ShopMIDowntown
OFFICIAL CONTEST RULES


Contest Sponsors: The Michigan State Housing Development Authority (MSHDA) the Small Business Association of Michigan (SBAM), the Michigan Downtown Association (MDA), the Michigan Municipal League (MML), the Community Economic Development Association of Michigan (CEDAM), The National Trust’s Main Street Center, Main Street Oakland County, Local First and Buy Michigan Now!


Contest Description: For the Contest, legal residents of the State Of Michigan are asked to submit an original photo or video of their favorite downtown business or businesses located in traditional downtown or traditional neighborhood commercial district in Michigan via the Facebook page: http://www.facebook.com/ShopMIDowntown.

Prizes: Prizes include overnight accommodations at The Ramsdell Inn in Manistee, MI, The Doherty Hotel in Clare, MI, The National House Inn in Marshall, MI, The Water Street Inn in Boyne City, MI, and the Courtland Carriage House Bed & Breakfast in Hart, MI. All prizes have been donated by the destinations.

Odds: The number of entries will determine the odds of winning.

Eligibility: Contest is open only to legal residents of the State of Michigan who are at least 21 years of age or older as of 11/08/2010. Employees and members of the employee’s immediate family of the Michigan State Housing Development Authority, the Small Business Association of Michigan (SBAM), the Michigan Downtown Association (MDA), the Michigan Municipal League (MML), the Community Economic Development Association of Michigan (CEDAM), The National Trust’s Main Street Center, Main Street Oakland County, Local First and Buy Michigan Now, their respective affiliates, subsidiaries, divisions, and promotion agencies are not eligible.

How to Enter: To enter the Contest, eligible residents must create an original work as described under Contest Description. Entries must be submitted online, November 8 through December 31, 2010. No purchases are required to enter the Contest.

Entry Requirements:

A maximum of Twenty (20) entries per resident is allowed during the Contest period. In the event more than Twenty (20) Entries are received from any one resident, the first twenty entries processed will be considered the only valid entries received and subsequent Entries from the same person will be disqualified.

A traditional downtown or traditional neighborhood commercial district is defined as being comprised of 20 or more commercial parcels with predominantly zero foot setback zoning, multiple owners, and a majority of the building stock being fifty years old or more.

Entries will be ineligible if they do not meet ALL of the specified requirements. In addition, an Entry shall be void if it contains any material which Sponsors or judges in their sole discretion deem patently offensive or inappropriate, such as, but not limited to, profanity and sexually-oriented businesses.

By submitting an Entry, the Entrant represents and warrants that the entire Entry is the original work of the Entrant, not previously submitted or distributed elsewhere for any other purpose. The Entrant further warrants that he/she has obtained the consent of any persons/parties portrayed in the Entry. Each Entry becomes the permanent property of Sponsors, and Entrant irrevocably assigns and transfers to Sponsors all
rights in each Original Work, including without limitation, all copyrights. Sponsors shall have the right to use/edit the Entry in any manner in any and all media, worldwide in perpetuity without further compensation or consent.

**Winner Selection/Verification:** Following the close of the contest, five winners will be selected at random from among the submissions. The week of January 10, 2011, winners will be notified by Facebook message and must confirm his/her eligibility. Winners will have ten business days from the drawing date to respond. If a winner does not respond within ten business days, an alternate winner will be chosen. If a selected winner does not meet the eligibility requirements, he or she will be disqualified, and an alternate winner will be selected and notified as per the procedures outlined above.

**General Prize Restrictions:** Prizes may not be transferred or assigned. No substitution may be made, except by the Sponsors, who reserve the right to substitute a prize in whole or in part with another prize of comparable or greater value if the intended prize is not available for any reason as determined by the Sponsors in its sole discretion.

**Release:** By participating, Entrants agree to release and hold harmless the Sponsors and Administrator, and their respective trustees, directors, officers, agents, affiliates and employees (collectively, “Released Parties”) from any and all liability for any claims, costs, injuries, losses or damages of any kind caused by their participation in the Contest, including, but not limited to, the unauthorized or illegal access to personally identifiable or sensitive information. All Entries become the property of the Sponsors and will not be acknowledged nor returned under any circumstances. Upon request of Sponsors, Entrant will provide an executed copy of the foregoing Consent and Release. Neither Released Parties nor any service providers are responsible for late, lost or misdirected email or for incorrect or inaccurate transcription of Entry information, or for any human or other error, technical malfunctions, lost/delayed data transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software, inability to access any online service or Web site, or any other error or malfunction, or any injury or damage to Entrant’s or any other person’s computer, or for any other error related to or resulting from participation in this Contest, whether computer, technical, typographical, printing, human or otherwise, including, without limitation, errors or malfunctions which may occur in connection with the administration of the Contest, the processing or selection of winners, the announcement of the prizes or in any Contest-related materials. Entrants will grant to Sponsors and its designees the right, except where prohibited by law, to use their names, addresses (cities and state), and submitted material, for advertising and promotional activities in any and all media now or hereafter known throughout the world in perpetuity, without additional compensation, notification or permission. Entries not complying with all rules are subject to disqualification.

**Agreement to the Official Rules:** By participating in the Contest, each Entrant fully and unconditionally agree and accept these Official Rules and the decision of the Sponsors and the Administrator which are final and binding in all matters related to the Contest.

**Winners/Rules:** For the names of the winners and/or a copy of these Official Rules, mail a stamped, self-addressed envelope to: Pace and Partners, c/o “ShopMIDowntown Holiday Challenge,” 1223 Turner Street, Suite 101, Lansing, Michigan 48906.