

2021 Contest  
OFFICIAL RULES

OFFICIAL RULES EVERSOURCE CHALLENGE CONTEST (The “Contest”) By participating in the Contest, you agree to be bound by these Official Rules and the decisions of the sponsor of the Contest, Eversource (“Sponsor”), which are binding and final on matters relating to this Contest. The Contest is subject to all applicable federal, state, and local laws.

1. ELIGIBILITY. NO PURCHASE NECESSARY TO ENTER OR WIN. A purchase will not increase your chances of winning. Void where prohibited. Open to legal residents of, or students in, the Massachusetts communities listed below and who are in grades K-12 at the time of entry. Sponsor and its employees, parents, affiliates, subsidiaries, and their respective immediate families and household members are not eligible to enter or win.

EASTERN MASSACHUSETTS COMMUNITIES

ACTON ACUSHNET ALLSTON ARLINGTON ASHLAND ASSONET AUBURNDALE BEDFORD BELLINGHAM BOSTON BRIGHTON BROOKLINE BURLINGTON CAMBRIDGE CANTON CARLISLE CARVER CHARLESTOWN CHELSEA CHESTNUT HILL DARTMOUTH DEDHAM DORCHESTER DOVER DUXBURY EAST BOSTON FAIRHAVEN FRAMINGHAM FREETOWN HOLLISTON HOPKINTON HYDE PARK JAMAICA PLAIN KINGSTON LEXINGTON LINCOLN MARION MARSHFIELD MATTAPAN MATTAPOISETT MAYNARD MEDFIELD MEDWAY MIDDLEBOROUGH MILLIS MILTON NATICK NEEDHAM NEW BEDFORD NEWTON NEWTON CENTER NEWTON HIGHLANDS NEWTON LOWER FALLS NEWTON UPPER FALLS NEWTONVILLE NORFOLK PEMBROKE PLYMOUTH PLYMPTON READVILLE ROCHESTER ROSLINDALE ROXBURY SCITUATE (HUMAROCK) SHARON SHERBORN SOMERVILLE STONEHAM SUDBURY WABAN WALPOLE WALTHAM WAREHAM WATERTOWN WAYLAND WEST NEWTON WEST ROXBURY WESTON WESTPORT WESTWOOD WINCHESTER WOBURN

WESTERN MASSACHUSETTS COMMUNITIES

ADAMS AGAWAM AMHERST ASHFIELD BECKET BELCHERTOWN BERNARDSTON BLANDFORD BUCKLAND CHESHIRE CHESTER CHESTERFIELD CHICOPEE COLRAIN CONWAY CUMMINGTON DALTON DEERFIELD EAST LONGMEADOW EASTHAMPTON ERVING GILL GRANVILLE GREENFIELD HADLEY HANCOCK HATFIELD HINSDALE HOLYOKE HUNTINGTON LANESBORO LEE LENOX LEVERETT LEYDEN LONGMEADOW LUDLOW MIDDLEFIELD MONTAGUE MONTGOMERY NEW ASHFORD NORTHAMPTON NORTHFIELD OTIS PELHAM PERU PITTSFIELD PLAINFIELD RICHMOND RUSSELL SANDISFIELD SAVOY SHELBURNE SHUTESBURY SOUTH HADLEY SOUTHAMPTON SOUTHWICK SPRINGFIELD SUNDERLAND TOLLAND TYRINGHAM WASHINGTON WEST SPRINGFIELD WESTFIELD WESTHAMPTON WHATELY WILBRAHAM WINDSOR WORTHINGTON

2. TO ENTER.

A. Pre-Registration. Entrants must pre-register no later than March 17, 2021 by completing a pre-registration form located at <https://www.eversourceinschool.com/challenge/> (“Registration Form”) and submitting a completed Pre-registration Form through the <https://www.eversourceinschool.com/challenge/> website or mailing a completed Pre-registration form (postmarked no later than March 27, 2021) to Eversource Challenge, ATTN: Scott Halstead, P.O. Box 2353, South Hamilton MA 01982-9998.

