

## Standard Contest Rules

### “This Is Edmonton. I Live Here.” Survey Contest

THESE RULES ARE THE STANDARD TERMS AND CONDITIONS APPLICABLE TO THE CONTESTS AND GIVEAWAYS (EACH A “CONTEST” AND COLLECTIVELY THE “CONTESTS”) ADMINISTERED BY **[NAC Management Ltd.]** (THE “SPONSOR”). THE CONTESTS ARE INTENDED TO ENGAGE RESIDENTS OF THE PROVINCE OF ALBERTA, WITH A FOCUS ON EDMONTON AND SURROUNDING SUBURBAN COMMUNITIES, AND SHALL BE CONSTRUED AND EVALUATED ACCORDING TO APPLICABLE CANADIAN LAW.

NO PURCHASE IS NECESSARY. VOID WHERE PROHIBITED BY LAW. ENTRY INTO THE CONTESTS CONSTITUTES ACCEPTANCE OF THESE CONTEST RULES (THE “CONTEST RULES”).

### ELIGIBILITY

To be eligible to enter a Contest, an individual must:

- Be **14 years of age or older** at the time of entry and a legal resident of Alberta;
- Complete the “This Is Edmonton. I Live Here.” survey in full during the Contest Period; and
- Comply with all entry requirements as set out herein.

Employees, representatives, affiliates, and contractors of the Sponsor, its advertising and promotional agencies, prize providers, and their immediate family members or household members are not eligible to participate.

The Sponsor reserves the right at any time to require proof of identity and/or eligibility. Failure to provide such proof may result in disqualification. All information submitted must be truthful, complete, and not misleading.

### CONTEST PERIODS

Each Contest entry period (each a “Contest Period”) shall begin and end as indicated on the official “This Is Edmonton. I Live Here.” survey landing page and/or associated promotional materials.

Entries must be received within the applicable Contest Period to be eligible.

### HOW TO ENTER

There is no purchase necessary to enter.

To enter:

- Complete and submit the official “This Is Edmonton. I Live Here.” survey via the designated link.

Limit of one (1) entry per person per Contest Period. Duplicate entries may be voided at the Sponsor’s discretion.

All entries become the property of the Sponsor and will not be returned.

Entries that are incomplete, illegible, late, or otherwise non-compliant will be disqualified.

### **CONTEST PRIZE**

One (1) grand prize package will be awarded as part of the “This Is Edmonton. I Live Here.” Survey Contest. Full prize details will be outlined on the official survey landing page and/or associated promotional materials.

The total approximate retail value of the prize is \$1,500.00 CAD.

The grand prize draw will take place on or before June 30, 2026, following the close of the Contest Period.

The selected winner will be contacted via email using the information provided at the time of survey entry. It is the responsibility of entrants to ensure all contact information is accurate and up to date.

The prize must be accepted as awarded and is not transferable, assignable, or redeemable for cash, except at the sole discretion of the Sponsor.

The Sponsor reserves the right to substitute the prize, in whole or in part, with another prize of equal or greater value if necessary due to availability or circumstances beyond its control.

### **WINNER SELECTION**

Following each Contest Period, one (1) eligible entrant will be selected by random draw from all eligible entries received.

Odds of winning depend on the number of eligible entries received.

Before being declared a winner, selected entrants may be required to correctly answer a skill-testing question.

Selected entrants will be contacted using the information provided in the survey. If a selected entrant does not respond within three (3) business days, they may be disqualified and another entrant selected.

## **PRIZE CONDITIONS**

All costs and expenses not specifically included in the prize description are the responsibility of the winner.

The Sponsor assumes no responsibility for lost, delayed, or misdirected prizes.

Prizes are subject to availability and may be substituted at the Sponsor's discretion.

## **GENERAL CONDITIONS**

By participating, entrants agree that:

- The Sponsor may use aggregated, non-identifiable survey data for research, reporting, and public communications related to the **“This Is Edmonton. I Live Here.”** initiative;
- The Sponsor is not responsible for technical errors, failed submissions, or incomplete entries;
- The Sponsor may modify, suspend, or cancel the Contest at any time without notice.

The Contest is designed to reflect and elevate the voices of residents living in Edmonton's diverse neighbourhoods and surrounding suburban communities.

## **WINNER VERIFICATION**

Selected entrants may be required to sign a release form confirming eligibility, compliance with these Contest Rules, and acceptance of the prize.

Failure to return required documentation within the specified timeframe may result in disqualification.

## **LIMITATION OF LIABILITY**

The Sponsor assumes no responsibility for entries lost, delayed, or misdirected, or for technical failures of any kind.

By entering, participants release the Sponsor from any and all liability related to participation in the Contest or acceptance/use of any prize.

### **PRIVACY / PERSONAL INFORMATION**

Personal information collected will be used solely for administering the Contest and contacting winners.

Survey responses may be used in aggregated, non-identifiable form for analysis, storytelling, and campaign communications related to **“This Is Edmonton. I Live Here.”**

The Sponsor will handle personal information in accordance with applicable privacy laws.

### **INTELLECTUAL PROPERTY**

All materials related to the Contest, including branding, creative assets, and content associated with **“This Is Edmonton. I Live Here.”**, remain the property of the Sponsor or its licensors.

Unauthorized use is strictly prohibited.

### **TERMINATION / MODIFICATION**

The Sponsor reserves the right, in its sole discretion, to cancel, modify, suspend, or terminate the Contest at any time without notice.

### **GOVERNING LAW**

This Contest is governed by the laws of the Province of Alberta and the federal laws of Canada applicable therein.

### **SOCIAL MEDIA DISCLAIMER**

This contest is in no way sponsored, endorsed, administered by, or associated with any social media platform on which it may be promoted.

All information is provided to the Sponsor only.

Official promotion and contest communications will only be shared via the Sponsor. Any other accounts or posts claiming association are not authorized.