

Contests

Guidelines & Procedures

Contests are a useful tool for outreach and can help encourage participation in a variety of activities, including social media campaigns, surveys and educational initiatives. Before creating a contest, you will need to have the following elements in place:

- Relevant prize. The prize should relate to your outreach objective and reinforce the CRD's commitments to sustainability. In general, prizes are worth at least \$25 and no more than \$100.
- Participation & selection criteria. Ask people to share comments on social media, answer a survey, or submit a story, photo, video or piece of art! The most common selection process is by random draw, but you can also set up a selection panel or voting. Remember to keep it simple!
- Delivery plan. Make sure you have a process outlined for winners to pick up or request delivery of their prize(s) as well as a plan on what to do should a winner not respond or decline.
- Start and end date. Many social media contests run between 1-2 weeks but rarely more than that. Surveys and broader campaigns tend to run between 3-6 weeks.
- Contest Rules. Adjust the contest rules template (attached) to reflect the details you have in place and send to Steve Carey, Corporate Services for legal review and approval.

Inviting participants

Make sure your invitation is short and clear that this is an exciting opportunity to win. Your secondary message can be a short motivational fact, followed by simple and clear instructions. Wrap up with the contest closing date and a link to the full contest rules.

Logistics

Read the contest rules carefully as they stipulate how winners will be selected and the timeframe for response before a prize is re-awarded. On social media, notify winners using a comment on your post - and invite them to send you a direct message to collect their prize. For surveys, make sure you collect contact information as part of their entry to be able to quickly reach them and arrange logistics.

Solid Waste Management Residential Engagement Survey Prize Draw

FULL CONTEST RULES

CRD | July 2024

How to enter

- Complete the *Solid Waste Management Residential Engagement Survey* found at www.SWMPengagement.malatest.com.
- All entries received between Wednesday, July 17, 2024 at 8:00AM PST and Wednesday, August 31, 2024 at 11:59PM PST will be entered in a random draw for a prize. The grand prize includes three e-gift cards (one \$100 e-gift card and two \$50 e-gift cards) from a variety of retailers from a catalog powered by Giftbit.
- Eligible winners will be selected by a draw on September 3, 2024.

This contest is open to residents of the Capital Regional District. No purchase necessary. Odds of winning are dependent on the number of people who enter. Submission of your contact details (i.e., name, phone number, or email address) are required to enter.

Full contest rules

- Read these terms and conditions carefully as they affect your legal rights.
- The Capital Regional District (“CRD”) *Solid Waste Management Residential Engagement Survey Prize Draw* contest (the “Contest”) is governed by these terms and conditions. By entering, the entrant agrees to be bound by these terms and conditions. If you do not agree, do not enter the contest.
- Failure to comply with these terms and conditions may result in disqualification or nullify the entrant from participation in the Contest.

ELIGIBILITY AND PARTICIPATION

- No purchase necessary. Approximate value of the grand prize is \$100.
- Chances of winning depend on the number of valid entries received.

To be eligible to win a prize in the Contest, an individual must be 1) a legal resident of the Province of British Columbia; 2) resident within the Capital Regional District; 3) 19 years of age or older at the time of entry, subject

Solid Waste Management Residential Engagement Survey Prize Draw

FULL CONTEST RULES

CRD | July 2024

to the age exception below; and 4) be willing and able to accept a prize as described in these terms and conditions.

- CRD employees, members of their immediate family, and individuals living in the same household or who reside at the same address are not eligible to enter this Contest.
- Notwithstanding the age requirement above, an individual under 19 years of age may enter where they have parent or guardian consent. Should this be the case, the individual's parent or guardian must comply with these terms and conditions and complete a waiver and release authorizing the minor's participation in the Contest and the parent or guardian must comply with these terms and conditions as if they were an "entrant" or a "winner" as appropriate.
- Each submission must be property of the entrant. The entrant agrees to indemnify and hold harmless the CRD from any and all copyright, trademark, or other intellectual property infringement claims or liability which may arise with regard to the entrant's submission.
- Entries must not include content that is unlawful, harmful, vulgar, obscene, hateful, discriminatory, or otherwise objectionable as determined by CRD, in its sole discretion. If an entrant makes any false or offensive statement in their submission or in information provided to the CRD, they will be automatically disqualified from the Contest.
- By submitting an entry for the Contest, the entrant grants the CRD a non-exclusive, worldwide, royalty-free right in perpetuity to use and reproduce the entry in any manner without further permission or remuneration.

