



Drive Safe Chicago 2019 – Official Rules

NO PURCHASE NECESSARY. Void where prohibited. A purchase will not increase the chances of winning.

The Drive Safe Chicago Contest starts on September 16th 2019 and ends on December 20th 2019. All entries must be received by mail on or before December 20th, 2019.

How to Enter: To enter the Contest, an individual student age 13 – 19 should create a written script for a 30-second public service announcement (“PSA”) on the dangers of drunk driving.

Only individual entries will be accepted—no group entries. No videos will be accepted.

Completed entries must be mailed to Drive Safe Chicago Contest, The National Road Safety Foundation, Inc., 18 East 50th Street, New York, NY 10022. All entries must include the PSA script, and the student’s school name, school address, city, state, and zip code. Entries of participants under the age of 18 must be accompanied by parent’s or legal guardian’s signature of approval, as well as a parent/guardian phone number and/or email, address, city, state, and zip code. Entrants may [download an entry form from HERE](#). Entries may only be submitted by mail (not by email).

Each entry must be in keeping with The National Road Safety Foundation’s (“NRSF”) images and may not be offensive or inappropriate, as determined by NRSF and the Chicago Auto Show and Chicago Automobile Trade Association (CATA) in their sole discretion. Furthermore, an entry may not defame or invade publicity rights or the privacy rights of any person, living or deceased, or otherwise infringe upon any person’s personal or property rights or any other third-party rights. Chicago Auto Show and CATA reserves the right to disqualify any entry it deems to be offensive, inappropriate, or not in keeping with NRSF’s and CATA images, in their sole discretion.

Eligibility: The Contest is open only to students who are currently ages 13 – 19 who reside in Illinois, Indiana, Wisconsin or Iowa, who are legal residents of the United States, and who attend a public school, accredited private school, or home school (“Schools”) in compliance with the laws of its state. Employees of NRSF and CATA, and members of their immediate families living in the same household, their parents, subsidiaries, affiliates, and their advertising, promotion, and production agencies, are not eligible to enter.

All personal information collected from entrants, parents, guardians, and teachers will be retained in accordance with NRSF’s records-retention policies for the Contest (all entries will

be kept for one year following selection of the winner; all winning entries will be kept for up to three years). By submitting an entry in this Contest, the entrant understands and consents to the collection, maintenance, processing, and transfer of his or her information in and to the United States and other countries and territories, and to NRSF. The entrant acknowledges and agrees that such information may be available to United States authorities or otherwise accessed in accordance with United States federal or applicable state law.

The entries will be provided to both NRSF and Chicago Auto Show/CATA, and will be subject to their respective privacy policies, which can be found, respectively, at the following link: www.nationalroadsafety.org/disclaimer.php.

NRSF and Chicago Auto Show/CATA are not responsible for late, lost, stolen, inaccurate, garbled, damaged, illegible, undelivered, delayed, misdirected, or postage-due entries or mail, or for any computer, network, technical, typographical, human, or other error, problem, or malfunction related to or in connection with the Contest.

Entries: By submitting an entry, each entrant agrees NRSF shall own the entry submitted (including all rights embodied therein in winning entries) and any derivative works made therefrom and that it and its designees may exploit, edit, publish, use, adapt, modify, or dispose of any entry and elements embodied therein online, in print, film, television, or in any other media now or hereafter known for advertising, promotional, or other purposes throughout the world, in perpetuity, without additional compensation or notification to, or permission of the entrant, except as prohibited by law.

Judging Criteria: Entries will be judged on the following criteria:

1. Originality and creativity (30 points) (Is the PSA unique and creative?)
2. PSA concept (30 points) (Does the PSA clearly and accurately address the contest topic—the dangers of drunk driving? Are the message and concept effective?)
3. Clarity of message (30 points) (Is the idea communicated clearly? Is the PSA well organized?)
4. Quality of writing (10 points) (Does the PSA reflect proper spelling and grammar?)

One Grand Prize student winner will receive \$2,000 plus travel to Chicago, where a professional film team will transform his/her PSA into a 30-second commercial. One runner-up will receive \$1,000 and second runner-up will receive \$500. Entries must be received by midnight of December 20th, 2019.

