

*Last Updated: 1/12/24*

## **2023- 2024 BE BOLD GIRLS: TRANSFORM THE NORM CHANGEMAKER CHALLENGE CONTEST**

### **OFFICIAL RULES**

These Official Rules (the “Rules”) govern the operation of the 2024 BE BOLD GIRLS: TRANSFORM THE NORM CHANGEMAKER CHALLENGE CONTEST (the “Contest”). Be Bold for Change (“Sponsor”), located at 7021 169<sup>th</sup> Ave SE, Bellevue, WA, 98006, USA, is the Contest sponsor. BY REGISTERING A TEAM (AS DEFINED BELOW) FOR THE CONTEST, YOU AGREE TO BE BOUND BY THESE RULES. IF YOU DO NOT AGREE TO THESE RULES, DO NOT REGISTER ANY TEAMS FOR THE CONTEST.

In these Rules, "Be Bold for Change", "we", "our" and "us" refer to Sponsor and “you” and “yourself” refers to a Contest participant.

BY REGISTERING A TEAM FOR THE CONTEST, YOU AFFIRM THAT YOU ARE OF LEGAL AGE TO ENTER INTO AN AGREEMENT WITH SPONSOR.

You are fully responsible for (i) the conduct of your Team Members; and (ii) the consequences of any misconduct by your Team Members. By registering a Team for the Contest, you represent and warrant that you have obtained the written consent of each Team Member (as defined below) or, for any Team Member who has not reached the age of majority in their legal place of residence, their parent or guardian, to participate in the Contest.

### **1. CHANGES**

Be Bold for Change may change, modify, limit, and/or eliminate the Contest and/or all or any portion of the Rules, or any policy pertaining to the Contest from time to time and in its sole discretion, including but not limited to the following: (a) prizes offered to winners of the Contest, (b) deadlines for claiming a prize or submitting Forms (as defined below), (c) Contest eligibility requirements, and (d) Entry requirements and judging criteria. If we make changes to the Rules, we will notify you of such changes by any reasonable means, including by posting the revised Rules at [www.beboldgirls.org](http://www.beboldgirls.org). Any such changes to the Rules will not apply to any dispute between you and us prior to the date on which we posted the revised Rules incorporating such changes, or otherwise notified you of such changes. Unless we say otherwise, the amended Rules will be effective immediately. Your participation in the Contest following any changes to the Rules will constitute your acceptance of such changes. If you do not agree to the changed Rules, you must stop participating in and or withdraw your Team’s registration from the Contest. The “Last Updated” legend above indicates when these Rules were last changed.

### **2. CONTEST DESCRIPTION**

The Contest is a skill-based contest. The goal of the Contest is to inspire young women and girl students, to design solutions to challenges they experience and encourage them to use their talent to solve real-world problems. During the Contest, educators, instructors, parents, guardians and/or other leaders will register student teams (as further described below, “Teams”) Each Team will create a “Transform the Norm Changemaker” related concept (a “Concept”), choose and conduct research on a real-world problem related to such Concept (a “Problem”) and formulate a solution to that Problem that

showcases their understanding of an issue facing women and or girls (a “Solution”). Finally, each Team will prepare a submission to the Contest to showcase their findings and their proposed solutions (as further described below, an “Entry”). All Entries that are eligible (as determined in Be Bold for Change’s sole discretion and in accordance with these Rules) and received by us will be judged according to the criteria described below to determine the winners of the Contest.

### **3. ENTRY PERIOD**

The Contest submission period starts at 12:00 A.M. Greenwich Mean Time (GMT) on November 1, 2023 and ends at 11:59 P.M. Greenwich Mean Time (GMT) on March 9 , 2024 (the “Entry Period”). Any Entries that we do not receive during the Entry Period (regardless of reason or fault) are ineligible and will not be judged in the Contest.

### **4. ELIGIBILITY**

The Contest is a closed promotion open only to Teams that meet the following criteria:

- **Teams:** Each Team must be comprised of one (1) Team Leader (as defined below) and a minimum of one (1) and a maximum of six (6) Team Members. Only one (1) Entry per Team may be submitted for judging in the Contest; we will accept no more than one (1) Entry per Team.
- **Team Leaders:** Each Team leader (the “Team Leader”) must be, as of February 1, 2024 eighteen (18) years of age or older and a legal resident of the 50 United States (including the District of Columbia). One (1) Team Leader may lead multiple Teams.
- **Team Members:** Each student member of a Team (“Team Member”) must be, as of February 1, 2024, between thirteen (13) and eighteen (18) years of age and a legal resident of the 50 United States (including the District of Columbia). Each Team Member may only be a member of one (1) Team.

