

## **2024-25 Calgary Flames Season Tradable Bits Contest - "Design a Mask"**

### **CONTEST RULES**

#### **1. HOW TO ENTER**

No purchase necessary. To enter, entrants must:

- complete the entry form on [nhl.com/flames/mask](https://nhl.com/flames/mask) and
- Design a goalie mask on the platform and submit your goalie mask design ("the Entry").

Designs must be the original work of the entrant. Entries must be completed and submitted between Monday, February 10 – Monday, March 10. Only one entry per person will be accepted. In the event of a dispute, the person who is the holder of the email address specified on the online form will be deemed to be the entrant. No other form of participation is accepted. Contest runs February 10th – March 10th.

By accepting these Contest Rules, entrants agree that any and all liability related to this contest by TELUS is limited to the value of the Prize(s) as defined hereinafter.

Entrants also agree that Contest is organized and operated by TELUS Communications Inc. Any questions or concerns regarding the contest rules or operation should be directed to TELUS ([rebecca.yates@telus.com](mailto:rebecca.yates@telus.com)). Calgary Sports & Entertainment Corp (CSEC) and its partners including the Calgary Flames are providing the prizes for this contest, and will provide advertising services related to the contest, but are otherwise not involved in the contest's operation.

#### **2. THE PRIZE**

There will be one (1) winner. The winner will receive the following prize package (approx. value \$3300):

- Your design art will be featured on the Calgary Flames' social media leading into the Calgary Flames Fan Appreciation Game game on April 13th as well as in-venue during the game
- An invitation to watch a Calgary Flames practice
- A meet and greet with a Calgary Flames player
- A physical version of the winning entrant's goalie mask design on a Flames goalie mask (approx. value: \$3,000 - mask: \$1,500, art: \$1,500);
- Two (2) tickets to the March 23rd Calgary Flames Fan Appreciation game to be played at Scotiabank Saddledome (approx. value: \$250 each)

Prize does not include travel to the event. The meet and greet portion of the prize will be subject to player availability. All expenses incurred in attending the event are the responsibility of the winner and their guest. Prize(s) must be accepted as awarded and with no substitutions, is/are not transferable unless set out in the Contest Rules and cannot be exchanged with TELUS for cash. TELUS will select the game night tickets. Tickets awarded will be for the Spring 2025 season. If the prize winner cannot attend the selected game night, the prize will be forfeited and no substitute prize will be provided. TELUS reserves

the right to substitute the Prize with a Prize of equivalent value if such prize becomes unavailable for any reason. The chances of winning are dependent upon the total number of eligible entries received.

### **3. ELIGIBILITY**

To be eligible, entries must be received on or before the closing date of each draw at 11:59 p.m. EST. This contest is open to all residents of Canada who are thirteen (13) years of age or older. This contest excludes employees of TELUS Corporation, its affiliated companies or subsidiaries ("TELUS") and TELUS' advertising and promotional agencies and members of their respective households. This contest also excludes employees of CSEC, its affiliated clubs and subsidiaries.

### **4. WINNER SELECTION**

The winner selection will consist of 2 rounds of judging.

#### Round 1

On or about March 11th, two (2) TELUS representatives will select four (4) entries that contain the overall best mask design. The top four entries will be determined based on the highest overall scores according to the judging criteria ("Judging Criteria"):

- 40% overall theme
- 30% creativity
- 30% artwork exhibited

#### Round 2

On or about March 11th, the top 4 finalists will be shared with the Calgary Flames judging panel. Two (2) Calgary Flames representatives will select the winner based on the above Judging Criteria.

In the event of a tie in Round 1 or Round 2, the entrant that received the highest score in the overall theme category will be deemed to be the winner. In the event there is still a tie the entrant that receives the highest score in the creativity category will be deemed to be the winner.

An Entry that includes content which infringes any right of any third party (eg. Picture, slogan, trademark, insignia, copyright or any other intellectual property owned by a third party), or suggests subject matter that may violate community standards or is otherwise of questionable taste (in the sole discretion of the Contest administrators) will be ineligible and excluded from the Contest.

Selected entrant will be notified by telephone and/or e-mail. No telephone contact or correspondence will be entered into except with the selected entrant. If the selected entrant cannot be reached within three (3) business days, or if the selected entrant does not meet any of the contest requirements, another entrant will be selected from the remaining eligible entries.

The selected entrant will be required to sign a standard release form. If the selected entrant is under the age of majority in his/her province of residence, their parent or legal guardian must read and accept these

Contest Rules, complete the winner's release form and accept the prize on behalf of the entrant. Failure to comply with the Contest Rules or sign and return the release form within three (3) days of receipt will result in disqualification and another entry will be selected until the Prize is awarded.

## **5. ENTRIES**

All entries become the property of TELUS. TELUS assumes no responsibility for lost, stolen, delayed, damaged or misdirected entries or for any failure of the website, for any problems or technical malfunction of any computer online systems, servers, access providers, computer equipment, software, failure of any e-mail or entry to be received by TELUS on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to an entrant's or any other person's computer related to or resulting from this contest. TELUS reserves the right, at its sole discretion, to change, cancel or suspend this contest should a virus, bug or other cause beyond the reasonable control of TELUS and its advertising and promotional agencies, corrupt the security or proper administration of the contest or for any other reason. Entries are subject to verification and will be declared invalid if they are illegible, mechanically reproduced, mutilated, forged, falsified, altered or tampered with or unlawful in any way. Entries submitted by unauthorized means or by spamming will be disqualified. In the event that it has been determined that an entry has been made in a manner not sanctioned by these rules and/or an entrant has submitted more than the number of entries permitted by these rules, the entrant and all of his/her entries will be disqualified. Entrants agree to abide by the contest rules and the decisions of the contest judges, which are final. This contest is subject to all applicable laws and regulations.

You agree that you won't be paid for your Entry or receive any form of compensation from TELUS or CSEC for your Entry, and that TELUS shall have the right to display your Entry whenever and wherever required for TELUS's purposes. By entering this Agreement you are providing the rights to TELUS and CSEC to reproduce your design and use it, or any reasonable modification of your design as required to suit the goalie mask application, or otherwise within TELUS and CSEC's discretion, as outlined in this Agreement and thereafter in perpetuity.

You warrant and represent that you own all rights to your Entry. You hereby waive all intellectual property rights, privacy/publicity rights and other legal and moral rights that might preclude TELUS, CSEC or any of their affiliate's use of your Entry, and you agree not to sue or assert any claim against TELUS or CSEC for the use of your Entry or your Likeness or statements.

## **6. PRIVACY**

By entering the contest, entrants consent to the use of their names, city of residence, photograph, voice and/or image for publicity purposes in all media used by TELUS or CSEC in association with this contest, without payment or compensation. Entrants agree to TELUS' use of the entrants' personal information that may include contacting you regarding limited time offers, promotional offers and/or surveys. Full details are as described in TELUS' privacy policy located at [telus.com/privacy](http://telus.com/privacy).

## **7. OTHER**

Entrants that are customers of TELUS at the time of entry and/or at the time of prize award must have their TELUS accounts in good standing (with a current account balance that is no more than 30 days past due) in order to be eligible to win the prize.