



**2030, INC./ARCHITECTURE 2030
REVERBERATE COMPETITIONS OFFICIAL RULES**
(No Purchase Necessary)

The following are the Official Rules for the Reverberate Competitions:

PURPOSE

The purpose of the Reverberate Competitions is to create a message that will reverberate throughout your campus and around the country. Entrants who have watched the Face It webcast will be better informed about the importance, meaning and purpose of this message, so we encourage everyone to watch the free, half-hour webcast before creating your Competition entries.

In general, for the graphic design categories, the message must be 'No Coal'; for the video categories, the message must present 'No Coal' and the 2030 Challenge as a two-fold solution to global warming.

The prize money is intended to award Entrants whose entries are visually powerful and provocative, able to reverberate the importance of the 'No Coal' message (graphic design) or the 'No Coal'/2030 Challenge message (video) throughout the nation.

Remember that originality, impact and quality are all important aspects of good design.

ELIGIBILITY

The Reverberate Competitions are open to currently-enrolled students, who are at least 18 years old. Employees, contractors, directors or officers of 2030, Inc./Architecture 2030 ("2030") or any of the Face It/Reverberate event Sponsors, and their immediate families (spouse, parent, sibling, child, and respective spouses), are not eligible. All Entrants agree to be bound by the Official Rules. All Entrants understand that the Competitions will be administered under the state and/or federal laws of the United States of America, whether or not the Entrant is a US citizen.

ENTRY CATEGORIES AND DESCRIPTIONS

Reverberate Graphic Design Competition Entries

There are three categories for the Reverberate Graphic Design Competition:

- Face design using black and white paint only
- Face design using color paint (can include black and white paint)
- Body/Body Part design using any paint color

Face Designs (B&W and Color):

Using non-toxic, washable face paint, create and paint a 'No Coal' message on your face, or another student's face.

NOTE: For the purposes of this Competition, the face is defined as the outer edge of the left ear to the outer edge of the right ear, from the top of the forehead at the hairline to the bottom of the neck where it meets the collarbone. This is the maximum area that can be used, but you are not required to use this entire area. However, this entire area must be shown in your entry images.

For your entry to qualify:

- You must include the phrase 'No Coal' in your design. At least one occurrence of the phrase 'No Coal' must be clearly legible in your design. Whether to use upper or lowercase letters is up to you.
- You must submit two images of the person wearing your design, one of the face and one of the back of the head. The two images must be of the same person. The person's head must be the same size in both images, i.e. do not submit a close-up of the face and a distant shot of the back of the head.
 - For the face image, the person wearing your design must be facing directly forward. Profile shots will be disqualified.
 - For the back-of-the-head image, the person wearing your design must be facing directly backward. Profile shots will be disqualified.
 - Each image must be a 72dpi jpeg in the proportion of 3x4, for example: 200px wide x 267px high. Any images not in this proportion will be cropped. Maximum file size: 500k. The image file must have the .jpg extension. For example: No_Coal.jpg

NOTE: Be sure to save a high-resolution version (300dpi) of your image in case you win!

Body/Body Part Designs (B&W and Color):

Using non-toxic, washable face or body paint, create and paint a 'No Coal' message on all or a part of your body, ex. ear, arm, foot (see Note below). For full-body images, we recommend wearing a body suit or similar covering and painting on top of it.

NOTE: Indecent or inappropriate images, as determined solely by 2030, will be disqualified. All images are reviewed before posting to 2030's Web site. Indecent or inappropriate images will not be posted.

For your entry to qualify:

- You must include the phrase 'No Coal' in your design. At least one occurrence of the phrase 'No Coal' must be clearly legible in your design. Whether to use upper or lowercase letters is up to you.
- You must submit two images of yourself or another student wearing your design. We suggest that you choose the two images that best represent your design. The two images must be of the same person.
 - Each image must be a 72dpi jpeg in the proportion of 3x4, for example: 200px wide x 267px high. Any images not in this proportion will be cropped.