If you are thirteen (13) years of age or older but have not reached the age of majority in your legal place of residence, then you should have consent of a parent/legal guardian before entering this Contest. Persons involved in the execution or administration of the Contest are eligible to participate in the Contest. The Contest is void where prohibited by law.

### **5. HOW TO ENTER THE CONTEST**

For a Team to participate in the Contest, it must comply with the requirements set forth in these Rules and its Team Leader must:

- Register the Team for the Contest at [beboldgirls.org](http://beboldgirls.org);
- Guide and instruct the Team Members as necessary;
- Submit the Team’s Entry i.e presentation no later than 7<sup>th</sup> March 2024
- Follow the instructions at [beboldgirls.org](http://beboldgirls.org) to access Contest materials
- Submit the Team’s Entry in accordance with Section 6 below; and
- Only provide individual Team Member’s personal data to Be Bold for Change in accordance with Section 8 below.

### **6. ENTRY COMPONENTS**

Entries that do not comply with each of the following requirements are ineligible for and will not be judged in the Contest:

**Presentation Guidelines:**

All participating teams will be required to prepare a 10-minute pitch using any format they wish e.g. video, PowerPoint, demonstration, or other format.

Each team will be invited to present their solution on Changemaker Challenge Pitch Day, March 9, 2024.

All presentations must include:

- A description and name of the solution
- A problem statement and short description of the scale of the problem the solution is designed to solve
- Share the approach and key findings of the research conducted by the team to support their proposal
- How easily it could be implemented
- Expected impact of the solution on target audience
  
- **Solution:** Each Entry must include a Solution that addresses the applicable “Transform the Norm” Concept. By way of example, Solutions that (a) constitute a new solution or service that might lead to solving or addressing the Problem, (b) improve an existing solution or service in a way that might lead to solving or addressing the Problem or (c) communicate a message to an authentic audience responsible for addressing the Problem or its consequences, are deemed to address the applicable Concept for purposes of the foregoing requirement.
- **Other Requirements:**
  - Each Entry (~~and, for clarity, each PowerPoint, Concept, solution, and Video~~), must be the applicable Team Members’ original work, ~~and Videos~~ (including but not limited to, their filming, editing, graphic design must be solely the work of the Team Members.
  - Each Entry must be in the English language.
  - Each Entry cannot have been previously selected as a winner in any other contest provided by Be Bold for Change or any other entity.
  - The Team must have obtained any and all consents, approvals or licenses required for it to submit the Entry and any content contained therein.
  - To the extent that your Team’s Entry includes the submission of user-generated content such as software, photos, videos, music, artwork or essays, you warrant that your Entry is your Team’s original work, has not been copied from others without first obtaining the necessary permission or rights and does not violate or infringe upon the privacy, intellectual property or other rights of any person or entity. You may include Be Bold for Change logos and designs in your Entry, and Be Bold for Change hereby grants you a

non-exclusive, revocable, royalty free, fully paid-up, limited license to use such logos and designs in your Entry during the Entry Period solely for the purposes of submitting your Entry to the Contest and subject to compliance with the restrictions and obligations set forth in the Be Bold for Change Guidelines.

- Your Entry may NOT contain any content that is obscene, offensive, violent, defamatory, disparaging, inappropriate, objectionable or unlawful, that promotes alcohol, illegal drugs, tobacco or a particular political agenda or that communicates messages that may reflect negatively on the goodwill of Be Bold for Change.

By submitting an Entry, you agree that your Entry complies with these Rules, and acknowledge that Sponsor, in its sole discretion, may remove or reject your Entry, disqualify you and/or disqualify your Team from the Contest if it determines, in its sole and absolute discretion, that your Entry (a) fails to conform to these Rules or any applicable requirements, guidelines or restrictions, (b) is incomplete or illegible, (c) exceeds the Entry length specified above, (d) is not reasonably decipherable for any reason, (e) is not received by us during the Entry Period or (f) is otherwise ineligible for judging in the Contest, regardless of reason or fault.

