

MILLION TREES NYC

2010 One Show College Competition Official Rules

Rules for Participants

The 2010 One Show College Competition (the "Competition") is an open call for still and multimedia promotional campaign concepts and brand identity proposals from university students worldwide. Million Trees NYC (www.milliontreesnyc.org), in coordination with One Club, the world's foremost non-profit organization devoted to elevating creative work in the advertising industry, will serve as one of the clients for this competition and allow students to create mock ad and design work for their company.

Entries not complying with all rules and guidelines are subject to disqualification in the sole discretion of One Club.

Eligibility

Any college or university student anywhere in the world may enter this Competition. To be eligible, you must be enrolled in a university, college or approved program at the time of your submission. Employees, contractors and staff of Million Trees NYC and One Club, the Competition judges and any person whose works are joint creations with any person directly associated with Million Trees NYC, One Club or any of the judges, are not eligible. Determination of eligibility will be in the sole discretion of One Club.

Novelty

All entries must be newly created for the Competition, and unpublished; they must have been created solely by the entrant, and the entrant must have a non-restricted right to submit it in this Competition. The entry cannot defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or proprietary rights. Modifying, enhancing or altering a third party's pre-existing work does not qualify as entrant's original creation. Entry may not be offensive, as determined by judges in their sole discretion. Any entry that includes likenesses of third parties or contains elements not owned by the entrant (such as, but not limited to depictions of buildings, trademarks or logos) must include legal releases for such use, including Million Trees NYC's use of such entry, in a form satisfactory to Million Trees NYC, before it can be published.

The term "unpublished" shall mean that the entry has not been and is not currently:

- in use in any format or medium;
- publicly available or viewable;
- part of any exhibition, competition or forum.
- posted in any newspaper, magazine or website.
(Works posted on an official bulletin to secure the author's intellectual property rights will be regarded as 'unpublished'.)

Submission Process

Please carefully review the entry instructions included in the 2010 One Show College Competition Brief (the "Competition Brief"). Once an entry is submitted, no changes will be accepted.

One Club will select a winner in each category outlined in the Competition Brief, and Million Trees NYC will have the opportunity to select submissions for its use in future product promotions and advertising campaigns if they so choose.

Participants are responsible for safeguarding their works. It is therefore recommended that entrants take necessary measures such as insuring works against possible damage. Million Trees NYC will not be responsible for returning the submitted works or for any damage or other adverse effects to the submissions. It is strongly recommended that utmost care be taken in packaging works, so that they are not damaged in transit.

Ownership

All entries become the property of One Club, and will not be returned. The entrant also grants permission to One Club to show, copy or play the entries at such times as the One Club deems appropriate. The One Club reserves the right to make available for educational and reference purposes, including electronic publishing, any material entered into the One Show College Competition.

Submissions may not be published without the prior written consent of Million Trees NYC, provided that, entrant shall have the right to include the submission in his or her portfolio following the official announcement of the Competition winners by One Show.

Award Criteria

To maintain impartiality, the entrants' names and the names of their schools will not be disclosed to judges. Entrants shall ensure that no identifying information is included in their submissions, except as specifically requested on entry forms. Failure to abide by this rule will result in immediate disqualification.

The judges will rate each submission on the factors listed below:

- **Innovation:** is the design new and unique?
- **Aesthetics:** is the delivery of the message novel and compelling?
- **Technical Ability:** does the design require mastery of the tools of the trade?
- **Manufacturability:** is the design practical and viable?
- **Million Trees NYC's Mission:** is the design culturally and environmentally responsible?
- **Subjective Criteria:** how does the design appeal to the judges.

All criteria receive equal weight in scoring and award selection, and each entry will be scored on its own rating sheet based on how well it meets the criteria described above.

Disqualification

In The One Club's sole and absolute discretion, the following may result in disqualification of works, and their exclusion from screening; awards may also be revoked.

- The work has previously won an award in another competition or has been announced to win an award.
- The design is the same as, or similar to, a work already published.
- The work infringes on copyright, patent, trademark, industrial property right or other right of any person or entity.
- The work is in any way banned from posting, exhibition or publication.

General Rules

By entering a submission to the Competition constitutes you give One Club and Million Trees NYC (along with their assignees, licensees, contractors and agents) the right to use your name and likeness for advertising and promotional purposes without additional compensation unless (and then only to the extent) prohibited by law. Winners and runners-up may be required to execute and return an Affidavit of Eligibility, Liability and Publicity Release, and Assignment of Rights, within 14 days after notification of award. Failure to do so within this time period or return of any notification as undeliverable may result in disqualification and selection of an alternate winner or runner-up. By entering the Competition, participants release and hold harmless One Show and Million Trees NYC, their subsidiaries, affiliates and all of their employees, officers, directors, shareholders, contractors, assignees, licensees and agents from any and all liability for injuries, loss or damage of any kind arising from or relating to this Competition, the use of any entry, or the acceptance or use of any prize.