advertising, marketing communications, and design industry leaders, using the following criteria:
 - 70% Creativity
 - 30% Originality
 - 10% Execution

Judging will be blind; no information regarding the entrants will be shared with judges until all scoring has been made final. In the event of a tie, the entry with the highest score in Creativity will be deemed the winner. If there is still a tie, the entry with the highest score in Originality will be deemed the winner. If there is still a tie, the judges will confer and select the entry deemed to be the better entry overall.

The Potential Winner will be notified by email and/or telephone. The Potential Winner will be required to complete and return an Affidavit of Eligibility and Compliance with Official Rules, a Publicity Release, and a Release of Liability within ten (10) days of notification. If the Potential Winner does not respond to notification or does not return the forms in the required time, the prize will go to the person with the next highest score.

5. **PRIZE.** The Winner will receive a cash prize of \$100; two (2) tickets to the Advertising Club of Cincinnati ADDY Award Show to be held February 21, 2020 (approximate retail value of tickets \$80 each, subject to change when ADDY Award Show plans are finalized); and a one-year individual membership to AdClub (approximate retail value \$160). Total approximate retail value of prize package is \$420.

If a portion of the prize becomes unavailable for any reason, Sponsor reserves the right to substitute a prize of the same approximate retail value. All federal, state, and local taxes are the sole responsibility of the Winner.

6. **ODDS.** Odds of winning depend on the number and quality of eligible entries. Sponsor cannot predict the number or quality of entries.
7. **GENERAL CONDITIONS.** No purchase necessary. Void where prohibited. Any entrant suspected of tampering with or disrupting any aspect of the Contest will be disqualified. All decisions of Sponsor are final. By your participation in the Contest, you (i) agree to be bound by these Official Rules, (ii) agree to release, indemnify, and hold Sponsor, its affiliates, parents, subsidiaries, and divisions, and all of their officers, directors, employees, and agents harmless from any and all claims, liabilities, losses, and damages of any kind arising in whole or in part, directly or indirectly, from your participation in the Contest, from Sponsor's use of your entry, or from your acceptance, possession, use, or misuse of any Prize, and (iii) agree that any dispute or claim will be resolved individually and without resort to class action.
8. **LIMITATION OF LIABILITY.** SPONSOR MAKES NO WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NONINFRINGEMENT WITH RESPECT TO THE PRIZES. SOME JURISDICTIONS MAY NOT PERMIT LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES. CHECK YOUR LOCAL LAWS TO DETERMINE IF ANY OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. Sponsor is not responsible for late, lost, misdirected, or unintelligible entries, including entries not received because of interrupted or unavailable network servers, failed communications networks or equipment, computer hardware or software, or other errors or malfunctions whether human, mechanical, or electronic. Should Sponsor, in its sole discretion, determine that

the Contest has been compromised by virus, bugs, hackers, or other causes beyond its control, Sponsor reserves the right to terminate or revise the contest and choose the Winner in a fair and reasonable manner from among all eligible entries submitted prior to termination.

9. **PRIVACY.** With the exception of the Winner's name, agency (if any), city, and state, information collected by Sponsor solely in connection with the Contest will not be shared with third parties.

10. **WINNER'S LIST.** For the name, agency (if any), city, and state of the Winner, please send a request to info@aafcincinnati.org no later than February 28, 2020.

11. **SPONSOR.** The Sponsor of the Contest is the Advertising Club of Cincinnati, 312 Walnut Street, Cincinnati, Ohio 45202.

* The Greater Cincinnati Area includes these counties:

- Brown County, Ohio
- Butler County, Ohio
- Clermont County, Ohio
- Clinton County, Ohio
- Hamilton County, Ohio
- Warren County, Ohio
- Boone County, Kentucky
- Bracken County, Kentucky
- Campbell County, Kentucky
- Gallatin County, Kentucky
- Grant County, Kentucky
- Kenton County, Kentucky
- Mason County, Kentucky
- Pendleton County, Kentucky
- Dearborn County, Indiana
- Franklin County, Indiana
- Ohio County, Indiana