Pre-registration Forms for Entrants who are younger than (18) eighteen years of age must be submitted by a teacher, parent, or guardian on the Entrant's behalf. Pre-registration Forms submitted by Young Entrants on their own behalf will not be accepted and will be destroyed.

B. Entry Submission. Entry requirements vary depending on the Entrant's grade category and must be accompanied by an official Consent Form signed by a legal parent or guardian. Consent Forms will be emailed to eligible registrants. Instructions for each grade category (each, a "Grade Category") are detailed below. Entries and Consent Form must be postmarked or submitted no later than March 27, 2021.

Entries may only be submitted by Entrants who are (18) eighteen years old. Entries for Entrants under eighteen years old must be submitted by a teacher, parent, or guardian on the Young Entrant's behalf with the required consent form signed by the legal parent or guardian. Entries submitted by Young Entrants on their own behalf will not be accepted and will be destroyed. Each Entrant may only submit one Entry. Entries become the property of Sponsor and will not be returned to Entrants. Each Entry must be labeled with the following information: (a) Entrant's full name, (b) Entrant's grade, (c) Entrant's school, (d) Entrant's town, and (e) Entrant's phone number. If the Entrant's parent, guardian, or teacher submitted an Entry on the Entrant's behalf, the label must also contain (a) the name of Entrant's parent, guardian, or teacher (b) the email address of Entrant's parent, guardian, or teacher and (c) the work or home telephone number of Entrant's parent or guardian. The label must be enclosed with the Entry, included in the top left-hand corner of written Entries, or written on the back of poster Entries (as applicable).

By submitting an Entry, Entrant represents and warrants that the Entry is original and that Entrant created and owns all rights to the Entry. We welcome the participation of all students. If you have a special needs student who requires additional options, please contact us at [scott@motusexp.com](mailto:scott@motusexp.com) for a special prompt.

### **Kindergarten and Grades 1-2 | Saving Energy Poster**

Create a poster that shows how you can help save energy around your house (for instance, turning off a light or TV when you're not using it). Use your imagination and show what you've learned about saving energy!

- Posters must be between 11" x 17" and 18" x 24" in size.
- There is no restriction on tools used (crayons, watercolor, markers, pastels, etc.).
- Poster and consent form are mailed to:
  - o Motus Experiential, Eversource Challenge, P.O. Box 2353, South Hamilton, MA 01982-9998, ATTN Scott Halstead
- A proper submission includes:
  - o Student name, school, and grade on back of the poster
  - o Completed consent form stapled to poster

### **Grade 3 | Limericks**

Write two limericks about different ways you can save energy! A limerick is a funny poem that consists of five lines: Lines 1, 2, and 5 have nine syllables and the last words of each line must rhyme, while lines 3 and 4 have six syllables and the last words of each line must rhyme. Your first limerick should be about saving energy in your home, and the second should be about saving energy at school.

- Provide two limericks on one 8.5" x 11" page.
- Entries must be typed.
- A proper submission includes:
  - o Student name, school, and grade on the document
  - o Completed consent form

Limericks and consent form can be uploaded here ([hyperlink to database](#))

#### **Grade 4 | Create a Billboard Promoting Saving Energy**

Create the design and messaging for an outdoor billboard that promotes saving energy to your community. Create the imaging and words that will influence your community to improve their energy-consuming habits. In 150 words or less, explain how your billboard promotes saving energy.

- Billboard creative must be created on 11" x 17"
- 150 word or less explanation must be typed and double-spaced.
- There is no restriction on tools used (crayons, watercolor, markers, pastels, etc.).
- Poster and consent form are mailed to:
  - o Motus Experiential, Eversource Challenge, P.O. Box 2353, South Hamilton, MA 01982-9998, ATTN Scott Halstead
- A proper submission includes:
  - o Student name, school, and grade on back of the poster
  - o Completed consent form stapled to poster

#### **Grade 5 | Create an Energy-Saving Superhero Character**

Create an Energy Saving Superhero and in 150 words or less, explain how your character promotes saving energy. Please create the image of your character on 11" x 17" paper and use 8.5" x 11" paper for the 150 word or less explanation.

