

# COCA-COLA/JMU MARKETING WINDOW DESIGN CONTEST

## OFFICIAL RULES

### NO PURCHASE NECESSARY

- HERE'S HOW IT WORKS:** Create a 15.375" (width) X 12.0625" (height) print area with a visible area of 14.25" (width) X 11" (height) design or drawing that incorporates the Coca-Cola and James Madison University theme. The winning design may be displayed in a special marketing window on every Coca-Cola vending machine located on the JMU campus.
- WHO IS ELIGIBLE:** This contest is open only to full and part-time students who, as of 8/23/2004, are enrolled at James Madison University and are residents of the 50 U.S. and DC. Employees of The Coca-Cola Company, Beverage Partners Worldwide (North America), CCDA Waters L.L.C., Coca-Cola Bottlers, James Madison University, or any participating retailers, any of their respective affiliates or subsidiaries, or advertising and promotion agencies or suppliers involved in this promotion and the immediate family members (mother, father, sister, brother, husband, wife, daughter, son, step-father, step-mother, step-daughter, step-son, step-brother, step-sister, half-brother, half-sister) and/or those living in the same household of each are not eligible. Entry must be created by an individual and not a collaborative effort.
- HERE'S HOW TO ENTER:** On an Official Entry Form, available online at <http://www.jmu.edu/bsservices/>, or on a plain piece of 8 ½" x 11" paper, hand print your complete name, street address (no P.O. Boxes), city, state, zip code, date of birth (mm/dd/yyyy), (optional) daytime and evening telephone numbers, the title of your artwork along with your signature. You must include with your entry an original piece of artwork incorporating the Coca-Cola and James Madison University theme per Rule #1. You may utilize any reproducible medium (paint, pen & ink, etc.) and artwork must be submitted on either plain paper (15.375" (width) X 12.0625" (height) print area with a visible area of 14.25" (width) X 11" (height) or on a Macintosh or PC file created on a floppy disk, CD Rom, Zip Disk or Jaz Drive in Photoshop (version 7.0 or lower), Illustrator (11.0 or lower) or Quark Express (version 6.0 or lower) format. If you are submitting an entry via a computer disk, you must include a color printed copy of your drawing. The file should be built with a minimum of 300 DPI at 25% or 75 DPI at 100%. Colors broken down into CMYK – 4 color process. No use of photography allowed. Mail your entry along with your original design, drawing or computer disk (and color-printed copy, if applicable) containing your original design or drawing, with first-class postage affixed, to: Coca-Cola/JMU Marketing Window Design Contest, Att: Dolly Lawson, JMU Vending Services, MSC 5402, Harrisonburg, VA 22807. Entries must be received by 11/30/2004. Limit one entry per envelope. Enter as

often as you wish, but each entry must be submitted separately, contain a different original piece of artwork and be received by 11/30/2004. Sponsors are not responsible for lost, late, misdirected or illegible, incomplete entries or postage due entries, or entries that cannot be viewed/opened.

