

## **Super Girl Contest 2016**

### **Official Rules**

#### **No Purchase Is Necessary**

#### **Sponsor [The Project For Girls]**

#### **TERM**

Super Girl Contest Begins December 19<sup>th</sup>, 2016 (6:00am ET & 9:00 am PT), and ends on January 13<sup>th</sup>, 2017 (the “Entry Period”). Online Entries must be received by 11:59 p.m. (Pacific Daylight Time) on January 13<sup>th</sup>, 2017. Online Entries shall be referred to herein as “Entries” collectively. Entries become the property of Sponsor and will not be returned or acknowledged. Information on how to enter and prizes form part of these official rules (“Official Rules”). This is a skill-based contest and chance plays no part in the determination of winners.

#### **WHO MAY ENTER**

Contest is open only to legal residents of the United States who are between the ages of 13 and 16 at the time of entry. Entrants must obtain verified parental consent as set forth herein prior to entering. Employees and directors of Sponsor, its affiliates and subsidiaries (all such individuals and entities collectively referred to herein as the «Contest Entities»), and their immediate family members (spouse, parent, child, sibling and their respective spouses, regardless of where they live) or persons living in the same households of such individuals, whether or not related, are not eligible to enter or win a prize. Contest is void outside the US and where prohibited.

#### **HOW TO ENTER**

To submit an online entry:

1. Get permission from your parent or legal guardian to send us his/her email address. Check the parent Approved Box. Then go to <http://theprojectforwomen.com/super-girl-contest/> (the “Website”) and submit your parent or legal guardian’s email address, along with your first name.
2. Sponsor will send an email to your parent’s or legal guardian’s email address asking him/her to work with you to enter the Contest through links provided in the email.
3. Entries may not be uploaded before December 19<sup>th</sup>, 2016.
4. By responding to Sponsor’s email inviting entry into the Contest, parents or legal guardians agree to be bound by these Official Rules.
5. Each entry must meet the following “Submission Requirements”:
  - Online entries must be between 500 - 1,000 words (max); Please upload the most recent photo. Photo must be taken not more than one (1) year before the date of entry;

- Limit one entry per person; Each entry must be the submitting entrant's own, previously unpublished work and not feature or focus on any material owned or controlled by third parties;
- The entry must not include content that is obscene, pornographic, libelous or otherwise objectionable (including, without limitation, including profanity, hate speech, offensive language, nudity, and excessive violence). Any entry that, in Sponsor's good faith judgment, violates the Submission Requirements will be disqualified.
- Entries must be received by the deadlines set forth herein or as otherwise stated on the Website. The Website's database clock will be the official timekeeper for this Contest. No substitutions of new versions of entries will be accepted under any circumstances once the original entry is submitted for consideration.

## **JUDGING**

- Contest consists of three (3) rounds of evaluation unless further evaluation is required due to a tie (see below).
- In Round one (1) Ten (10) nominees will be chosen by a panel of The Project For Girls Team with experience in storytelling (the "Judging Panel"), between January 13<sup>th</sup> and January 16<sup>th</sup>, 2017.
- Round two (2), ten (10) nominees will be open for public voting on or about between January 16<sup>th</sup> through January 23<sup>rd</sup>, 2017.
- Round three (3), ten (10) entries will be evaluated by TPFG Judges to select one (1) Grand Prize Winner on or about between January 16<sup>th</sup> through January 23<sup>rd</sup>, 2017.
- One (1) People's Choice Award winner will be announced on January 27<sup>th</sup>, 2017 (selected by public voting)
- One (1) Grand Prize Winner will be announced on January 27<sup>th</sup>, 2017 (selected by TPFG Judges)

The Judging Panel will evaluate the entries based on the following criteria ("Judging Criteria"):

1. Original Voice, Fresh Point of View (25 %)
  2. Entrepreneurship & Creativity (25%)
  3. Overcoming an obstacle (25 %)
  4. Authenticity (25%)
- Decisions of the Judging Panel are final and are not subject to appeal.
  - If selected as a winner, an official consent form will be emailed to parent on or about January 27<sup>th</sup>, 2017, and requires a digital signature to move on to the next stage by February 1<sup>st</sup>, 2017.
  - Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by the potential winner's parent or legal guardian for any reason. If, despite reasonable efforts, a potential prize winner does not respond by 11:59 p.m. (Pacific Daylight Time) February 1<sup>st</sup>, 2017 notification attempt, or if a prize or prize notification

is returned as unclaimed or undeliverable to such potential prize winner, such potential prize winner will forfeit the applicable prize and an alternate prize winner will be selected.

- If any potential prize winner is found to be ineligible, or she has not complied with these Official Rules or declines the applicable prize for any reason prior to award, such potential prize winner may be disqualified and an alternate winner may be selected.
- Sponsor may successively attempt to contact up to two (2) potential prize winners in accordance with such procedure, and if there is still no confirmed prize winner after such attempts have been made, if any, the applicable prize may go unawarded.

