

## OFFICIAL RULES FOR “ReNAME Big Red” Contest

**ReNAME Big Red Contest:** The Georgia Department of Behavioral Health & Developmental Disabilities (DBHDD), Office of Behavioral Health Prevention invites Georgia students to submit ideas to re-name the Governor’s Substance Abuse Prevention Red Ribbon Campaign mascot. Previously named “Big Red,” the mascot is in need of an update and we’d like to ask the students of Georgia to submit ideas for a new name. The winner will be announced at the Oct 18<sup>th</sup>, 2018 Red Ribbon Kick Off ceremony. The winner will be invited to the ceremony and presented with a gift certificate award, a certificate of achievement, and will have their picture taken with Big Red to be posted on the DBHDD site. The winner will also receive a VIP Pizza Party with the Mascot and 30 select friends to be scheduled within the year.



**CONTEST PERIOD:** The “Re-Name Big Red” Contest (“Contest”) begins on May 21, 2018 at 8:00 A.M. EST and ends on September 1, 2018 at 11:59 P.M. EST (the “Contest Period”).

**HOW TO ENTER:** Use the official DBHDD entry form to submit your suggested “new name” for our mascot Big Red. There are **three (3)** ways to enter:

**(1) Online Entry:** Visit the <http://dbhdd.georgia.gov/governors-red-ribbon-campaign> and click on the “Re-Name Big Red” link. Follow the directions provided to complete the entry form, including your suggested mascot name and submit. All online Entries must be received by September 1, 2018 11:59 P.M. EST to be considered. You must upload your signed parent or legal guardian permission slip.

**(2) Mail Entry:** Visit the <http://dbhdd.georgia.gov/governors-red-ribbon-campaign> site, print out the application form and the permission slip. Complete the form and your parent/guardian complete and sign the permission slip. Mail them to c/o Cathy Wendholt-McDade, Georgia Department of Behavioral Health & Developmental Disabilities (DBHDD), 2 Peachtree St. NW, 22<sup>nd</sup> Floor, Atlanta, GA 30303. All mail-in entries must be received by September 1, 2018 to be considered and must include parent or legal guardian signature on permission slip.

**(3) E-mail Entry:** Visit the <http://dbhdd.georgia.gov/governors-red-ribbon-campaign> site, print out the application form and the permission slip. Complete them by hand and have your parent/guardian sign the permission slip. Then scan both documents and attach to an email to [Barbara.Dorman@dbhdd.ga.gov](mailto:Barbara.Dorman@dbhdd.ga.gov) and [Cathy.Wendholt-Mcdade@dbhdd.ga.gov](mailto:Cathy.Wendholt-Mcdade@dbhdd.ga.gov). All emailed entries must be received by September 1, 2018 to be considered and must include parent or legal guardian signature on permission slip.

**ELIGIBILITY:** Contest is open to all state of Georgia full or halftime students who attend elementary, middle, high school, college, and/or technical schools (public schools, state-certified private schools, or approved homeschool programs) and if minors have acquired their parent or legal guardian's permission.

ALL MINORS MUST PROVIDE SIGNED PERMISSION FROM PARENT OR LEGAL GUARDIAN TO ENTER.

**ENTRY LIMITATIONS:**

**Only one entry per student is allowed (will be considered).** Entries generated by script, macro or other automated means or by any means which undermine the entry process are void. Limit one (1) Entry per person, regardless of method of entry. All Entries become the sole property of DBHDD and will not be returned. Released Parties (as defined below) are not responsible for lost, late, stolen, garbled, incomplete, damaged, delayed, illegible, mutilated, misdirected, or postage-due Entries or mail. Incomplete, illegible, or fraudulent entries not considered.

**Maximum of (5) five entries per school is allowed (will be considered).** It may be necessary to make a decision at each school for best applicants to enter statewide contest.

**REQUIREMENTS OF ENTRIES:**

Entry must be the original work of the entrant, may not have been previously published, may not have won previous awards, and must not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity. If the Entry contains any material or elements that are not owned by the entrant, and/or which are subject to the rights of third parties, the entrant is responsible for obtaining, prior to submission of the entry, any and all releases and consents necessary to permit the use and exhibition of the entry by DBHDD in the manner set forth in these Official Rules, including, without limitation, name and likeness permissions from any person who appears in or is identifiable in the entry. DBHDD reserves the right to request proof of these permissions in a form acceptable to DBHDD from any entrant at any time. Failure to provide such proof may, if requested, render the entry null and void. By submitting an entry, entrant warrants and represents that he/she and any persons appearing or who are identifiable in the entry consent to the submission and use of the entry in the Contest and to its use as otherwise set forth herein.

