

MAYOR THOMAS C. HOYE, JR.

#thisisTaunton

It's time WE tell OUR story.

REBRANDING CAMPAIGN & COMMUNITY CONTEST

FULL CONTEST RULES AND CONDITIONS

THIS IS OUR STORY:

Taunton, like every community, has gone through triumphs and victories throughout the course of history. Today, Taunton is in the midst of a Renaissance, and we're ready to begin this exciting new chapter. Taunton's story is one of resiliency. Despite challenges, our community and our economy have grown. In 2016 we are more committed than ever to make Taunton the best City it can be. We are initiating a rebranding campaign and community contest to tell our story and showcase all the reasons Taunton is an exceptional place to live, work, and play.

The key to any good brand is linking research and history with a message that resonates. This message might come from more than one aspect of existence including Taunton's history, lifestyle, culture, schools, diversity and proactivity.

Remember, this is our chance to tell our story-- a story that reflects both where we have been, and where we are going. When people say "Why Taunton?" we must respond, "Why *not* Taunton?" Let's be bold, let's think outside the box, and let's think big.

Each entrant agrees to the following contest rules:

1. TIMELINE

Official contest deadlines and announcement dates are as follows:

May 31	Official contest launch
July 31	Last day to submit entries by midnight
August 1-September 9	Panel review of submissions
September 12 – September 19	Public voting open on Facebook
September 20	City Council presentations
September 27	Winner announced

2. ELIGIBILITY RESTRICTIONS

- Must be Taunton resident, a Taunton resident currently living away at school, or a resident of another City or Town who is enrolled in a school located in Taunton as of 5/31/16 to participate.

- Submissions must be received electronically by midnight on July 31, 2016.
- Incomplete entries will be disqualified. The City of Taunton will not correspond regarding receipt of entries. All entries submitted become the sole property of the City, and will not be returned.
- This contest is subject to all applicable federal, state, and local laws and regulations and is void where prohibited.

3. WINNER SELECTION

- A panel of (7) judges; including the Mayor, the Mayor's Chief of Staff, a representative from the City Council, (1) Taunton Public Schools representative, (1) graduate of a high school in Taunton who is currently enrolled in college, (1) Taunton business leader, and (1) Taunton resident appointed by the Mayor.
- The panel of judges will rank all submissions using a points system. The top three submissions with the highest scores will be invited to give a presentation at a City Council meeting. The City Council will be asked to rank the presentations, and the presenter with the highest rank will receive 5 extra points on his or her final score card. The community will be invited to "vote" via likes on the top three finalists on the City of Taunton's Facebook page. The finalist with the most likes will be granted an additional 10 points on his or her final score card. The submission with the highest score on the final score card, scored by the panel and including any bonus points, will be the winner. In the event of a tie the panel will make the final decision.

4. PUBLICITY

By participating, where allowed by law all participants and winners grant the City permission to use their names, characters, photographs, voices, videotapes, and likenesses in connection with this contest and waive any claims to royalty, right, or remuneration for such use. By participating in the Contest, where allowed by law, participants agree that the City may disclose personal information obtained from participants in the Contest to third parties and use such information for marketing and other purposes.

5. CREATED CONTENT

Creative content from the participant, including but not limited to graphic or language content will become property of the City of Taunton. By submitting your entry: (1) you agree that your disclosure is gratuitous, unsolicited, and without restriction and will not place the City under any fiduciary or other obligation, that the City is free to disclose the ideas on a non-confidential basis to anyone or otherwise use the ideas without any additional compensation to you; (2) you acknowledge that, by acceptance of your submission, the City does not waive any rights to use similar or related ideas (3) you are verifying that you are the owner and producer of the submitted material and that no third party ownership rights exist to any material submitted, and (4) you are hereby granting the City a perpetual, world-wide, non-exclusive, royalty-free, right and license to use, publish, reproduce, display, perform, adapt, modify, distribute, have distributed, and promote such content in any form, in all media now known or hereinafter created, anywhere in the world, for any purpose.

6. CONDUCT AND DECISIONS

By participating in the contest, participants agree to be bound by the decisions of the City. Persons who violate any rule, gain unfair advantage in participating in the contest, or obtain winner status using fraudulent means will be disqualified. Unsportsmanlike, disruptive, annoying,

harassing, or threatening behavior is prohibited. The City will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the Contest and the City's decisions concerning such disputes shall be final. If the conduct or outcome of the Contest is affected by human error, any mechanical malfunctions or failures of any kind, intentional interference or any event beyond the control of the City, the City reserves the right to terminate the Contest, or make such decisions regarding the outcome as the City deems appropriate. All decisions will be made by the City and are final. The City may waive any of these rules in its sole discretion.