## **GRAND PRIZE**

- One (1) Grand Prize Winner will be selected by TPFG Judges from among the 10 Nominees based on the Judging Criteria.
- One (1) People's Choice Award will be selected by public voting from among the 10 Nominees based on the Judging Criteria.
- The 10 nominees will receive a customized Super Girl Swag Bag from The Project For Girls, by January 31<sup>st</sup>, 2017, assuming the sponsor received signed release form from parent/legal guardian.
- The People's Choice Award consists of
  1. The winner's story will be featured on The Project For Girls
  2. 30-min phone interview with Lauri Levenfeld to customize introduction and Q&A.
- The Grand Prize consists of
  1. Photoshoot of a lifetime,
  2. Sponsored flight for winner and parent/ legal guardian to Los Angeles, CA and a one night hotel stay by BCBGeneration,
  3. Fashion Photographer & TPFW/ TPFG Founder Lauri Levenfeld (Seventeen, Marie Claire, Sundance Film Festival) & her team will create a shoot of a lifetime and storyboard to promote the winner's story & platform,
  4. The winner will be featured on [The Project for Girls](#),
  5. Global fashion brand BCBGeneration will outfit our winner with an expertly-styled shoot wardrobe, designed to make her look and feel amazing,
  6. Winner will be gifted one look from BCBGeneration to bring home,

7. Magnificent Magazine will publish the Editorial Spread of The Project for Girls Story Introducing Contest Winner.

("Grand Prize"). Grand Prize includes coach class roundtrip air transportation between a major airport near the winner's home (as determined by Sponsor in its sole discretion) and a major airport near Los Angeles, CA (as determined by Sponsor in its sole discretion); 2 days and 1 nights' accommodations (double occupancy; as determined by Sponsor in its sole discretion. Winner must travel on dates provided by Sponsor between the months of February 24<sup>th</sup> through March 20<sup>th</sup> 2017. Winner must confirm traveling dates by February 1<sup>st</sup>, 2017, or trip may be forfeited. Trip is subject to availability. The dates of departure and return are subject to change at Sponsor's sole discretion. Airline tickets are non-refundable/non-transferable and are not valid for upgrades and/or frequent flyer miles. Other travel restrictions and blackout dates may apply. No cash alternative or substitution of prizes will be allowed. No prize transfer, assignment or substitution by winner permitted. Sponsor reserves the right to substitute any prize if it is unavailable for any reason, in which case a prize of equal or greater value will be awarded. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation; meals; incidentals; gratuities; baggage fees; surcharges; service charges or facility charges; room service; personal charges such as alcoholic beverages, spa services, and internet usage; security fees; taxes or other expenses are the responsibility solely of the winner. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Winner IS solely responsible for securing documents necessary for travel. Any hotel cancellations or changes to hotel reservations after confirmation must be made with the hotel directly, and the prize winner is solely responsible for any charges and/or fees arising from changes made directly with the hotel. In the event the prize winner or her travel companion engages in behavior that, as determined by Sponsor in its sole discretion, is obnoxious or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to terminate the trip or other applicable experience early, in whole or in part, and send the prize winner and/or her travel companion home with no further compensation.

By accepting the prize, Grand Prize Winner and his/her parent or legal guardian represent that they understand that travel, and whether by plane, automobile, or by foot and in the air, contains some inherent element of risk of accident, illness, injury, loss or death, which may be caused by negligence, forces of nature, other agencies, known or unknown. Winner and his/her parent or legal guardian represent that they recognize that such risks may be present at any time before, during and after the trip. Prizes will be awarded only if the potential prize winner fully complies with these Official Rules. In the event there is a discrepancy or inconsistency between guidelines, disclosures or other statements contained in any such promotional materials and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern and control. All details and other restrictions of the prize(s) not specified in these Official Rules will be determined by Sponsor in its sole discretion. Each prize winner's parent or legal guardian

shall be solely responsible for all federal, state, and/or local taxes and the reporting consequences thereof, and for any other fees or costs associated with the applicable prize.

### **GRANT OF RIGHTS / GENERAL LIABILITY RELEASE/FORCE MAJEURE**

By entering the Contest, all entrants (and their respective parents and legal guardians) grant a royalty-free, irrevocable, perpetual, to reproduce, distribute, display and create derivative works of the entry (along with a name credit) in connection with the Contest and promotion of the Contest, in any media now or hereafter known. Each entrant (and their respective parents and legal guardians) hereby agrees to indemnify and hold the Contest Entities harmless from and against any and all third party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses relating to or arising out of any breach or alleged breach of any of the warranties, representations, covenants, obligations or agreements of entrant hereunder. Sponsor assumes no responsibility for any damage to an entrant's, or any other person's, computer system which is occasioned by accessing the Website or otherwise participating in the Contest, or for any computer system, phone line, hardware, software or program malfunctions, or other errors, failures, delayed computer transmissions or network connections that are human or technical in nature. In the event an insufficient number of eligible entries are received and/or Sponsor is prevented from awarding prizes or continuing with the Contest as contemplated herein by any event beyond its control, including but not limited to fire, flood, natural of other means, earthquake, satellite or equipment failure, or any federal state or local government law, public health crisis, order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each a "Force Majeure" event or occurrence), then subject to any governmental approval which may be required, Sponsor shall have the right to modify, suspend, extend or terminate the Contest. Only the type and quantity of prizes described in these Official Rules will be awarded. These Contest Rules shall be governed by and interpreted under the laws of the State of California without regard to conflicts of law's provisions. Participant irrevocably waives any right to seek and/or obtain rescission and/or equitable and/or injunctive relief.

### **DATA PRIVACY**

Entrants agree that personal data, especially name and address may be processed, shared and otherwise used for the purposes and within the context of the Contest and any other purposes outlined in these Official Rules. The data may also be used by the Sponsor in order to verify the participant's identity, postal address and telephone number or to otherwise verify the participant's eligibility to participate in the Contest.