



2011 Triangle Christmas Tree Challenge Rules & Regulations

HOW TO ENTER: Void where prohibited. All federal, state and local regulations apply. No purchase necessary to vote. Standard texting rates may apply. Up to seventy-five (75) valid and recognized non-profit entities may enter the American Tobacco Triangle Christmas Tree Challenge ("Contest") for an opportunity to win by completing an application, submitting a \$150 registration fee and decorating a Christmas tree that meets the criteria listed below. Applications from eligible non-profit entrants will be available at American Tobacco Management office, 318 Blackwell Street, Suite 150, Durham, North Carolina, and accepted beginning on or about **October 14, 2011**. Applications must be submitted by US Mail to Blackwell St. Management Co., LLC, Attn: Triangle Christmas Tree Challenge at American Tobacco, PO Box 611, Durham, NC 27702, or hand delivery to the American Tobacco Management office and must be received no later than 5pm on **October 31, 2011**. Complete applications will be accepted on a first come, first served basis. Applications that are incomplete or illegible are void and ineligible and will not be accepted. To participate, an officer of each applicant must represent and warrant that at the time of submitting the organization's entry in the Contest, the organization is recognized as tax-exempt by the Internal Revenue Service pursuant to Section 501(c)(3) of the Internal Revenue Code, 26 U.S.C. § 501(c)(3).

The seventy-five (75) eligible applicants will be offered the opportunity to decorate a Christmas tree. Non-profits may apply to decorate one (1) tree. Maximum number of trees to be decorated by all entrants is 75. Trees provided by American Tobacco and will be available for decorating at Diamond View Park on the American Tobacco Campus (318 Blackwell Street, Durham, North Carolina) on November 30, 2011. Trees must be decorated by entrants between 10am and 2pm on November 30, 2011. Rain date: December 1, 2011 between 10am and 2pm. Entrants must meet the following criteria: (1) Entrant must be a recognized, valid 501(c)(3) non-profit organization located in the Triangle and surrounding area (i.e., the Raleigh-Durham (Fayetteville) DMA: Chatham, Cumberland, Durham, Edgecombe, Franklin, Granville, Halifax, Harnett, Hoke, Johnston, Lee, Moore, Nash, Orange, Person, Sampson, Vance, Wake, Warren, Wayne or Wilson, North Carolina; and Mecklenburg, Virginia). (2) Entrant's tree should deliver the non-profit's message and demonstrate creativity while still embracing the joy of the season. (3) Entrant must use a minimum team of four (4) people to decorate tree. (4) Entrant must use a maximum of 1,200 miniature LED lights and materials that resist breakage (no glass ornaments and no tinsel) and are weather resistant. (5) Entrant must secure all decorative items to the tree to prevent fly-away or dropping. (6) Entrant must provide and use one (1) 50 foot commercial grade (12-14 gauge) outdoor power cord to power tree decor. (7) Entrants may not create trees that contain expressions of hate, abuse, offensive images or conduct, obscenity or pornography; or any material that could give rise to any civil or criminal liability under applicable law or regulations. (9) All decorations must be picked up and carried away for disposal by entrants no later than 5pm on January 2, 2012 (entrant responsible for cost of disposal).

American Tobacco (Blackwell Street Management Company)/FOX 50 (WRAZ-TV)/Capitol Broadcasting Company Inc./WRAL/WRAL.com are not responsible for lost or vandalized decorations, lights, trees or other decor. Non-profit entrants may receive financial assistance from area businesses and/or individuals in purchasing items for their trees.

Between 2pm and 4pm on November 30, 2011, pictures will be taken of all decorated trees. Pictures will be posted to triangletreechallenge.com by 8pm on December 2, 2011. Trees will be available for viewing at Diamond View Park on the American Tobacco Campus, and pictures of trees will be available for viewing online at triangletreechallenge.com, from 8pm on December 2, 2011, through 5:00pm on January 2, 2012. All participating non-profit entrants and members of the public are also invited to attend the community event on December 2, 2011, at 8pm in Diamond View Park to see the trees and kick off voting.