## **7. USE AND OWNERSHIP OF YOUR ENTRY**

We claim no ownership rights in or to your Entry. By submitting an Entry, you grant us a non-exclusive, irrevocable, transferable, sub-licensable, royalty-free, perpetual, worldwide right and license to: (a) use, review, assess, test and otherwise analyze your Entry and all of the content therein in connection with the Contest and (b) use your Entry and all of the content therein in any and all media, now known or hereafter devised, for any non-commercial or commercial purpose including, without limitation, the marketing, sale or promotion of Be Bold for Change products or services, in each case, without further permission from you. You will not receive any compensation or credit for use of your Entry by us or our designees, and you agree to, upon our (or our designee's) reasonable request and without any consideration, take all necessary actions including, without limitation, executing, acknowledging and recording specific assignments, oaths, declarations and other documents to assist us and our designees in documenting, obtaining, exercising and/or enforcing our rights as granted herein.

By submitting an Entry to the Contest, you consent to such Entry being made available to Contest judges and Be Bold for Change Board of Directors and volunteers to recognize the projects (including through publicly available media) for additional marketing purposes.

By submitting an Entry to the Contest, you acknowledge that we may have developed or commissioned materials similar or identical to your Entry, and you waive all claims resulting from any similarities to your Entry. Further, you understand that we are not required to restrict work assignments of our representatives who have had access to your Entry, and you agree that use of information in our representatives' unaided memories in the development or deployment of our products or services does not create liability for us under these Rules or copyright or trade secret law. Your Entry (or information about your Entry) may be posted on public websites. We are not responsible for any theft or other unauthorized use of your Entry or any content therein by visitors to such websites. We are not obligated to use your Entry for any purpose, even if it has been selected as a winning Entry.

## **8. YOUR PERSONAL DATA**

Team Leaders will not provide any individual Team Member’s personal data to Be Bold for Change except with respect to images or video and audio recordings of a Team Member submitted within the Video and only after notifying Team Members that their personal data will be submitted to Be Bold for Change in connection with the Contest and obtaining all permissions necessary to Be Bold for Change to use the Video for the purposes described in these Rules. Except for images or video and audio recordings contained within the Video, Team Leaders will not include any individual Team Member’s personal data in the information or submissions ,with the exception of their names and email addresses, they provide to Be Bold for Change in connection with the Contest.

All personal data that Be Bold for Change receives in connection with the Contest will be used by Be Bold for Change and/or its agents and prize fulfillers acting on Be Bold for Change’s behalf only for the administration, operation and marketing of the Contest and treated in accordance with the Be Bold for Change Privacy Statement.

If you have a privacy concern, complaint or question please contact us by emailing [hello@beboldgirls.org](mailto:hello@beboldgirls.org).

**9. WINNER SELECTION AND NOTIFICATION; JUDGING CRITERIA**

On or around the close of the Entry Period, a panel of judges will review all eligible Entries received during the Entry Period. The Contest judges will assign points to each eligible Entry based on the criteria below. The assignment of 1, 2 or 3 points to each eligible Entry for each criterion below will be determined in the judges’ sole discretion, and the five (5) Teams that receive the highest number of points will win the Contest:

Criterion Low (1 point) Medium (2 points) High (3 points)

<p><b>Problem Understanding</b></p>	<p>In what ways did you show depth of understanding of the problem? How clear is the problem statement?</p>	<p><b>Low = 1</b> : Minimal understanding of the issue, lacks clarity and problem statement is ill-defined</p> <p><b>Medium = 2</b> : The problem statement is relatively clear and understandable</p> <p><b>High = 3</b> : Demonstrates depth of understanding of the problem, clearly defined and easy to understand</p>
<p><b>Detailed Research</b></p>		

	<p>How does this explanation show depth of understanding? How much of your research is shown in this explanation? Is this explanation easy to understand? Does this explanation correctly portray the scale of the need?</p>	<p><b>Low = 1</b> : Lacks thorough research, or logical approach and minimal findings</p> <p><b>Medium = 2</b> : The information on the target audience is sufficient but not deep</p> <p><b>High = 3</b> : Thorough insights, data clearly presented/stated. Well researched</p>
<p><b>Originality &amp; Innovation</b></p>	<p>Is your entry original? How is it different from others? What stands out?</p>	<p><b>Low = 1</b> : Lacks innovative thinking and originality when compared to other solutions available</p> <p><b>Medium = 2</b> : Some innovative thinking but may lack originality i.e., overlap with existing solutions</p> <p><b>High = 3</b> : The idea expresses strong innovative thinking - either a new solution or strong improvement to existing solution</p>
<p><b>Impact</b></p>	<p>What effect will your solution have on young girls? How will it benefit them? Will it be able to help solve that issue? Will young girls be willing to use this solution?</p>	<p><b>Low = 1</b> : Lacks clear impact or benefit</p> <p><b>Medium = 2</b> : Impact and benefits as described meet expectations</p> <p><b>High = 3</b> : Appeal, impact, and benefits exceed expectations</p>