7. CONDITIONS

- Prior to winning any prize or prize certificate, the City, in its sole discretion, will require the Contest winner to sign a liability release, agreeing to release, discharge, and to indemnify and hold harmless the City and each of its directors, officers, employees, subsidiaries, affiliates, agents, and representatives from and against any liability for any damages, injury or losses to any person or property of any kind resulting in whole or in part, directly or indirectly from acceptance, possession, use or misuse of any prize or participation in any Contest related activity or participation in this Contest.
- The City reserves the right to make changes in the rules of the Contest, including but without limitation, the substitution of a prize of equivalent value, which will become effective upon announcement. If due to circumstances beyond the control of the City, any competition or awarding of prize is delayed, rescheduled, postponed, or cancelled, the City reserves the right, but not the obligation, to cancel or modify the Contest and shall not be required to award a substitute prize.
- The City is not responsible for typographical or other errors in the printing, the offering, or the administration of the Contest or in the announcement of a prize
- The City reserves the right to alter the contest timeline if needed, only to allow for more time or to postpone (not scheduled any earlier) an event, if needed.
- The City reserves the right to re-open, suspend, or terminate the contest due to a lack in quantity or quality of submissions.

8. PRIZES:

- The First prize contest winner's submission will be used on City of Taunton promotional materials, which may include but is not limited to the City of Taunton website, social media page(s), signs, presentations, advertising, banners, and letterhead.
- First prize winner will receive a key to the City
- First, Second, and Third place winners will receive prize baskets
- Recognition at televised City Council meeting

By participating in the Contest, each participant agrees to release and hold harmless the City, its officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death or damage to or loss of property, arising out of participation in the Contest or receipt, use or misuse of any prize.

9. SUBMISSIONS:

All submissions must be **received electronically by midnight on Sunday, July 31, 2016 and must be sent to: thisistaunton@taunton-ma.gov**

Submissions must include:

1. Logo (may include a color scheme)
2. Slogan
3. One to two page description explaining the logo and slogan and how it represents the City of Taunton.
4. **One of the following statements:**
 - (a) "I am eighteen years of age or older", or,

 - (b) "My name is _____, and I am the parent or guardian of _____, a person under the age of 18, who is submitting this entry to the Contest (participant). The participant has my permission to enter the Contest. I have read the rules, terms and conditions of the Contest, and, for myself and on behalf of the participant I agree to all of them.

The format for submissions is as follows:

All logos and slogans must be submitted in a high resolution JPEG (logos/slogans may be requested in a different format post submission), and must be accompanied by a 1-2 page description (typed in email body or as an attached Word file or PDF) which contains the following information:

- **Your Name:**
- **Your residential address in Taunton and/or name of school located in Taunton you were enrolled in as of 5/31/16:**
- **Description of Logo:** (e.g., "The logo is a blue and white circle with Elizabeth Pole in the middle and stars around the perimeter.)
- **Description of Slogan:** (e.g., "The Slogan reads *Just do It*")
- **How my logo and slogan represent the City of Taunton:** (maximum 750 words)
- ***Please remember to attach logo/slogan in high resolution JPEG to your email.**

10. LIMITATIONS OF LIABILITY

The Released parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by the entrants, printing errors, or programming associated with the Contest; (2) technical failures of any kind, including, but not limited to, malfunctions, interruptions, or disconnections in the phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or contest; (4) technical or human error which may occur in the administration of the Contest or processing entries; (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the contest or receipt or use or misuse of any prize. The City, at its discretion may elect to hold a random drawing from all eligible entries received up until the point of discontinuance for any or all of the prizes offered herein.

11. QUESTIONS:

Please contact the Mayor's Chief of Staff, Alyssa Haggerty, at 508-821-1001 or ahaggerty@taunton-ma.gov

12. HELP US PROMOTE OUR CONTEST:

Share our contest with your friends on Facebook or Twitter using the hashtag #thisisTaunton. Give our designers inspiration by posting pictures in or of Taunton that represent Taunton to you,

and use the hashtag #thisisTaunton. Follow contest updates on the City of Taunton's Facebook page, or on our website.