HOW TO WIN: Non-profit entrants may win through one (1) or more of the following five (5) methods:

1. **TEXTED AND ONLINE VOTES FROM THE PUBLIC:** Three (3) winners will be selected by popular votes submitted via text message and online voting. The voting period begins 12/2/11 at 8pm and ends at 11:59pm on 12/18/11 (Voting Period). During the Voting Period, people may vote for their favorite tree among the non-profit entrants. Voting to be based on the voter's determination of the delivery of the non-profit's message and creativity while still embracing the joy of the season. Trees will be available for viewing at Diamond View Park on the American Tobacco Campus, and pictures of trees will be available for viewing online at triangletreechallenge.com during the Voting Period. The tree number will be posted next to each tree at the park and in the online image. The non-profit entrant with the greatest number of texted and online votes



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received from the public during the Voting Period if eligible will be the 1st place winner; the non-profit with the second greatest number of texted and online votes received from the public during the Voting Period if eligible will be the 2nd place winner; and the non-profit with the third greatest number of texted and online votes received during the Voting Period if eligible will be the 3rd place winner. Texted and online votes will be pooled together. Winners will be announced on or about 12/22/11 during the WRAL News on FOX 50, and names will be posted on triangletreechallenge.com, fox50.com, and americantobaccocampus.com on or around 12/23/11. 1st, 2nd, and 3rd place prizes described below. See below for information about how to vote. In the event of a tie, American Tobacco Management will select the winner based on its sole and discretionary determination of the better, as among the tied entries, delivery of the non-profit's message and creativity while still embracing the joy of the season.

- 2. CELEBRITY CHOICE:** Three Celebrity Judges will each choose their favorite tree from among the eligible non-profit entrants. Selection will be based on the judge's determination of the entrant's delivery of the non-profit's message and creativity while still embracing the joy of the season. Celebrity Judges will view the trees at the Community Event on 12/2/11 and submit their selections to American Tobacco staff no later than 11:59pm that evening. Winners will be announced on or about 12/22/11 during the WRAL News on FOX 50, and names will be posted on triangletreechallenge.com, fox50.com, and americantobaccocampus.com on or around 12/23/11. Celebrity Choice Award prize described below.
- 3. FOX 50 COMMUNITY FIRST:** Tommy Schenck (Vice President & General Manager of FOX 50/WRAZ-TV) will select one (1) favorite tree among the eligible non-profit entrants. Selection will be based on Tommy's determination of the entrant's delivery of the non-profit's message while still embracing the joy of the season. Tommy Schenck will view the trees at the Community Event on 12/2/11 and submit his vote to American Tobacco staff no later than 11:59pm that evening. The winner will be announced on or about 12/22/11 during the WRAL News on FOX 50 and name will be posted on triangletreechallenge.com, fox50.com, and americantobaccocampus.com on or around 12/23/11. FOX 50 Community First prize described below.
- 4. WOOL E. BULL PRIME CUT:** Wool E. Bull (Mascot for the Durham Bulls) will select his one (1) favorite tree among the eligible non-profit entrants. Selection will be based on Wool E. Bull's determination of the entrant's delivery of the non-profit's message and creativity while still embracing the joy of the season. Wool E. Bull will view the trees at the Community Event on 12/2/11 and submit his vote to American Tobacco staff no later than 11:59pm that evening. The winner will be announced on or about 12/22/11 during the WRAL News on FOX 50, and name will be posted on triangletreechallenge.com, fox50.com, and americantobaccocampus.com on or around 12/23/11. Wool E. Bull Prime Cut Award prize described below.
- 5. DPAC COMMUNITY STAR:** Durham Performing Arts Center (DPAC) will select one (1) favorite tree among the eligible non-profit entrants. Selection will be based on the delivery of the non-profit's message and creativity while still embracing the joy of the season. A representative from the Durham Performing Arts Center will view the trees at the Community Event on 12/2/11 and submit their vote to American Tobacco staff no later than 11:59pm that evening. The winner will be announced on or about 12/22/11 during the WRAL News on FOX 50, and name will be posted on triangletreechallenge.com, fox50.com, and americantobaccocampus.com on or around 12/23/11. DPAC Community Star Award prize described below.

PRIZES / PRIZE VALUES / NO ODDS: A total of nine (9) prizes will be awarded. Entrants may win one (1) prize.

- 1. FIRST PLACE (TEXT AND ONLINE VOTES):** One (1) first-place winner will be offered a \$5,000 cash prize in the form of a check made payable to the winning non-profit organization.
- 2. SECOND PLACE (TEXT AND ONLINE VOTES):** One (1) second-place winner will be offered a \$2,500 cash prize in the form of a check made payable to the winning non-profit organization.
- 3. THIRD PLACE (TEXT AND ONLINE VOTES):** One (1) third-place winner will be offered a \$1,000 cash prize in the form of a check made payable to the winning non-profit organization.
- 4. 3 CELEBRITY CHOICE AWARDS:** Three (3) winners will each be offered a \$1,000 cash prize in the form of a check made payable to the respective winning non-profit organization.
- 5. FOX 50 COMMUNITY FIRST:** One (1) winner will be offered a Public Service Announcement (PSA) campaign valued at \$2,500. PSA campaign includes on air television schedule on FOX 50 and production of



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one (1) thirty-second commercial. PSA campaign may only be used for non-profit purpose/message. The on air schedule will air during first quarter 2012.

