

VaccINATION Challenge Rules

NO PURCHASE IS NECESSARY TO ENTER OR WIN.
A PURCHASE DOES NOT INCREASE THE CHANCES OF WINNING.

1. Eligibility

The VaccINATION Challenge is open only to current post-secondary students in Alberta who sign up at the <https://concordia.ab.ca/vaccination> and who are 18 years of age or older as of the date of entry (the "Campaign"). VaccINATION team coordinators involved in the design, administration and judging of the VaccINATION Challenge (the "VaccINATION Project Team"), as well as judges and all members of any of their households are not eligible to participate in the Campaign.

The Campaign is subject to all applicable federal, provincial, and local laws and regulations. Void where prohibited.

2. Agreement to Rules

By participating, the Contestant ("You") agree to be fully unconditionally bound by these Rules, and You represent and warrant that You meet the eligibility requirements. In addition, You agree to accept the decisions of the [VaccINATION Project Team](#) as final and binding as it relates to the content of this Campaign.

3. Campaign Period

Entries will be accepted via email starting on [30/08/2021, 09:00 Mountain time](#) and ending [30/09/2021, 23:59, Mountain time](#). All entries must be received by [26/09/2021, 23:59, Mountain time](#).

4. How to Enter

You must register for the VaccINATION Challenge by using the online form provided at <https://concordia.ab.ca/vaccination>.

- You must create a post that either informs, encourages, educates or inspires post-secondary student viewers to consider or get the covid-19 vaccination. A post can be a poster, video, brochure, flyer, picture, infographic etc. and must be original and contain information about COVID-19 vaccination and COVID-19. Video submissions should not exceed 2 minutes.
- All posts created should be easily uploaded and shared on either of the following social media platforms: Instagram or Twitter. However, You can create content/post for anyone of the following platform (TikTok, LinkedIn, Facebook, Instagram and Twitter).
- You must submit a created post/content) by:
 - emailing the entry to vaccinationab@concordia.ab.ca;
 - following vaccination_ab on instagram, and accepting follow request by vaccination_ab;

OR

- Tagging @vaccination_ab in the caption of the entry post/content, and posting the entry post/content on Instagram or Twitter.
- Submissions will be shared on Instagram (@vaccination ab) and/or Twitter (@vaccination ab) by the VacciNATION Project Team.
- The entry must fulfill all campaign requirements, as specified, to be eligible to win a prize. Entries that are incomplete or do not adhere to the rules or specifications may be disqualified at the sole discretion of the VacciNATION Project Team.
- The Campaign posts created by You must comply with Twitter, Instagram, Facebook and TikTok’s rules.
- You can submit multiple entries to the VacciNATION Challenge, but only one entry per person will be considered when winners are selected. This means you cannot win multiple prizes with multiple entries.
- You must provide the information requested. If You use fraudulent methods or otherwise attempt to circumvent the rules, your submission may be removed from eligibility at the sole discretion of the VacciNATION Project Team.

5. Prizes

The winner(s) of the Campaign (the “Winner” or the “Winners”, as applicable) will receive:

- First place gets \$1,000;
- Second place \$800;
- Third place \$600;
- Fourth place gets \$400; and
- Fifth place gets \$200 (collectively, the “Prizes”)

The Prizes are non-transferable. Any and all prize-related expenses, including without limitation any and all federal, provincial, and/or local taxes, shall be the sole responsibility of the Winners. No substitution of Prizes or transfer/assignment of Prizes to others is permitted. Acceptance of Prizes constitutes permission for [VacciNATION Project Team] to use the Winners name and entry for purposes of advertising and trade without further compensation unless prohibited by law.

6. Odds

The odds of winning depend on the number of eligible entries received.

7. Winner Selection and Notification

After the close of the VacciNATION Challenge, a panel of judges under the supervision of VacciNATION Project team, in its sole discretion, will select five (5) entrants with the highest scoring from among all eligible submission received during the application entry period, based on the following criteria (“Judging Criteria”):

- the post demonstrates the ‘COVID-19 vaccination’ theme in a storytelling manner that’s inspirational, original, creatively evocative, contains accurate COVID information and has relevancy to diverse audiences weighted at 80%; and
- Quality of post (i.e. video, photo, flyer etc.) weighted at 20%.

In the event of a tie, the entrant whose submission received the highest score for ‘Quality of Post’, as determined by the judges, in their sole discretion, will be deemed the applicable Potential prize winner from among the tied entrants. Vaccination Project Team reserves the right to select fewer than five (5) Winners after the VaccINATION Challenge ends, in its sole discretion, if it does not receive a sufficient number of eligible and qualified submissions. The VaccINATION Project Team will not disclose judging scores.

Winners will be notified by email and/or telephone within five (5) days following selection of Winners. VaccINATION Project Team shall have no liability for Winner’s failure to receive notices due to spam, junk e-mail, or other security settings or for Winner’s provision of incorrect or otherwise non-functioning contact information. If Winner cannot be contacted, is ineligible, fails to claim the prize within ten (10) days from the time award notification was sent, or fails to timely return a completed and executed declaration and release as required, the prize may be forfeited, and an alternate Winner selected.

- Winners will have to provide proof of their post-secondary school status in Alberta in the form of valid Post-secondary institution-issued identification.
- To receive the Prizes, all Winners must provide their SIN number in order to be issued a T4A as the Prizes are considered taxable income under the *Income Tax Act*, R.S.C., 1985, c.1 (5th Supp.).
- Receipt by Winners of the Prizes offered in this Campaign is conditioned upon compliance with any and all federal, provincial, and local laws and regulations. ANY VIOLATION OF THESE OFFICIAL RULES BY WINNERS (AT VACCINATION PROJECT TEAM’S SOLE DISCRETION) WILL RESULT IN WINNERS DISQUALIFICATION AS WINNERS OF THE CAMPAIGN, AND ALL PRIVILEGES AS WINNERS WILL BE IMMEDIATELY TERMINATED.