Maximum file size: 500k. The image file must have the .jpg extension. For example: No_Coal.jpg

NOTE: Be sure to save a high-resolution version (300dpi) of your image in case you win!

Reverberate Video Competition Entries

There are two categories for the Reverberate Video Competition:

- Silent Video
- Video with Sound

Note: For the purposes of this Competition, 'silent' means absolutely no sound, including no voiceover and no music.

Videos (Silent and with Sound):

Create a video presenting 'No Coal' and the 2030 Challenge as the two-fold solution to global warming.

For your entry to qualify:

- You must include the phrases 'No Coal' and 'the 2030 Challenge' in your video. For Silent Videos, the phrases must appear graphically. For the Videos with Sound, the phrases can appear either graphically or audibly or both.
- Maximum video duration: 60 seconds. It is not necessary to use the entire 60 seconds; entries are not judged on duration (see JUDGING CRITERIA). Maximum file size: Follow [YouTube](#) rules.

NOTE: Be sure to save a high-resolution version (640x480; .mov) of your video in case you win!

DEADLINES

2030 assumes no responsibility for lost, late, damaged, misdirected, illegible or incomplete entries. We encourage Entrants to get their entries in early and NOT to wait until the last minute. **2030** is not responsible for entries that are not received by the following deadlines:

Graphic Design Entries:

All graphic design entries must be *received* via the SUBMISSION PROCESS described below by February 1, 2008 at 11:59 p.m. PST.

Video Entries:

All video entries must be *received* via the SUBMISSION PROCESS described below by February 8, 2008 at 11:59 p.m. PST.

MAXIMUM NUMBER OF SUBMISSIONS/ INDIVIDUAL AND TEAM ENTRANTS

Although there is no maximum number of submissions per Entrant, we ask that Entrants limit their number of submissions to three per category. Entries will be accepted from an individual or a team of collaborators.

SUBMISSION PROCESS

NOTE: By submitting an entry, the Entrant i) warrants that it is his/her original work (see OWNERSHIP RIGHTS IN SUBMISSIONS) and ii) understands and accepts that all entries become the property of 2030 (see INTELLECTUAL PROPERTY RIGHTS IN ENTRIES).

Reverberate Graphic Design Competition

Entries for the Reverberate Graphic Design Competition must be submitted electronically via the online submission form at:

<http://www.architecture2030.org/faceit/upload.php>

By clicking the submit button, entries are finalized and cannot be altered at a later time. 2030 will not accept mailed entries.

If an attached file is corrupt, 2030 will attempt to contact the Entrant for a replacement file, using the email address submitted during the SUBMISSION PROCESS. However, if 2030 is unable to contact the Entrant after two attempts, the entry will be disqualified. *All files, including replacement files, must be received no later than February 1, 2008 at 11:59 p.m. PST.*

Reverberate Video Competition

There is a two-step process for video entries:

1. Entries must be uploaded to YouTube electronically via their online submission form:

Making Videos for YouTube:

<http://www.google.com/support/youtube/bin/topic.py?topic=10521>

Uploading Videos to YouTube:

<http://www.google.com/support/youtube/bin/topic.py?topic=10524>

2. Once the entry has been submitted to *and* posted on YouTube, Entrant must submit the YouTube Embed Code for their video electronically via the online submission form at <http://www.architecture2030.org/faceit/upload.php>.

If an Embed Code is corrupt, 2030 will attempt to contact the Entrant for a replacement Embed Code, using the email address submitted during the SUBMISSION PROCESS. However, if 2030 is unable to contact the Entrant after two attempts, the entry will be disqualified. *All Embed Codes, including replacement Embed Codes, must be received no later than February 8, 2008 at 11:59 p.m. PST.*

By clicking the submit button, entries are finalized and cannot be altered at a later time. 2030 will not accept mailed materials. 2030 is not responsible for the functionality or performance of YouTube or the YouTube Embed Codes.

