



## **“DRAFT YOUR ALL-STAR SCHOOL LUNCH TEAM” CAFETERIA CONTEST OFFICIAL RULES**

### **About the Draft your All-Star School Lunch Team Cafeteria Contest**

Online and in cafeterias, students will have the opportunity to draft and name their very own All-Star School Lunch Team, while explaining why their team is healthy. 4 national winners (2 online, 2 offline) will receive a NBA prize pack. The local contests will run May 27, 2009 to October 16, 2009, and national entries for the cafeteria contest are due to SNA by October 31, 2009. **Please make sure you read all the contest rules below carefully.**

Please note: These rules apply to the Draft your All-Star School Lunch Team Cafeteria (offline) contest. Please see the separate rules for the online contest at [www.allstarschoollunch.org](http://www.allstarschoollunch.org) or by calling 1 800 877 8822. The online contest is only open to students over the age of 13.

### **Terms**

Draft your All-Star School Lunch Team Cafeteria contest will be open from May 27, 2009 – October 16, 2009.

### **How to Enter**

#### **Section A: Rounds of Judging**

- There are two stages of competition: 1) local competition and winners, 2) national competition and winners. There is no entry fee or other consideration to participate in the contest. The starting point for all entries is entry into a “local” Draft your All-Star School Lunch Team Cafeteria contest as outlined below. Winners of the local contests in schools or districts can be entered into the national contest as detailed below, and at the sole discretion of the organizing responsible person (as described below) of that local contest. Per the rules, SNA is not responsible for local winners selected that are not entered into the national competition for any reason, or for entries that are for any reason not received by SNA for consideration in the national competition.

#### **ROUND 1: LOCAL COMPETITION**

- SNA members and school officials are encouraged to hold local Draft your All-Star School Lunch Team contests in their school or district as a fun way to create excitement among students about school lunch and the All-Star School Lunch campaign. SNA members and school officials should arrange for all aspects of the local competition including judging.
- Judging is encouraged by school grade level to stimulate interest and excitement. SNA suggests selecting winners by grade level.

#### **Specific instructions relating to Round 1 - “Local” contests**

Students in grades 1 through 12 in participating schools must give contest entries to the locally designated school foodservice, school nutrition or school official per the local contest rules in order to be judged at the local level. To have a valid entry, students must do all of the following:

1. Fill out the **Draft your All-Star School Lunch Team Cafeteria Contest- Student Entry Form**

2. Answer the student contest questions and
3. Complete the student contest assignment outlined below in Section B.

Important: see Section B to read the complete contest assignment.

**Entries must be original, not plagiarized and not evocative of any existing commercial branding so as not to infringe any copyrights or trademarks.**

The organizers of local Draft your All-Star School Lunch Team Cafeteria contests will be responsible for selecting winners from the entries received, and may elect to enter those winners into the national competition.

## **ROUND 2: NATIONAL COMPETITION AND WINNERS**

- SNA members and school officials can enter a maximum of 3 winning entries from each 'local' or 'school' competition, to be entered in the national competition and sent to SNA for judging.
- Entries will be accepted at SNA postmarked May 27, 2009 – October 16, 2009 and received by October 31, 2009. Entries received after October 31, 2009 will not be eligible. **Entries can only be accepted from an SNA member or other participating school official. SNA cannot accept entries directly from students.**
- To be considered a valid entry, students must fill out the student contest entry form, answer the student contest questions and complete the student contest assignment as outlined below in Section B. SNA members and school officials must fill out the **Draft your All-Star School Lunch Team Cafeteria Contest - National Entry Form.**
- A panel of judges will review the entries and select a group of finalists.
- The judging panel will pick two (2) overall winning designs from the finalists based on pre-established criteria (Section C). Two (2) additional winners (Four (4) in total) will be picked from the separate online contest.
- These winning entrants will receive a NBA prize pack

### Specific Instructions relating to Round 2 "National" Competition

As schools participate in and select winners of their local contests, they may enter those winners in the national competition, subject to meeting the following requirements.

SNA members or school officials must fill out the **Draft your All-Star School Lunch Team Cafeteria Contest- National Entry Form.** A maximum of three (3) winning entries from all entries received at each school can be sent to the School Nutrition Association (SNA) by an SNA member or other designated school official, for national judging. **Entries can only be accepted from an SNA member or other participating school official. SNA cannot accept entries directly from students.**

No responsibility is assumed by SNA, and entrants waive all claims for lost, late, illegible or misdirected entries or for any problems with postage, U.S. mail delivery or special delivery or technical malfunction of any telephone network or lines, computer equipment, software, failure of any internet service provider or any combination thereof including without limitation any damage to entrant's or any other person's design resulting from participation in this promotion.