6. **WOOL E. BULL PRIME CUT AWARD:** One (1) winner will be offered the use of the American Tobacco Suite for one (1) baseball game played during the Durham Bulls 2012 baseball season. Exact date based on availability and mutual agreement between winner and American Tobacco management. Package includes thirty (30) tickets, five (5) parking passes, and a \$500 food and beverage credit. Approximate Retail Value: \$1,350.
7. **DPAC COMMUNITY STAR AWARD:** One (1) winner will be offered a DPAC prize package including four (4) President's Club Tickets to the following shows: Bill Cosby (1/21/12), The Addams Family (2/28/12), Pink Martini (3/30/12), Bring It On: The Musical (4/17/12), and West Side Story (6/5/12). Package also includes the following for each show: one (1) VIP parking pass, private lounge access, private theatre entrance, private bathrooms, and complimentary drinks and snacks. Dates and shows listed above are accurate as of 10/14/11. Dates and shows are subject to change, beyond the control of American Tobacco management. American Tobacco management reserves the right to substitute a prize of equal or greater value in the event a scheduled prize becomes unavailable. Approximate Retail Value: \$2,500.

No substitution of prizes or transfer of prizes to a third party is permitted by winners. American Tobacco (Blackwell Street Management Company)/FOX 50 (WRAZ-TV)/Capitol Broadcasting Company Inc./WRAL/WRAL.com, assume no liability or responsibility in connection with the use of any prize awarded hereunder or in connection with any warranty or representation therewith. There are no odds of winning as winning is not based upon chance. Rather, winning first, second, and third place depends on the relative number of texted and online votes received during the Voting Period from voters based on stated criteria, and winning Celebrity Choice Award, DPAC Community Star Award, Wool E. Bull Prime Cut Award and FOX 50 Community First Award depends upon judge's selection based on stated criteria.

ELIGIBILITY / ENTRANTS MUST BE NON-PROFITS: To be eligible to win, entrant must, at the time of application, be recognized as tax-exempt by the Internal Revenue Service pursuant to Section 501(c)(3) of the Internal Revenue Code, 26 U.S.C. § 501(c)(3). Officer of each non-profit entrant must represent and warrant that the organization is so recognized as tax-exempt. Entrants must also meet criteria described above. Employees of American Tobacco (Blackwell Street Management Company)/FOX 50 (WRAZ-TV)/Capitol Broadcasting Company, Inc./WRAL/WRAL.com, their agencies, subsidiaries, representatives, sponsors, affiliates, distributors, suppliers, and advertising, promotional agencies and their immediate families are not eligible to participate. American Tobacco (Blackwell Street Management Company)/FOX 50 (WRAZ-TV)/Capitol Broadcasting Company, Inc./WRAL/WRAL.com reserve the right to disqualify any entrant if the contest rules are not followed.

PRIZE REDEMPTION/CLAIM/RELEASES: The winning non-profit entrants will be announced during the WRAL News on FOX 50 on or about 12/22/11. Winners' names will also be posted on triangletreechallenge.com, fox50.com, and americantobaccocampus.com on or around 12/23/11. Winning non-profit entrants names will be announced as identified on materials submitted in the entry application. Prizes must be claimed in person by a representative of the actual verified non-profit winner at the American Tobacco Management Office, located at 318 Blackwell Street, Suite 150 in Durham, NC, during normal business hours by 5:00pm on 1/6/12 or prize will be forfeited and alternate winner will not be selected. Representatives of winners must complete a signed declaration of eligibility, prize acknowledgement and liability/publicity release form in order to claim prize. Winners will be responsible for all taxes associated with the prize. Prize may be considered income and taxes on said prize are solely the responsibility of the winners. Compliance with all regulations is the responsibility of the winners. Winners agree to release American Tobacco (Blackwell Street Management Company)/FOX 50 (WRAZ-TV)/Capitol Broadcasting Company, Inc./WRAL/WRAL.com, its sponsors, advertising and promotion agencies from any and all liability for claims, actions or proceedings for injuries or damages sustained in connection with the receipt, ownership or use of the prize or while traveling to, preparing for or participating in any contest-related or prize-related activity. Except where prohibited, by playing the contest, or by winning, participants have granted American Tobacco (Blackwell Street Management Company)/FOX 50 (WRAZ-TV)/Capitol Broadcasting Company, Inc./WRAL/WRAL.com, the right to publicize their name, photograph or likeness, voice and biographical details and have accepted and agreed to be bound by these rules.