8. Rights Granted by You

By entering the VaccINATION Challenge (e.g., photo, video, text, etc.), You understand and agree that VaccINATION Project Team, anyone acting on behalf of VaccINATION Project Team, and VaccINATION Project Team’s licensees, successors, and assigns, shall have the right, where permitted by law, to print, publish, broadcast, distribute, and use in any media now known or hereafter developed, in perpetuity and throughout the World, without limitation, your entry, name, portrait, picture, voice, likeness, image, statements about the Campaign, and biographical information for news, publicity, information, trade, advertising, public relations, and promotional purposes, without any further compensation, notice, review, or consent.

By entering the VaccinAtION Challenge, You represent and warrant that your entry is an original work of authorship and does not violate any third party's proprietary or intellectual property rights. If your entry infringes upon the intellectual property right of another, You will be disqualified at the sole discretion of the VaccinAtION Project Team. If the content of your entry is claimed to constitute infringement of any proprietary or intellectual proprietary rights of any third party, You shall, at your sole expense, defend or settle against such claims. You shall indemnify, defend, and hold harmless Concordia University of Edmonton and any other post-secondary institution from and against any suit, proceeding, claims, liability, loss, damage, costs or expense, which Concordia University of Edmonton or any other post-secondary institution may incur, suffer, or be required to pay arising out of such infringement or suspected infringement of any third party's right.

9. Terms & Conditions

The VaccinAtION Project Team reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Campaign should virus, bug, non-authorized human intervention, fraud, or other cause beyond the VaccinAtION Project Team's control corrupt or affect the administration, security, fairness, or proper conduct of the Campaign. In such case, the VaccinAtION Project Team may select the Winner from all eligible entries received prior to and/or after (if appropriate) the action taken by the VaccinAtION Project Team.

The VaccinAtION Project Team reserves the right, in its sole discretion, to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Campaign or website or violates these Terms & Conditions. The VaccinAtION Project Team has the right, in its sole discretion, to maintain the integrity of the Campaign, to void votes for any reason, including, but not limited to: the use of bots, macros, scripts, or other technical means for entering. Any attempt by an entrant to deliberately damage any website or undermine the legitimate operation of the Campaign may be a violation of criminal and civil laws. Should such an attempt be made, the VaccinAtION Project Team reserves the right to seek damages to the fullest extent permitted by law.

10. Limitation of Liability

By entering, You agree to release and hold harmless the VaccinAtION Project Team and its subsidiaries, affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, employees, officers, and directors from any liability, illness, injury, death, loss, litigation, claim, or damage that may occur, directly or indirectly, whether caused by negligence or not, from: (i) such entrant's participation in the Campaign and/or his/her acceptance, possession, use, or misuse of any prize or any portion thereof; (ii) technical failures of any kind, including but not limited to the malfunction of any computer, cable, network, hardware, or software, or other mechanical equipment; (iii) the unavailability or inaccessibility of any transmissions, telephone, or Internet service;

(iv) unauthorized human intervention in any part of the entry process or the Promotion; and (v) electronic or human error in the administration of the Promotion or the processing of entries.

11. Disputes

THIS CAMPAIGN IS GOVERNED BY THE LAWS OF CANADA AND ALBERTA, WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in this Campaign, participant agrees that any and all disputes that cannot be resolved between the parties, and causes of action arising out of or connected with this Campaign, shall be resolved individually, without resort to any form of class action, exclusively before the Court of Queen's Bench of Alberta. Further, in any such dispute, under no circumstances shall participant be permitted to obtain awards for, and hereby waives all rights to, punitive, incidental, or consequential damages, including reasonable attorney's fees, other than participant's actual out-of-pocket expenses (i.e. costs associated with entering this Campaign). Participant further waives all rights to have damages multiplied or increased.

12. Privacy Policy

We collect two primary types of data: demographic and responses to sign-up sheets. The names of teams and individuals will be used to administer awards. All data (including consent forms, demographic data, and any communications with the organizers) will be kept confidential on our secure, dedicated server with a firewall and secure-shell access limited to VaccINATION Project Team. We will keep your data for at least one year after the VaccINATION Challenge for purposes of analysis. If we write a report or article about this project, the identity of individuals will not be used. Winners' names and affiliations may be announced, but individual Winners' requests to be anonymized will be honoured.

13. Winners List

To obtain a copy of the Winner's name or a copy of these VaccINATION Challenge Rules, mail your request along with a stamped, self-addressed envelope to: Public Health, Concordia University of Edmonton, 7128 Ada Blvd NW, Edmonton, AB T5B 4E4. Requests must be received no later than 30/10/2021, 23:59, Mountain time.

14. Sponsor

The sponsor of the Campaign is the VaccINATION Project Team that is funded by a Public Health Agency of Canada grant.

15. The Campaign hosted by the VaccINATION Project Team is in no way sponsored, endorsed, administered by, or associated with Instagram, Twitter, TikTok or Facebook.

16. By checking this statement on the registration form [<https://forms.gle/1V1Y2hsNt5jzoCPAA>], You have affirmatively reviewed, accepted, and agreed to all of the Official Rules.

If you have questions about the VaccINATION Challenge or the procedures, you may contact the Project Lead: Dr. Cecilia Bukutu, via phone at 780-479-9233 or via email at public.health@concordia.ab.ca.