



2017 Technology Awareness Day Website Contest Official Rules

SPONSOR

Sponsor is BNSF Railway (“Sponsor” or “BNSF”).

TERM

The 2017 BNSF Railway’s Technology Awareness Day Website Contest (“Contest”) begins December 9th, 2016 and ends January 20nd, 2017.

Website contest registration must be completed at the time registration for the event is submitted by the designated Career and Technology Education (CATE) coordinator or Upward Bound coordinator at your school no later than **December 9th, 2016**. **Note: You must check the box for the particular contest you want to enter.**

Completed Website entries must be received by BNSF TAD Contest Committee no later than **January 20th, 2017**. **Entries received after this date will not be considered.**

Information on how to enter and prizes form part of these official rules (“Official Rules”). By submitting an entry, each entrant agrees to the Official Rules and warrants that his or her entry complies with all requirements set out in the Official Rules. This is a skill-based contest and chance plays no part in the determination of winners.

WHO MAY ENTER

Eligibility:

Contest is open only to students of participating schools or programs who are in 9th through 12th grades at the time of entry.

One contest entry, per category submission, per student. There is no cost to enter the contest.

Past Grand Prize Winners are not eligible to participate in the category they won.

HOW TO ENTER

Each Entry consists of

- A coversheet with the contest title, student’s name, school, and grade
- An electronic and printed copy of the essay
- Complete and functioning electronic copy of the website uploaded to OneDrive labeled with the WebsiteTitle.StudentName.Grade
- A bibliography page with at least 2 references

The theme for the essay and website is **“Building My Brand through Social Media.”**



The contestant must explain how they would interpret the theme.

Incomplete entries will not be considered.

The coordinators have 3 ways to get contest entries to the contest chair - by email, U.S. postal mail, or drop off to BNSF. The contest co-chairs are Casie Sumners and Andrew Perillo. You may contact the TAD Contest Committee by email or phone: Casie.Sumners@bnsf.com (817-352-3960); Andrew.Perillo@bnsf.com (817-352-0834). The coordinator should let the contest chair know which method is best.

Entries sent via US Mail/FedEx/UPS should be addressed to:

Casie Sumners at 2400 Western Center Blvd, Fort Worth, TX 76131

Your entry must comply with the following requirements (the "Entry Requirements"):

Contestants can use any applicable design software, as long as it can be viewed with a common browser such as Microsoft Internet Explorer, Google Chrome, Mozilla Firefox, etc.

Inappropriate use of language and/or images will automatically disqualify an entry.

The essay must adhere to the following guidelines:

- An original, unpublished work
- One page in length. Maximum two pages.
- Double-spaced, Times New Roman, 12-point font
- Contestants should proofread entries for spelling and grammar.

Each Entry must be developed with limited guidance from others.

Each Entry must be a single work of original material taken by the contest entrant.

By entering the Contest, entrant represents, acknowledges and warrants that the submitted Website and Essay are original works created solely by the entrant and that no other party has any right, title, claim or interest in the Website or the Essay.

Though you retain copyright in each website submitted, the website(s) submitted will not be returned or acknowledged.

Obscene, provocative, inappropriate use of language or otherwise objectionable content will not be considered, and such determination is solely at the discretion of Sponsor.

The entries will be judged in accordance with the Judging Criteria, as defined below.

All entries must be submitted and received by January 20, 2016. Proof of submission is not proof of receipt.

LICENSE

Each entrant retains the copyright to his/her Website(s) and Essay(s), but explicitly grants Sponsor, its licensees, affiliates and their designees (collectively, the "Authorized Parties") an irrevocable, nonexclusive license for the duration of copyright to use each Website and Essay for advertising, marketing, and promotional purposes, in any and all media now known or hereafter created, including but



not limited to publication in catalogs, brochures, blogs, and websites, at Authorized Parties' discretion, without additional consideration, notification, permission to entrant or any third party.

CONTEST PRIZE

- One (1) Grand Prize Winner, one (1) Second Place Winner, and one (1) Third Place Winner will be selected.
- The top three finalists of each category will be recognized at Technology Awareness Day on **February 11, 2017. Winners must be present to receive their prize. If they are not available, the prizes will be awarded to the next highest qualifier present.**
- No prize transfer or assignment by winner permitted. No cash equivalent will be provided. Sponsor reserves the right to substitute prize in the event of unavailability.
- Odds of winning depend on the number of eligible entries received and skill of the entrant.

JUDGING CRITERIA AND CONDITIONS

Judges will select the top entries by applying the following criteria ("Judging Criteria"):

- 1) Website Quality (75%)
 - a) Adherence to Theme (20%)
 - b) Clarity of Presentation, Content and Visual Appearance (25%)
 - c) Ease of navigation (15%)
 - d) Creativity and Originality (15%)
- 2) The quality of the Essay (25%)
 - a) Style and Mechanics (grammar, sentence structure, etc.) (10%)
 - b) Quality of work (15%)

Decisions of the Judges are final.

LIMITATION OF LIABILITY

By participating, participants agree to release, discharge and hold harmless BNSF Railway and its partners, affiliates, subsidiaries, tour operators, agents and their employees, officers, directors, and representatives from any claims, losses, and damages arising out of their participation in this Contest or any Contest-related activities and the acceptance and use, misuse, or possession of any prize awarded hereunder.

BNSF Railway assumes no responsibility for any error, omission, interruption, deletion, defect, or delay in operation or transmission; communications line failure; theft or destruction of or unauthorized access to Contest entries or entry forms; or alteration of entries or entry forms. BNSF is not responsible for any problems with or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of any e-mail entry to be received on account



of technical problems or traffic congestion on the Internet or at any Web site, human errors of any kind, or any combination thereof, including any injury or damage to entrants' or any other persons' computers related to or resulting from participation, uploading or downloading of any materials related to in this Contest.

CONDITIONS

THIS CONTEST IS VOID WHERE PROHIBITED.

Participants also agree (a) to be bound by these Official Rules; and (b) that the decisions of the Judges are final on all matters relating to the Contest. In the event that the selected winner(s) of any prize are/is ineligible or refuses the prize, the prize will be forfeited and Sponsor, in its sole discretion, may choose whether to award the prize to the next highest qualifier present.

Regulations and conditions may apply.

RIGHT TO CANCEL OR SUSPEND CONTEST

If for any reason the Contest is not capable of running as planned, due to infection by computer virus, bugs, worms, Trojan horses, denial of service attacks, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of BNSF that corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, BNSF reserves the right, at its sole discretion, to disqualify any individual(s) who tamper with the entry process, and/or to cancel, terminate, modify, or suspend the Contest. If Sponsor elects to cancel or terminate the Contest, Sponsor will not retain any rights to the submitted photographs.

DATA PRIVACY

Entrants agree that personal data, especially name and address, may be processed, shared and otherwise used for the purposes and within the context of the Contest and any other purposes outlined in these Official Rules. Personal data will be used by Sponsor and its affiliates exclusively for the purposes stated herein.

QUESTIONS

Direct questions regarding technical requirements to Casie.Sumners@bnsf.com with "Website Contest Question" in the subject line.