

Rules and Guidelines for Social Media Giveaways

By Children's Festival Society of Kelowna | January 30, 2011

www.fatcatfestival.ca

Social Media Contests

OFFICIAL RULES

THESE RULES GOVERN ALL ASPECTS OF PARTICIPATION AND PRIZE AWARD.

1. Introduction

"Where in the World is Fat Cat?" Campaign – join us on a global adventure contest ("Contest") is sponsored by the Children's Festival Society of Kelowna. **One (1) grand prize winner** will be randomly selected from all eligible entries received between January 21-June 10, 2010. Other randomly selected runner up prizes will be announced over the next few months. The one (1) grand prize for which an entrant is eligible is **two flights for two to any destination offered by WestJet** from Kelowna International Airport (YLW). The Contest is offered via the Internet on Fat Cat Festival Twitter and Facebook page, and only within the jurisdictions listed in Section 3 below.

2. Timing

The Contest begins on **Monday, January 21, 2011 at 10 a.m. Pacific Time ("PT") and ends on Friday June 10 at 4:00 p.m. PT** ("Promotion Period").

3. Eligibility

The Contest is open only to residents of the **Thompson Okanagan region** – as the winners of the grand prize must be able to fly from YLW. Void where prohibited. Employees and board members of Children's Festival Society of Kelowna, as well as the immediate family (defined as spouse, parents, step-parents, children, step-children, siblings, step-siblings or grandparents) and household members (meaning people who share the same residence at least three months a year) of each such employee and board member are not eligible. By participating, entrant agrees to abide by these Official Rules and the decisions of Children's Festival Society of Kelowna which are final and binding in all respects.

4. How to Enter

Contestants will **"like" the Fat Cat Festival Facebook page, provide answers to the trivia questions, upload photos, comment on photos, participate in a poll and/or post on the Wall.** All participating contestants submitting an entry agree to the contest rules outlined within this page.

5. Selection of Potential Winner

Children's Festival Society of Kelowna panel will **randomly select one (1) grand prize winner on or about June 11, 2011**. Potential winner must comply with all terms and conditions of these Official Rules; winning is contingent upon fulfilling all requirements. Potential winner will be notified via Facebook within ten (10) days of the drawing. If a potential winner cannot be contacted within ten (10) days of the first attempt to contact him/her, the potential winner forfeits the prize. In that event, an alternate entrant will be selected in his/her place from among all eligible entries received for the selected contest.

If the winner selected is a minor (under the age of 18), their parent will also be notified and must accept the prize on their child's behalf. Children's Fat Cat Festival Society will make arrangements to present the winners with the prize and promotional photos may be taken for promotional and or media purposes.

6. Prize

One (1) Grand Prize will be awarded and there will be two flights for two to any WestJet destination. No substitutions will be made. **This prize must be taken as offered and it is not transferable nor redeemable for cash.** Winner is solely responsible for any and all applicable fees and taxes associated with prize receipt and use.

7. Publicity

Except where prohibited, participation in the Contest constitutes winners' consent to Children's Festival Society of Kelowna use of winner's name, likeness, voice, opinions, and hometown for promotional purposes in any media without further payment or consideration.

8. Release

By participating, entrants agree to be bound by these official rules and the decisions of the contest/sweepstakes Children's Festival Society of Kelowna, which shall be final in all respects. By receipt of any prize, winner agrees that Children's Festival Society of Kelowna, its employees, directors and board members of these companies advertising and promotion agencies and prize suppliers, and each of their respective employees, officers, directors, and board members, as well as each of their respective successors, representatives and assigns (the "Released Parties"), are not liable whatsoever for any injuries, losses or damages of any kind resulting in whole or in part, directly or indirectly, from

the acceptance, possession, use or misuse of any prize or from winner's participation in the Contest. To claim a prize, winner and/or winner's parent or guardian must: (a) provide proof of winner's age, residency, and legal status; and (b) sign and return eligibility, publicity, liability and any other releases requested by Children's Festival Society of Kelowna all within the time period(s) specified by Children's Festival Society of Kelowna.

9. Limitations of Liability

The Released Parties are not responsible for (1) the unavailability or inaccessibility of any Web site or service; (2) unauthorized human intervention in any part of the entry process or the Contest; (3) electronic or human error which may occur in the administration of the Contest or the processing of entries; or (4) any injury or damage to persons or property, including but not limited to entrant's computer, which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest. No more than the stated number of prizes will be awarded. Children's Festival Society of Kelowna is not responsible for failed, partial or garbled computer transmissions, or for technical failures of any kind, including but not limited to electronic malfunction or damage of any network, hardware or software. If for any reason the contest/sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or other causes that corrupt or affect the administration, security, fairness, integrity or proper conduct of the contest/sweepstakes, Children's Festival Society of Kelowna reserves the right, in its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the contest/sweepstakes. No responsibility is assumed for: any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries; or any problems or technical malfunctions of any telephone network or lines, computer online systems, servers, providers, computer equipment, or software; or failure of any electronic entry to be received on account of technical problems or traffic congestion on the Internet or at any Web site, or any combination thereof, including any injury or damage to entrant's or any other person's computer related to or resulting from participation in or downloading any materials from this contest/sweepstakes. In the event of a dispute over an electronic entry, prize will be awarded to the owner of the e-mail account, not the name on the entry form.

10. Disputes

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant, and Children's Festival Society of Kelowna in connection with the Contest shall be governed by, and construed in accordance with, the laws of British Columbia, without giving effect to any choice of law or conflict of law rules or provisions.

11. Winner List

For the winner's list, visit Children's Festival Society of Kelowna Facebook page weekly and for the grand prize, after June 11, 2011.

12. Miscellaneous

Void where prohibited. All federal, provincial and local laws and regulations apply.

Children's Festival Society of Kelowna reserves the right, in its sole discretion, to disqualify any individual who tampers with the entry process and to cancel, terminate, modify and/or suspend the contest in the event of tampering or other circumstances, including but not limited to acts of God or civil disturbance that render it impractical or impossible to complete or fulfill the contest/sweepstakes as originally planned. Children's Festival Society of Kelowna reserves the right to make changes in these rules. Any such changes will become effective upon notice via online posting at Children's Festival Society of Kelowna Facebook page or other means of wide dissemination.

SIGNED _____

DATE _____

SIGNED _____

DATE _____