

#itsaboutgiving Official Contest Rules

Compassion International, Inc.
12290 Voyager Pkwy
Colorado Springs, CO 80921

- 1) As part of the #itsaboutgiving campaign, Compassion International will conduct several contests across multiple social media platforms between Dec. 1 and Dec. 22, 2012. This document contains the specific rules governing each contest and the overall campaign.
- 2) **Unless otherwise stated, the following criteria apply to each of the individual contests.**
- 3) Current employees of Compassion International are not eligible to win any prizes.
- 4) All times are Mountain Standard Time (MST). Entrants in other time zones must factor in the time difference.
- 5) All entries—blog posts, photographs, pins, etc.—must be submitted during the respective contest period to be eligible to win a prize.
- 6) By participating you agree:
 - a) To be bound by these Official Rules.
 - b) That the decisions of Compassion International are final on all matters relating to the campaign and contests.
 - c) You are not participating on behalf of any third party.
 - d) That in the event you do not comply with any aspect of these rules you will forfeit your right to a prize.
- 7) Compassion International may substitute prizes as necessary.
- 8) **COMPASSION BLOGGERS CONTEST**
- 9) Contest Period: Contest will begin on Tues., Dec. 4 at 07:00 a.m. MST and continue through Sat., Dec. 22 at 11:59 p.m. MST.
- 10) Eligibility: Members of the Compassion Bloggers Network (www.compassionbloggers.com) are eligible to participate and win prizes.

11) How to Participate:

- a) [Join the Compassion Bloggers network.](#)
- b) Write blog posts in accordance with the topics and guidance included in the weekly writing assignments sent via email on Dec. 4, Dec. 10 and Dec. 17.
- c) Submit your blog post URL for the respective assignments before the end of the Contest Period by sending an email containing the URL to brianne@compassionbloggers.com.
- d) If Compassion cannot verify that you are a member of the Compassion Bloggers network your entry will be invalid.
- e) You may submit more than one blog post per writing assignment.
- f) By participating you agree that Compassion may use your blog post in future promotional and marketing materials in accordance with the “contest release” contained at the end of these rules.

12) Prizes:

- a) Every day during the Contest Period that Compassion receives at least \$1,000 via the link distributed to the Compassion Bloggers network, Compassion will select one blogger from the network to receive a \$50 child gift for his or her sponsored child.
 - i) If the winner does not sponsor a child, he or she will receive a \$50 credit to the [Compassion store](#).
 - ii) If the winner sponsors more than one child, the gift will be given to the child that the winner has sponsored for the shortest amount of time.
 - iii) A blogger can win more than once.

13) Selecting Winners:

- i) Winners will be randomly selected from the submitted blog post URLs using www.random.org.

14) Notification of Winners:

- a) All prize winners will be announced via a blog post published on blog.compassion.com on January 2, 2013.

- b) Compassion will use the name and email address associated with the winner's Compassion Bloggers account to identify the child to receive the gift.
 - i) If the winner cannot be identified in our sponsor database with this information, Compassion will contact the winner by email to obtain additional information.

15) **PINTEREST CONTEST**

16) Contest Period: Contest will begin on Mon., Dec. 3 at 08:00 a.m. MST and continue through Sun., Dec. 22 at 11:59 p.m. MST.

17) Eligibility: The contest is open to anyone who has an account on Pinterest.

18) How to Participate:

- a) Create a Pinterest board titled "It's About Giving" and tag us [@compassion](#) so we know the board exists.
- b) On the board you create,
 - i) repin the contest announcement we pin to our board (<http://www.pinterest.com/compassion/its-about-giving>) on Dec. 3.
 - ii) Show us what giving is, and pin anything that is relevant to your interpretation of the phrase "It's About Giving."
- c) We will repin our favorite pins from the "It's About Giving" boards we are tagged in to our account.

19) Prizes:

- a) Ten \$50 child gifts.
 - i) If a contest winner is not a sponsor, a \$50 credit to the [Compassion store](#) will be given.
 - ii) If the winner sponsors more than one child, the gift will be given to the child that the winner has sponsored for the shortest amount of time.
 - iii) A person can win more than once.

20) Selecting Winners

- a) Winners will be randomly selected from the pins we repin to our [It's About Giving board](#) using www.random.org.

21) Notification of Winners:

- a) All prize winners will be announced (and tagged) in a new pin and comment on our [It's About Giving board](#) on January 2, 2013.
- b) To claim a prize, winners must send their name and sponsor number to contest@compassion.com by January 31, 2013.
- c) If an email is not received during this period, the prize will be forfeited.

22) INSTAGRAM CONTEST

23) Contest Period: Contest will begin on Mon., Dec. 3 at 08:00 a.m. MST and continue through Sun., Dec. 22 at 11:59 p.m. MST.

24) Eligibility: The contest is open to anyone who has an account with Instagram.

25) How to Participate:

- a) Show us what giving is. Show us the joy, the reward, the sacrifice, the time, the variety, the pain, etc. of giving by tagging your photos on Instagram with #itsaboutgiving.
- b) Multiple submissions are allowed.
- c) Submitting another person's work is not allowed.

26) Prizes:

- a) Five \$50 child gifts.
 - i) If a contest winner is not a sponsor, a \$50 credit to the [Compassion store](#) will be given.
 - ii) If the winner sponsors more than one child, the gift will be given to the child that the winner has sponsored for the shortest amount of time.
 - iii) A person can only win once

27) Selecting Winners:

- a) The top five tagged photos, as judged by a panel of Compassion employees, may be featured on compassion.com and blog.compassion.com and shared

with our social media followers. This includes but is not limited to: Facebook, Twitter, Pinterest, Instagram and Google+.