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HOW THE PUBLIC MAY VOTE ON TREES: Members of the public may vote to select the winners of the first, second and third place prizes. Text your vote to 46988 and enter TREE plus the two digit tree number or vote online by logging on to triangletreechallenge.com and entering your email address plus the two digit tree number. The tree number will be posted next to each tree located at Diamond View Park on the American Tobacco Campus or at triangletreechallenge.com. Limit one vote per day per device or email address. The Voting Period begins 12/2/11 at 8pm and ends at 11:59pm on 12/18/11. During the Voting Period, people may vote for their favorite tree. Voting should be based on the delivery of the non-profit's message and creativity while still embracing the joy of the season. Votes that are incomplete, illegible or corrupted are void and will not be accepted. There is no age limit to vote. Only votes that are received via text message or online during the Voting Period will be counted in the tally to select first, second and third place winners. Standard texting rates may apply. Voters under the age of 18 must get permission from a parent or guardian before submitting vote. Information on how to vote will be posted next to each tree and at triangletreechallenge.com.

LIABILITY: American Tobacco (Blackwell Management)/FOX 50 (WRAZ-TV)/Capitol Broadcasting Company, Inc./WRAL/WRAL.com ("Sponsors") are not responsible for problems associated with television transmission, radio transmission, cable transmission, satellite transmission, phone lines, Internet crashes or slowdowns caused by network congestion, viruses, sabotage, satellite failures, phone line failures, or other Internet interruptions or malfunctions or for any technical or other difficulties which may prohibit, prevent, or interfere with the transmission of television or radio signals to all or limited geographic areas during the Contest or which may interfere with a participant's ability to text or submit online votes or view the trees online, or electrical outages, natural disasters or acts of man or God that are beyond the control of American Tobacco (Blackwell Street Management Company)/FOX 50 (WRAZ-TV)/Capitol Broadcasting Company, Inc./WRAL/WRAL.com. American Tobacco (Blackwell Street Management Company)/FOX 50 (WRAZ)/CAPITOL BROADCASTING COMPANY, INC./WRAL/WRAL.COM DISCLAIM ANY WARRANTY OF MERCHANTABILITY, WARRANTY OF FITNESS, AND ANY OTHER IMPLIED WARRANTY. American Tobacco (Blackwell Street Management Company)/FOX 50 (WRAZ-TV)/Capitol Broadcasting Company, Inc./WRAL/WRAL.com are not responsible for cancellations, postponements, or delays. WINNERS AND ENTRANTS AGREE, EXCEPT WHERE PROHIBITED BY LAW, TO RELEASE AND DISCHARGE, HOLD HARMLESS AND INDEMNIFY SPONSORS AND ALL OTHERS ASSOCIATED WITH THE DEVELOPMENT AND EXECUTION OF THE TRIANGLE CHRISTMAS TREE CHALLENGE, FROM ANY AND ALL TAX LIABILITY THAT MAY BE IMPOSED OR ASSOCIATED WITH RECEIPT OR USE OF THE PRIZES, AND FROM AND AGAINST ANY AND ALL CLAIMS, ACTIONS, PROCEEDINGS, AND LIABILITY FOR ANY DAMAGES, EXPENSES, FEES, INJURY OR LOSSES (INCLUDING PERSONAL INJURY OR DEATH) SUSTAINED IN CONNECTION WITH THE RECEIPT, OWNERSHIP, OR USE OR MISUSE OF ANY PRIZE OR WHILE TRAVELING TO, PREPARING FOR, OR PARTICIPATING IN ANY CONTEST-RELATED OR PRIZE-RELATED ACTIVITY.

Any attempt by an entrant or any other individual to damage any online service or web site or undermine the legitimate and fair operation of the Contest will disqualify the contestant responsible and is a violation of criminal and civil laws and should such an attempt be made, Sponsors reserve the right to seek damages and/or other remedies from any such person to the full extent permitted by law.

All decisions relating to the contest and interpretation of these rules are made by the management of American Tobacco (Blackwell Street Management Company) in its sole discretion and are final. American Tobacco (Blackwell Street Management Company) reserve the right to change the rules at any time to ensure the fair administration of the contest and compliance with applicable laws.

Official rules available at triangletreechallenge.com, americantobaccocampus.com and at the American Tobacco Management office, 318 Blackwell Street, Suite 150, Durham, North Carolina. Official rules supersede all other published editions. For a list of winners' names, send a SASE to American Tobacco's Triangle Christmas Tree Challenge, 318 Blackwell Street, Durham NC 27702 no later than 2/23/12.

Have a question or need additional information? Please direct all inquires to: TriangleTreeChallenge@cbc-raleigh.com