Selection of Winners: Entries submitted will be judged by NRSF and CATA. The potential winners will be notified on or around December 31st, 2019. Each entrant agrees to be bound by the Official Rules, and the decisions of the judges are final in all matters relating to this Contest. Potential winners, and as to the Grand Prize winner, his or her travel companion (if applicable), will be required to sign and return an affidavit of eligibility and liability/publicity release within ten (10) business days of notification attempt or an alternative winner may be selected.

By entering and/or accepting a prize, each entrant and/or winner hereby releases and holds harmless NRSF and Chicago Automobile Dealers Association, their respective affiliates, subsidiaries, advertising and promotion agencies, and all others associated with the development and execution of this Contest (including prize suppliers), and the respective officers, directors, shareholders, agents, and employees of the foregoing from any and all

claims, demands, losses, promises, causes of action, and liabilities arising out of the preparation for or participation in this Contest, or any use or misuse of any prize (or any portion thereof) awarded hereunder, including any travel or activity related thereto.

Student Prizes: The Grand Prize winner will receive \$2,000 plus travel to Chicago Auto Show. Two student runners-up will receive \$1,000 and \$500.

The production of the PSA is scheduled to be on or around the week of January 6th -10th, 2020 most likely at or near the Grand Prize winner's school. Completion of PSA will be done before February 1st, 2020 in time to announce the winner at the Chicago Auto Show's press event. The Grand Prize winner will provide any and all reasonable assistance to NRSF and/or Chicago Auto Show and CATA in connection with the filming of the PSA.

The Grand Prize winner will also be featured on video screens at the Chicago Auto Show. The winner will also be invited, with expenses paid, to attend a news conference at the Chicago Auto Show on or about February 7th, 2020. In addition, the winner and his or her PSA may also be used for local and national publicity, and will be featured on the NRSF websites and newsletters. This prize is contingent upon the Grand Prize winner providing reasonable assistance to NRSF in terms of any necessary information to include in news releases and other press material.

No cash substitutions for prizes. In the event of prize unavailability, a prize of equal or greater value will be awarded as determined by the Sponsor's sole discretion. Prizes are nontransferable. All federal, state, and local taxes, if any, are the sole responsibility of the Winners. Void where restricted or prohibited.

Trip Restrictions: The Grand Prize winner is solely responsible for all trip expenses not specified herein as being awarded, including, and without limitation, flight changes and trip incidentals (e.g., souvenirs) beyond what has been specified above under "Student Prizes." Travel must be made through the Sponsor, on a carrier of Sponsor's choice. The Grand Prize winner, and his/her travel companion (if applicable), will be required to provide valid government-issued photographic ID and/or other required travel documents at time of travel. The Grand Prize winner, and his/her travel companion (if applicable), must be available February 7th, 2020. Certain travel restrictions may apply. If the Grand Prize winner lives within a 120-mile radius of Chicago, round-trip ground or train transportation selected by Sponsor may be substituted for round-trip airfare.

General: By entering, each entrant agrees to abide by these Official Rules, warrants and represents that his/her entries are his/her original work. Further, each entrant grants to NRSF and CATA the right to use his/her name, information provided, images, and likeness in any media now or hereafter known for advertising, promotion, and/or other purposes throughout the world without additional compensation or notification to, or permission of, the entrant, except as prohibited. If NRSF or CATA discover at any time, during or after the Contest, that an entry contained infringing material, the entrant that submitted the entry will be immediately disqualified and will be obligated.

In the event the Contest is compromised by non-authorized human intervention, virus, bugs, or other causes beyond the control of the Sponsor that corrupt or impair the administration, security, fairness, or proper play of the Contest, the Sponsor reserves the right in its sole discretion to modify, suspend, or terminate the Contest or any portion thereof and/or

terminate the participation of any participant (and void his/her entry) whose conduct potentially compromises the Contest, and is at its sole discretion to award the prizes from among all eligible non-suspect entries received prior to termination using the judging procedures outlined above.

Winners List: For the names of the Winner and Runner-Up, send a self-addressed stamped envelope after February 28th, 2020 to Drive Safe Chicago Winners List, The National Road Safety Foundation, Inc., 18 East 50th St., New York, NY 10022.

Sponsor and Administrator: The National Road Safety Foundation, 18 East 50th Street, New York, NY 10022.

Co-Sponsor: Chicago Auto Trade Association