JUDGING

Entries will be pre-judged by online voters via the architecture2030.org Web site, resulting in ten (10) finalists per graphic design category and three (3) finalists per video category. Online voting for the graphic design finalists will end on February 8, 2008 at 11:59 p.m. PST. Online voting for the video finalists will end on February 15, 2008 at 11:59 p.m. PST. The panel of three judges will each select an entry to add to each finalist list.

The judges will choose the Winners from amongst the finalists, during the month of February 2008. Each winner will be notified via the email address submitted during the SUBMISSION PROCESS. Judges' decisions are final and binding, including determinations as to eligibility. If a Winner chooses not to accept a prize, an alternate Winner will be chosen.

JUDGING CRITERIA

Entries will be judged on the following criteria: originality, effectiveness in conveying the 'No Coal' message (graphic design) or 'No Coal/2030 Challenge' message (video), visual impact, presentation and quality.

WINNERS AND PRIZES

Winners will be contacted in February 2008. All prize money will be awarded in US dollars. There are a total of five categories (see Entry Categories and Descriptions above). The Winner in each category will be awarded \$4000. All winning entries will be featured on architecture2030.org.

In addition, of the two Graphic Design winners in the face design categories, one will be chosen as the Overall Graphic Design Winner. The Overall Graphic Design Winner's design will be featured in the March or April 2008 issue of *Metropolis* and on metropolismag.com. Of the two Video winners, one will be chosen as the Overall Video Winner. The Overall Video Winner's video will be featured on metropolismag.com.

All federal, state and local taxes on prize winnings are the sole responsibility of the Winners. A 1099 tax statement will be filed with the IRS for each of the Winners and each Winner will be required to sign a W-9 form. Winners will also be required to sign various agreements, including an Affidavit of Eligibility, a Waiver, an Assignment of Intellectual Property Rights and a Publicity Release. Failure to do so will result in forfeiture of the prize. The identities of the prizewinners will be posted at architecture2030.org.

WINNER'S OBLIGATIONS

In addition to the other obligations listed throughout these Official Rules, each Winner must:

- *Graphic Design*: present publication-quality images of their winning entry, defined as 300 dpi at 10"x12",
- *Video*: present publication-quality video of their winning entry, defined as 640x480 in .mov format,
- provide a publication-quality headshot and bio,
- provide image credits as necessary and
- be available for interview by **2030** and Metropolis.

The winner may also be asked to present his/her entry at the announcement ceremonies for the Reverberate Competitions, or in other public discussions.

OWNERSHIP RIGHTS IN SUBMISSIONS

Entrant must have all ownership rights in and to his/her submission(s). By submitting an entry, Entrant represents and warrants that the design contained therein is his/her original work and that no other person or entity has any ownership interest in the design or is entitled to any payment for the use of the design. Entrant's entry must not have been submitted in any other competition or previously published. **2030** reserves the right to void and/or disqualify any submission, if found in **2030's** sole discretion to be plagiarized, copied, or fraudulent; to infringe upon existing rights of others; or to be incomplete, damaged, obscene, vulgar, offensive or otherwise unsuitable.

2030 assumes that all entries are original and are the works and property of the Entrant, with all rights granted there-in. **2030** is not responsible for incorrect information provided on entry forms that misrepresents the intellectual property rights of original ownership of ideas. **2030** assumes that all images provided with entries are free of any third-party rights. **2030** is not liable for violations of any third-party rights, including, but not limited to, claims of copyright, trademark, patent infringement, defamation, trade secrets, or trade dress on the part of the Entrant.

INTELLECTUAL PROPERTY RIGHTS IN ENTRIES

By submitting an entry, each Entrant agrees that **2030** shall own the entry (including all intellectual property related to or embodied in such design) and that the Entrant has relinquished all intellectual property in the entry to **2030**. **2030** reserves all rights related to the entries, including the rights to edit, publish, use, adapt, exploit, modify, copy, disseminate, post, or dispose of the entries, online, in print, film, television, or in any other media for advertising and promotional or other purposes, or license others to do so, without compensation or notification to the respective Entrants of any kind, except as prohibited by law. **2030** may have products produced based on one or more of the entries (but reserves the right not to do so), and the Entrants will have no right to any profits or other compensation related to the commercial exploitation of the entries.