4. **JUDGING CRITERIA:** All eligible entries submitted will be judged by the JMU Marketing Committee based on the following criteria: Originality & Creativity – 70%; Appropriateness to Theme – 20%; Reproducibility – 10%, to determine the Grand Prize winner. Judges' decisions are final on all matters related to this contest. In the event of a tie, tied entries will be rejudged based on Originality and Creativity. Winner will be notified by phone/mail.
5. **PRIZE AND APPROXIMATE RETAIL VALUE:** (1) Grand Prize – The winning design may be featured on every Coca-Cola vending machine located on the JMU campus. Prize also includes a \$500 scholarship to James Madison University (awarded in the form of a check) and a picture frame for the winning design (\$590; There is no retail value associated with your design featured on vending machines). Prize consists of only the items specifically listed as part of the prize.
6. **GENERAL RULES:** Void where prohibited by law. No substitution or transfer of prize by winner permitted. All federal, state and local taxes are the sole responsibility of winner. All federal, state and local laws and regulations apply. Return of any prize/prize notification as undeliverable will result in disqualification and an alternate will be selected. Sponsors reserve the right to substitute prize of equal or greater value. By participating in this contest, all entrants agree to assign all worldwide right, title, and interest in the artwork they submit, and all rights and interests included in the copyright for the submission, to The Coca-Cola Company and James Madison University (Sponsors). By participating in this contest, all entrants certify that submission is their own original work, has not been previously published, has not won a previous award, and entrant has followed the Official Rules of the contest, and acknowledging that participation in this promotion constitutes permission to the Sponsors and their agencies to use entrant's/winner's name and/or likeness and submission for purposes of advertising and trade including reproduction in a mural/poster without further compensation, unless prohibited by law. Sponsors reserve the right to reproduce, display and/or publish all entries entered into the contest and to alter, amend, edit or change entries prior to reproduction, display and/or publication. Artwork may not include profanities and/or depict The Coca-Cola Company or James Madison University unfavorably. **All entries become the property of Sponsors, and will not be returned and no correspondence will be acknowledged or entered into.** By accepting prize, winner (or winner's parent/legal guardian, if applicable) agrees to hold Sponsors, their respective directors, officers, employees and assigns, harmless against any and all claims and liability arising out of use of prize. Winner (or winner's parent/legal guardian, if applicable) assumes all liability for any injury or damage caused, or claimed to

be caused, by participation in this promotion or use or redemption of any prize. By participating in this promotion, entrants (or entrant's parent/legal guardian, if applicable), agree to be bound by the Official Rules and the decisions of the judges. Sponsors not responsible for any typographical or other error in the printing, the offering or the announcement of any prize or in the administration of the promotion.

7. For the name the of the Grand Prize winner, available after 12/30/2004, send a separate, self-addressed, stamped (#10) envelope to: Coca-Cola/JMU Marketing Window Design Contest Winner, Attn: Laura Harris, P.O. Box 27887, Richmond, VA 23261, to be received by 11/30/2004.

**COCA-COLA/JMU MARKETING WINDOW DESIGN CONTEST**

**OFFICIAL ENTRY FORM**

**NO PURCHASE NECESSARY**

Please Hand Print:

NAME \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

(No P.O. Boxes)

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

DATE OF BIRTH: \_\_\_\_\_

(mm/dd/yyyy)

*OPTIONAL:*

DAYTIME PHONE: (\_\_\_\_\_) \_\_\_\_\_ EVENING PHONE: (\_\_\_\_\_) \_\_\_\_\_

**ENTRY INFORMATION:**

TITLE OF ARTWORK: \_\_\_\_\_

**I have read and agree to the complete Official Rules.**

\_\_\_\_\_  
**ENTRANT'S SIGNATURE**

8. Create a 15.375" (width) X 12.0625" (height) print area with a visible area of 14.25" (width) X 11" (height) design or drawing that incorporates the Coca-Cola and James Madison University theme. You may utilize any reproducible medium (paint, pen & ink, etc.) and artwork must be submitted on either plain paper (no larger than 16" X 14") or on a Macintosh or PC file created on a floppy disk, CD Rom, Zip Disk or Jaz Drive in Photoshop (version 7.0 or lower), Illustrator (11.0 or lower) or Quark Express (version 6.0 or lower) format. Mail this entry along with your original design, drawing or computer disk, with first-class postage affixed, to: Coca-Cola/JMU Marketing Window Design Contest, Att: Dolly Lawson, JMU Vending Services, MSC 5402, Harrisonburg, VA 22807. If you are submitting an entry via a computer disk, you must include a color printed copy of your drawing. Entries must be received by 11/30/2004. Limit one entry per envelope. Entry must be created by an individual and not a collaborative effort. Sponsors are not responsible for lost, late, misdirected or illegible entries, or entries that cannot be viewed/opened. Open only to full and part time students who, as of 8/23/2004, are enrolled at James Madison University and are residents of the 50 U.S. and DC. For complete Official Rules visit <http://www.jmu.edu/bsservices/>

**Please attach this entry form firmly to your artwork**