**JUDGING:** On or about September 17, 2018, all eligible Entries received by DBHDD will be judged by a panel of qualified judges based on the following criteria: (1) creativity; (2) originality; and (3) best fit for Mascot character personality. The Entry with the highest score will be deemed the potential Grand Prize winner. In the event the same Mascot name and character are submitted by different individuals, a winner will be selected in a random drawing held on the date of the 2018 Red Ribbon Kick-Off.

**WINNER NOTIFICATION:** Potential winner(s) and or their parent(s) will be contacted via phone and email. They will be required to execute and return a publicity release (except where prohibited) and a liability form. The execution of additional releases and/or waivers of liability required by DBHDD and/or any other applicable sanctioning body or prize provider may also be required and will need to be returned within the time period specified by such entities, as appropriate. Return of prize or prize notification as undeliverable, failure to sign and return requested documentation within the specified time period, the inability of DBHDD to contact a potential winner within a reasonable time period or noncompliance with these Official Rules by any potential winner will result in disqualification and, at DBHDD's sole discretion, the prize may be awarded to a runner-up.

**PRIZE:** One (1) Grand Prize Winner will receive:

- A private VIP pizza party (maximum 30 participants) hosted by DBHDD & the Red Ribbon Campaign Mascot (food, beverages and giveaways included). Date of event subject to availability within a year of the award.
- A gift certificate award of \$50.00
- And a certificate of achievement

One (1) second runner-up will receive:

- A gift certificate award of \$25.00
- And a certificate of achievement

One (1) third runner-up will receive:

- A gift certificate award of \$15.00
- And a certificate of achievement

All applicable federal, state and local taxes, any other expenses associated with prize acceptance and use not specifically listed herein as being provided are the responsibility of each winner. Prizes are awarded "as is" with no warranty or guarantee, either express or implied by DBHDD. No substitution or transfer of prize is permitted, except by DBHDD, which reserves the right to substitute a prize (or portion thereof) with one of comparable or greater value. All prize details are at DBHDD's sole discretion.

**GENERAL CONDITIONS:** By entering this Contest and/or using any prize, entrant and parent or legal guardian on behalf of entrant agrees: (1) to release, discharge and hold harmless DBHDD, affiliated companies and advertising and promotion agencies, and each of their respective shareholders, officers, directors, employees, members, agents and assigns (collectively, the "Released Parties") from liability of any kind or nature for any loss, claims, damages, or injuries of any kind resulting in whole or in part, directly or indirectly from entrant's participation in this Contest or from the acceptance and use/misuse of any prize; and (2) to abide by, and be bound by these Official Rules and the decisions of DBHDD relating to participation in the Contest,

selection of winners and awarding of prizes, which shall be final. Acceptance of any prize constitutes permission to use winner's name, biographical information, city and state of residence, photograph, image and/or likeness for advertising, promotional and other purposes in any and all media now known or hereafter devised, worldwide, in perpetuity, without further compensation, notification or permission from entrant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use if asked to do so, unless prohibited by law. Released Parties are not responsible for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing or judging of Entries, the announcement of the prize, the incorrect uploading of the drawing, or in any Contest-related materials. Released Parties are not responsible for injury or damage to any person's computer related to or resulting from participating in this Contest or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the Contest or website, who act in an unsportsmanlike or disruptive manner or who are in violation of these Official Rules, as solely determined by DBHDD, will be disqualified and all associated Entries will be void. Should any portion of the Contest be, in DBHDD's sole opinion, compromised by virus, worms, bugs, nonauthorized human intervention or other causes which, in the sole opinion of DBHDD, corrupt or impair the administration, security, fairness or proper play, or submission of Entries, or should the Contest be unable to run as planned for any other reason, DBHDD reserves the right at its sole discretion to suspend, modify or terminate the Contest and, if terminated, at its discretion, select the potential winner from all eligible, non-suspect Entries received prior to action taken using the judging procedure outlined above.

**WINNERS' LIST:** The winners' names will be posted on <http://dbhdd.georgia.gov/governors-red-ribbon-campaign> from 2018 Red Ribbon Kick-Off date until DBHDD decides to remove the list from its website.

**SPONSOR:** This Contest is sponsored by Georgia Department of Behavioral Health & Developmental Disabilities, 2 Peachtree St. NW, 22<sup>nd</sup> Floor, Atlanta, GA 30303.