RIGHT TO USE NAME, LIKENESS, ETC.

By submitting an entry, Entrant grants to **2030**, its parents, subsidiaries, affiliates, successors and assigns, the right, except where prohibited by law, to use his/her

name, likeness, city and state, biographical information and written or oral statements, for advertising and promotional purposes in promoting or publicizing **2030** and its products or services, without compensation, unless required by law. Entrant shall have no right of approval, no claim to compensation, and no claim (including, without limitation, claims based on invasion of privacy, defamation, or right of publicity) arising out of any use, blurring, alteration, or use in composite form of your name, likeness, city and state, biographical information, or entry. The rights granted under this paragraph are without compensation or notification to the Entrant of any kind, except as prohibited by law, and shall extend to all entries and all other submitted materials related to the Competitions, including those submitted by non-winners and Winners.

GENERAL CONDITIONS

By participating in the Competitions, Entrant agrees to abide by the terms of these Official Rules and by the decisions of **2030** and the judges, which will be final and binding on all matters pertaining to the Competitions. Except where prohibited by law, by entering the Competitions, each Entrant agrees that **2030** and its designees may use his or her name, likeness, city, and state for advertising, promotional, and other purposes in any media now or hereafter known throughout the world (including the right to post entry on **2030's** Web sites) without further compensation or notification. Neither **2030** nor the Sponsors, nor their respective parents, affiliates, subsidiaries, divisions, advertising, and promotion agencies, nor the respective officers, directors, employees, or agents of the foregoing (collectively, the "Released Parties") are responsible for any injury, losses, or damages of any kind resulting from participation in these Competitions. If for any reason the Competitions are not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of **2030** and the Sponsors, which corrupt or affect the administration, security, fairness, integrity, or proper conduct of these Competitions, **2030** reserves the right in their sole discretion to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify, or suspend the Competitions, and/or to judge entries from among all eligible, non-suspect entries received prior to such action. Released Parties assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft, or destruction or unauthorized access to, or alteration of, entries. Released Parties are not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by **2030** on account of technical problems or traffic congestion on the Internet or at any Web site, including, but not limited to, YouTube, or any combination thereof, including any injury or damage to Entrant's or any other person's computer related to or resulting from participation or downloading any materials in these Competitions. **CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THESE COMPETITIONS IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, 2030 RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.**

PRIVACY

By entering the Competitions, Entrant agrees and consents that any information he/she provides upon entering may be used by **2030** and the Sponsors in accordance with their respective Privacy Policies, available at their respective Web sites. If you do not want your information used in this manner, do not enter this Competition.

RELEASE OF CLAIMS

By submitting an entry, Entrant agrees to the following:

In consideration of my participation in the Competitions, and for other good and valuable consideration, receipt of which is hereby acknowledged, I, on behalf of myself, my executors, heirs and assigns, hereby waive, release, forever discharge and agree to hold harmless 2030 from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses of any kind to person or property resulting in whole or in part, directly or indirectly, from my participation in the Competitions and/or acceptance or use of any prize. I further agree to release and indemnify and hold harmless 2030 from any and all claims that any commercial, advertising, presentation, web content or any other material subsequently produced, presented, and/or prepared by or on behalf of 2030 infringes on my work as contained in the Submission. I hereby agree that this Release shall be governed, interpreted and construed in accordance with the laws of the State of New Mexico without regard to conflicts of law rules. I further agree that Santa Fe, New Mexico shall be the exclusive forum for the resolution of any dispute arising out of this Release or my participation in the Competitions without regard to venue or jurisdictional rules. I UNDERSTAND AND AGREE THAT THIS IS A COMPLETE RELEASE AND DISCHARGE OF ALL CLAIMS AND RIGHTS I MAY HAVE AGAINST RELEASED PARTIES AND THAT NO ACTION WILL BE TAKEN BY OR ON BEHALF OF MYSELF WITH RESPECT TO ANY SUCH RIGHTS.