<b>Overall Presentation</b>	How clearly was the problem and solution presented? Was it well articulated? Easy to understand?	<p><b>Low = 1</b> : Difficulty in presenting idea, missing elements of presentation</p> <p><b>Medium = 2</b> : Presentation delivery lacks some clarity and organization and is moderately creative</p> <p><b>High = 3</b> : Delivery is clear, well organized, and in presented in a creative manner</p>
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In the event of a tie in which more than one(1) Teams with eligible Entries earn the fifteen (15) highest numbers of points in the Contest, an additional judge will break the tie based on the judging criteria described above. The decisions of the judges are final and binding. If we do not receive enough eligible Entries during the Entry Period, we may, at our sole discretion, select fewer than three(3) winning Teams. The winning Teams will be notified on the day of the presentation, March 9<sup>th</sup>, 2024 following completion of the judging process, The Teams will receive their prizes on the day of presentation, March 9th, 2024. The Team Leader must notify any Team Members not present on the day of presentation.

**10. PRIZES**

The following prizes will be awarded to Team Leaders of the winning Teams:

The Team with the highest points will receive \$500, the Team with the next high points will receive \$250 points and the team with the next highest points will receive \$250.

We will only award to Team Leaders one (1) prize per winning Team.No more than the number of prizes set forth above will be awarded. No substitution, transfer or assignment of any prize is permitted, except that Be Bold for Change reserves the right to substitute a prize of equal or lesser value in the event the offered prize is unavailable.

Prize winners may be required to complete and return prize claim and / or tax forms (“Forms”) within the deadline stated in the winner notification. Taxes on the prize, if any, are the sole responsibility of the Team Leader, who is advised to seek independent counsel regarding the tax implications of accepting a prize. By accepting a prize, you agree that Be Bold for Change may use your Team’s Entry, name and country, region or state online, in print and in all other media in connection with the Contest without payment or compensation to you, except where prohibited by law. You represent and warrant that you have or, prior to distributing any prizes to a Team Member who has not reached the age of majority in their legal place of residence, you will, obtain consent from such Team Member’s parent and/or guardian before distributing any prizes (including any prizes from Sponsor) to such Team Member.

## **11. ODDS**

The odds of winning the Contest are based on the number of eligible Entries received during the Entry Period.

## **12. GENERAL CONDITIONS AND RELEASE OF LIABILITY**

To the maximum extent allowed by law, by participating in the Contest you agree to release and hold harmless Be Bold for Change, its partners, subsidiaries, affiliates, Board of Directors, Volunteers, agents, licensees and legal representatives from any and all liabilities, injuries, losses or damages of any kind (collectively, "Losses") arising in connection with the Contest or any prize won in the Contest including, without limitation, any Losses caused directly or indirectly by the acts or omissions of other Team Leaders or Team Members. You acknowledge that Contest judges, Team Members and other Team Leaders are not employees or representatives of Sponsor.

Without limitation to Section 13 of these Rules, all local laws apply. Any decision of Be Bold for Change is final and binding.

Without limitation to Section 1 of these Rules, we reserve the right to terminate, cancel, change or suspend the Contest for any reason, including but not limited to, cheating, technology failure, catastrophe, war or any other unforeseen or unexpected event that affects the integrity of the Contest, whether due to human or mechanical causes. If the integrity of the Contest is compromised and cannot be restored, we may select winners from among all eligible Entries received before we terminated, cancelled, changed or suspended the Contest. You may not, and you must ensure that your Team Members do not compromise or attempt to compromise the integrity or the legitimate operation of the Contest by cheating, hacking, creating a bot or other automated program or committing fraud in any way. If you or any Team Member on your Team attempts, or we have strong reason to suspect that you or any Team Member on your Team has attempted, to do so, we may exercise against you any and all of our rights under these Rules and applicable law, including, without limitation, by seeking damages from you to the maximum extent allowed by law and by banning you from participating in future Be Bold for Change promotions.

## **13. GOVERNING LAW**

The Contest and these Rules will be governed by the laws of the State of Washington, and you consent to the exclusive jurisdiction and venue of the courts of the State of Washington for any disputes arising out of the Contest or these Rules.

## **14. WINNERS LIST**

We will post the names of Teams that win the Contest online at <http://www.beboldgirls.org>. We may also make certain information about the winning Teams and their Entries publicly available (such as, for each winning Team, its name, number of Team Members, age range of Team Members, city or state, and information about their Entry and work in the Contest).