All entries for the national contest must be postmarked no later than October 16, 2009 and received at the School Nutrition Association (SNA) by October 31, 2009. SNA members and school officials can send local winning entries to SNA at the following address:

**Before September 1, 2009**



School Nutrition Association  
Draft your All-Star School Lunch Team Cafeteria Contest  
120 Waterfront Street, Ste 300  
National Harbor, MD 20745

**After September 1, 2009**

School Nutrition Association  
Draft your All-Star School Lunch Team Cafeteria Contest  
120 Waterfront Street, Ste 300  
National Harbor, MD 20745

Please include the student contest entry forms, their answers to the contest questions and their drafted team.

**Section B: Student Contest Assignment**

Students should complete in full the **Draft your All-Star School Lunch Team Cafeteria Contest - Student Entry Form** remembering to pick and name their team, and explain why their All-Star School Lunch is healthy.

Please note: The School Nutrition Association and our partners respect your student's privacy! We will not share any personal contact information with anyone outside the staff of the School Nutrition Association Draft your All-Star School Lunch Team Contest. This information is for our contact purposes only, to help school officials notify the winners.

**Rules:**

(a) Content and Originality. Each entry must be the original work of the student, may not have been previously published and may not have won previous awards. Explaining why their All-Star School Lunch is healthy must be in English and 100 words or less.

(b) No Names and Likeness Without Permission: The Essay must not use individuals' names, in whole or in part (except for the Entrant's first name); refer to public figures; contain materials embodying the names, likenesses, or other identifying elements of any person, living, or dead without permission.

(c) No Illegal, Offensive or Inappropriate Content. The Essay must not, in the sole and unfettered judgment of the Sponsor, contain words, images or statements considered offensive to individuals of any race, ethnicity, religion, sexual orientation, or socioeconomic group nor contain material that is unlawful, sexually explicit, libelous or content that potentially infringes on their party rights. Content must be in keeping with Sponsor's reputation and image, at Sponsor's sole discretion.

d) For the entry to be valid, the student must complete the contest entry form in full, including naming the team and explaining why their All-Star School Lunch is healthy in 100 words or less.

(All of the above requirements and criteria, collectively named the "Requirements & Clearances"). Any failure to meet the above requirements may result in disqualification.

All contest entries shall be considered the copyrighted property of the School Nutrition Association (SNA) and will not be returned.

**Section C: Methods and Criteria for Judging**

The method and criteria for judging at the National level will be based on the following criteria.



- Creativity of Team Name (25%)
- Creativity and originality of overall composition of Essay (75%)

In the event of a tie, tied Entries will be re-judged by on the criteria listed above.

### **Judging Panel**

The judging panel may include:

- A School Nutrition Director from a district in the DC/VA/MD area
- A Marketing expert at SNA
- An expert in kid content creation, kid design or kid marketing

### **Section D: Eligibility**

This contest is open to students in grades 1 through 12 attending a school in the United States and who are residents of the United States. Entries can only be submitted to SNA via an SNA member or other participating school official. SNA members and school officials must be professionals or employees employed by a school district or school nutrition operation in the United States and must be over the age of 18. SNA cannot accept entries directly from students.

This contest is not available in any state or local jurisdiction where prohibited or restricted by law. This contest is not open to children of current SNA board members, employees of SNA or immediate family members. By entering, participants without limitation, release and hold harmless SNA and its affiliates, licensees, franchisees, subsidiaries, advertising and promotion agencies from any and all liability for any injuries, loss or damage of any kind in connection with this contest or acceptance and use of a prize won. This contest is VOID where prohibited. There is no purchase necessary to enter the contest. All winners will be notified through their participating school official as defined above.

### **Section E: Prizes**

Four (4) Grand Prize Packs (two (2) online and two (2) offline/cafeteria): Each Grand Prize includes: **[a]** one (1) Spaulding basketball; **[b]** one (1) Orlando Magic Hat and **[c]** one (1) autographed Milk Mustache Ad. All prizes signed by Dwight Howard. Approximate Retail Value ("ARV"): \$210 each.

Total ARV of all prizes: \$840. Prize elements may not be separated. Prizes consist of only those items specifically listed as part of the prize. Sponsor reserves right to substitute prizes (or components of prizes) for prizes of equal or greater values. No other substitutions or transfers of prizes permitted. Sponsor is responsible only for prize delivery; not responsible for prize utility, quality or otherwise. Taxes are the sole responsibility of prize Winners. By accepting prize, prize Winners grant SNA the right to use their names, hometowns, likenesses, and/or prize information for promotional purposes in any medium without additional compensation to the extent permitted by law.

If SNA is unable to contact potential winner(s) through their school official(s) or if any potential winner fails to respond to the notification within 14 days of issuance of notification or if any winner fails to comply with any of the requirements, an alternate winner shall be selected. If, in SNA's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the contest, or if technical difficulties compromise the integrity of the promotion, SNA reserves the right to terminate the contest. Should the contest be terminated prior to the stated expiration date, notice will be posted on [www.schoolnutrition.org/allstar](http://www.schoolnutrition.org/allstar).