- i) By participating you agree that Compassion may use the winning images in this way and that you grant Compassion a non-exclusive license to use your image(s) as stated above.
- ii) Credit will be given to the photographer when the photographs are shared.

28) Notification of Winners:

- a) All prize winners will be announced (and tagged) from our Instagram account (@compassion) on January 2, 2013.
- b) To claim a prize, winners must send their name and sponsor number to contest@compassion.com by January 31, 2013.
- c) If an email is not received during this period, the prize will be forfeited.

29) Tampering and Delivery Disclaimer

- a) Compassion International, in its sole discretion, reserves the right to disqualify any person, who Compassion International determines (in its sole discretion) is or is attempting to:
 - i) tamper with any Compassion International Website and/or any part of the Contest;
 - ii) attempting to undermine the legitimate operation of the Contest by cheating, deception, or other unfair playing practices
 - iii) intending to annoy, abuse, threaten or harass any other participants or Compassion International's Agents
 - iv) otherwise violating these Official Rules or the Terms of Use of Compassion International Websites.
- b) ANY ATTEMPT TO DELIBERATELY DAMAGE A COMPASSION INTERNATIONAL WEBSITE (OR ANY PART THEREOF) OR UNDERMINE THE OPERATION OF THIS CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD ANY SUCH ATTEMPT BE MADE, COMPASSION INTERNATIONAL AND ITS LICENSEES (IF ANY) RESERVE THE RIGHT TO SEEK DAMAGES AND ANY OTHER AVAILABLE REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR ANY SUCH ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. EACH ENTRANT (OR, IF THE ENTRANT IS NOT OF AGE OF MAJORITY, THE LEGAL GUARDIANS THEREOF) AGREES TO INDEMNIFY AND HOLD HARMLESS COMPASSION INTERNATIONAL AND ITS AGENTS FROM AND AGAINST ANY AND ALL CLAIMS, LOSSES, DAMAGES AND/OR LIABILITIES, INCLUDING REASONABLE ATTORNEYS' FEES AND EXPENSES, THAT MAY BE ASSERTED AGAINST OR INCURRED BY ANY OF

THEM AT ANY TIME, IN CONNECTION WITH THIS CONTEST, AND/OR BY ENTRANT'S BREACHES OF ANY REPRESENTATION, WARRANTY OR COVENANTS ASSOCIATED WITH THIS CONTEST.

- c) For all contests Compassion International disclaims all liability for any delays, misdelivery, loss, or failure in the delivery of any item sent by mail, courier, express, electronic transmission, or other delivery method.
 - i) Compassion International is not responsible for mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, including: failed, incomplete, garbled or delayed transmission of online entries, traffic congestion on the Internet or at any website or lost or unavailable network connections which may limit an online entrant's ability to participate in the Contest, and any injury or damage to entrant's or any other person's computer related to or resulting from participating in or downloading any information necessary to participate in the Contest.
 - ii) Compassion International further reserves the right to cancel, terminate or modify the contest if, in the sole discretion of Compassion International, it is impossible or impractical to complete the contest as planned for any reason, including, but not limited to, infection by computer virus, bugs, tampering, unauthorized intervention or technical failures of any sort.

- d) Conduct and Decisions
 - i) By participating in the Contest, participants agree to be bound by the decisions of Compassion International personnel.
 - ii) Persons who violate any rule, gain unfair advantage in participating in the Contest, or obtain winner status using fraudulent means will be disqualified.
 - iii) Unsportsmanlike, disruptive, annoying, harassing or threatening behavior is prohibited.
 - iv) Compassion International will interpret these rules and resolve any disputes, conflicting claims, or ambiguities concerning the Contest rules and Compassion International's decisions concerning such disputes shall be final.

Contest Release

1. By submitting my entry to the Contest(s) in accordance with the official rules, I hereby grant, unless stated otherwise in the contest rules, Compassion International and its designees the perpetual, worldwide right to edit, adapt, modify, reproduce, promote, publish, and otherwise use my Entry and/or its contents in any way and in any media for trade, advertising, promotional,

and/or any other purposes, as Compassion International and/or its designees may determine or see fit, without having to seek permission from, and without consideration or notification to any participant or any third party. I also agree that the entry may, in Compassion International's sole discretion, be posted online at the contest website and/or any other website as determined by Compassion International, for visitors to the website(s) to view.

2. Further, I represent and warrant that I own all right, title and interest and have obtained all appropriate permissions and releases to grant Compassion International ownership of all entries and the content thereof, which shall include but not be limited, all right, title and interest to any patent, trademark, trade secret, copyright or other proprietary rights, including but not limited to, privacy and publicity rights, in and to, all entries and to enable Compassion International to use all entries as described in the official rules herein.
3. I hereby agree to indemnify, defend and hold harmless Compassion International and its affiliates, licensees, successors and assigns from and against any and all liability, losses, costs and expenses (including attorneys' fees) incurred as a result of any entry submitted to Compassion International in violation of any terms contained in the official rules, including, but not limited to, any failure on my part to obtain the releases required in the official rules.
4. I hereby agree that in accordance with the rules governing the Compassion Bloggers and Pinterest contests, winners will be selected by Compassion International using www.random.org and I agree to indemnify, defend and hold harmless Compassion International and its affiliates, licensees, successors and assigns from and against any and all claims regarding bias, prejudice or self-dealing in Compassion International's selection of the winner. I further agree that Compassion International's decision is final.