



2025 Technology Awareness Day Mobile App / Website Design Contest Official Rules

SPONSOR

Sponsor is BNSF Railway ("Sponsor" or "BNSF").

TERM

The 2025 BNSF Railway's Technology Awareness Day Mobile App / Website Design Contest ("Contest") ends on January 31, 2025.

Mobile App / Website Design contest registration should be completed at the time registration for the event is submitted by the student participant but is not required to participate.

Completed Mobile App / Website Design entries must be received by BNSF TAD Contest Committee no later than **January 31, 2025. 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:

The 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.

As of 2024, Past Grand Prize Winners are now eligible to participate in the category they won.

HOW TO ENTER

Each Entry consists of

- Cover sheet including the Contest Title, Student's Name, School, and Grade
- Word document explaining the website/app features, functionality, and why it's important.
- An electronic copy of the Mobile App and/or Website Design
- A Bibliography page with references, if applicable
- Participant can attend TAD either virtually or in person to qualify for the contest

Prompt:

- **Design a mobile app and/or website that relates to one of the following sub-themes:**



- **Authenticity in AI:** making sure that the artificial intelligence system behaves in a way that is fair, honest, and follows ethical standards

Illustrate the solution in any tool. Examples include a PowerPoint presentation, free online web tool, etc. Show how your mobile app and/or website might look and how a user would navigate through it using a process flow.

Incomplete entries will not be considered.

The student participant must submit contest entries and questions directly to TAD@bnsf.com.

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

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

The Word document must adhere to the following guidelines:

- An original, unpublished work
- Maximum of 1 page
- 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 Mobile App and/or Website Design Presentation and Essay are original works created solely by the entrant and that no other party has any right, title, claim or interest in the Mobile App and/or Website Design Presentation or the Essay.

Though you retain copyright in each Mobile App and/or Website Design submitted, the Mobile App and/or Website Design(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 31, 2025. Proof of submission is not proof of receipt.



LICENSE

Each entrant retains the copyright to his/her Mobile App / Website Design(s) and Essay(s), but explicitly grants Sponsor, its licensees, affiliates and their designees (collectively, the "Authorized Parties") an irrevocable, non-exclusive license for the duration of copyright to use each Mobile App / Website Design 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 8, 2025. Contestants must attend the Awards Ceremony to be able to receive their prize. If a contestant is not able to attend, they must notify us by January 31, 2025.**
- No prize transfer or assignment by winner permitted. No cash equivalent will be provided. The sponsor reserves the right to substitute the prize in the event of unavailability.
- Odds of winning depend on the number of eligible entries received and the skill of the entrant.

JUDGING CRITERIA AND CONDITIONS

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

- a) Clarity of Presentation, Content and Visual Appearance (30%)
- b) Creativity and Originality (30%)
- c) Relating to Ethical Technology or Cyber Security (25%)
- d) Ease of navigation as illustrated in the design presentation (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 TAD@bnsf.com with "Mobile App / Website Design Contest Question" in the subject line.