SUBMISSION REQUIREMENTS AND CONTEST DEADLINES

- The Contest will open on Wednesday, July 17, 2024 at 8:00AM PST and close on Wednesday, August 31, 2024 at 11:59PM PST. Only one entry per entrant. Submissions received by any method other than through the CRD's entry form will be disqualified.
- On September 3, 2024 by 11:59PM PST, a random draw will be conducted to select the winner.
- The winner will be able to collect their prize digitally by email or in person at the CRD Headquarters located at 625 Fisgard Street, Victoria, BC by Friday, September 20, 2024 at 4:30PM PST. Prizes which are

Solid Waste Management Residential Engagement Survey Prize Draw

FULL CONTEST RULES

CRD | July 2024

not collected become the property of the CRD and may be redistributed to other entrants by random draw at the CRD's discretion. The prize shall be accepted as is and may not be substituted for an amount of money. No substitutions will be allowed. Any unused portion of a prize will become the property of the CRD. The prize is non-transferrable and non-assignable. Refusal to accept the prize releases the CRD from any obligation toward the selected winner.

- The selected winner will be notified by e-mail within 48 hours of the draw of their eligibility for a prize. The selected winner will be required to acknowledge via e-mail receipt of the notification of eligibility. If no response is received within two (2) days of initial notification, the prize will be forfeited and an alternative winner from the remaining eligible entries will be selected. Up to two redraws will be made for each prize.
- To be declared a winner, a selected winner must, at the CRD's discretion a) confirm their identity and eligibility for the Contest, including proof of age and jurisdiction; b) sign a release releasing the CRD from all liability for any damage or loss arising from participation in this Contest or from the awarding, acceptance or use of the prize. If the selected winner fails to meet these conditions within seven (7) days of acknowledging receipt of the notification of eligibility for a prize, the prize shall become the property of the CRD.
- The CRD's decision on all matters of fact, interpretation, eligibility, procedure and fulfillment is final in all matters related to the Contest, without appeal.
- If the prize cannot be awarded as described in these terms and conditions, the CRD reserves the right to substitute a prize or prize component with another of comparable value, as determined in its sole discretion.
- The CRD reserves the right to cancel or suspend this Contest should a virus, bug, labour dispute, act of God or other cause beyond its reasonable control corrupt the security or proper administration of the Contest. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws. Should such an attempt be made, the CRD reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.
- All entries that are incomplete, illegible, damaged, irregular, have been submitted through illicit means,

Solid Waste Management Residential Engagement Survey Prize Draw

FULL CONTEST RULES

CRD | July 2024

- using any robotic, automatic programmed method that artificially increases the odds of winning or do not conform to or satisfy any condition of the rules may be disqualified by the CRD.

LIMITATION OF LIABILITY

- By participating in the Contest, the entrant agrees to release and hold harmless the CRD and its directors, officers, elected and appointed officials, employees, contractors and agents from any and all losses, damages, rights, claims and actions of any kind in connection with the Contest or resulting from the entrant's acceptance, possession, or use of any prize, including without limitation, personal injury, death, products liability, or property damage.
- The CRD is not responsible for any loss, damage or injury, including without limitation: lost, stolen, delayed, damaged, misdirected, late, destroyed, illegible or incomplete entries; loss, theft or damage to software or computer or telephone data, including any breach of privacy; fraudulent calls; inability of any person to participate in the Contest for any reason including mistaken addresses on mail or e-mail; technical, computer or telephone malfunctions or other problems with computer on-line systems, servers, access providers, computer equipment, or software; congestion on the internet or at any website, or any combination of the foregoing; damage to any person's computer, including as a result of playing or downloading any material relating to the Contest; any delay or inability to act resulting from an event or situation beyond their control, including a strike, lockout or other labour dispute at their location or the locations of the organizations and businesses whose services are used to administer this Contest; or prizes that are lost, damaged or misdirected during shipping or pick-up.
- The CRD is not responsible for any errors or omissions in printing or advertising this Contest. It reserves the right to amend these terms and conditions or to terminate the Contest at any time without liability to any contestant.
- Winners are solely responsible for the reporting and payment of any and all taxes, if any, that may result in claiming a prize in the Contest. The Contest is void where prohibited by law.
- This Contest is subject to the laws of British Columbia and Canada, as applicable. Any dispute arising from it will be submitted to the BC Supreme Court located in Victoria, British Columbia.
- By sending in your submission, you confirm that you have read and agreed to the terms and conditions above.

Solid Waste Management Residential Engagement Survey Prize Draw

FULL CONTEST RULES

CRD | July 2024

Personal information submitted when entering this Contest is collected under s. 26(d) of the Freedom of Information and Protection of Privacy Act. The personal information will only be used for purposes associated with the administration of the Contest. If you have any questions about the collection or use of this information, please contact:

Emilio Velazquez, Research Analyst
R.A. Malatest & Associates Ltd.
862 Cloverdale Ave #201, Victoria, BC V8X 2S8
SWMPengagement@malatest.com
1-877-276-8800