- Posters must be 11" x 17"
- The 150 word or less explanation must be typed and double-spaced. Please adhere to the word limit.
- There is no restriction on tools used (crayons, watercolor, markers, pastels, etc.).
- Poster and consent form are mailed to:
  - o Motus Experiential, Eversource Challenge, P.O. Box 2353, South Hamilton, MA 01982-9998, ATTN Scott Halstead
- A proper submission includes:
  - o Student name, school, and grade on back of the poster and document stapled to poster
  - o Completed consent form stapled to poster

#### **Grade 6 | Letter to Parents**

Write a letter to your parent(s) or guardian(s), challenging them to change their energy habits and become more energy efficient. Bring up topics such as energy conservation (for example, turning off the lights) and using energy-efficient technologies like LED bulbs.

- Entries must be 500 words or less, double-spaced and typed.
- A proper submission includes:
  - o Student name, school, and grade on the document
  - o Completed consent form
- Letter and consent form can be uploaded here

#### **Grade 7 | News Article**

Write a news article explaining why it's important to save energy. Your article should describe the concepts of energy efficiency and conservation and why they are important in protecting the environment. Remember to use supporting details to back up your information, and include tips on how readers can save more energy in their daily lives.

- Entries must be typed and double-spaced and should be no more than two (2) single pages or one (1) front and back.
- Entries may not be longer than two pages and must be typed and double-spaced.
- A proper submission includes:
  - o Student name, school, and grade on the document
  - o Completed consent form
- News Article and consent form can be uploaded here

### **Grade 8 | Public-Service Announcement**

Prepare a sixty (60) second public-service announcement (PSA) and record yourself delivering the PSA for your local radio stations. The one-minute announcement should cover energy conservation and/or energy efficiency. Check that your information is accurate and that your message is clear and persuasive.

- Entries must be typed and double-spaced.
- The audio recording must be exactly :60 seconds in length.
- Audio must be clear and be able to be emailed for submission.
- The audio recordings constitute part of the Entries and are subject to the Judging Criteria.
- A proper submission includes:
  - o Student name, school, and grade on the document
  - o Completed consent form
- PSA document and audio file can be uploaded here

### **Grade 9-12 | Persuasive Image**

Produce a persuasive image, in words or pictures, that advocates for an energy topic. Write a short poem (125 words or less), draw a cartoon strip (12 cells or less), on energy efficiency, an alternate energy source, or environmental concern. Picture yourself meeting with a friend whose attitude on the issue you wish to change to match your opinion. Entries will be evaluated based on scientific validity and concise and convincing imagery. Every word counts; remember that a picture is worth a thousand words.

- 125-word poem must be typed and double-spaced.
- A proper submission includes:
  - o Student name, school, and grade on the document
  - o Completed consent form
- Poem and consent form can be uploaded here
- Cartoon strip must be 11" x 17" or larger.
- There is no restriction on tools used (crayons, watercolor, markers, pastels, etc.).
- Poster and consent form are mailed to:
  - o Motus Experiential, Eversource Challenge, P.O. Box 2353, South Hamilton, MA 01982-9998, ATTN Scott Halstead
- A proper submission includes:
  - o Student name, school, and grade on back of the poster and document stapled to poster
  - o Completed consent form stapled to poster

3. ENTRY REQUIREMENTS. Each Entry must comply with the following requirements:

A. Originality. Entries must be original and solely created by the Entrant. They must not contain any elements that were not created by Entrant. All sources must be clearly cited. Plagiarism or other use of any elements or materials that are not original may result in disqualification of the Entry, in Sponsor's sole discretion.

Entries must not have been previously entered into a contest or published, and must not have won previous awards.

Entrant agrees to not use the Entry for any purpose other than participation in the Contest, without prior express consent of Sponsor in each instance.

B. Content Restrictions. Entry must not contain (a) any photographs or other recordings of individuals other than the Entrant, except with the permission of such individuals, (b) any commercial content or logos, (c) any personally identifiable information (other than as required pursuant to the Entry requirements), (d) any content that is lewd, obscene, disparaging, defamatory, obscene, or that otherwise contains inappropriate content or objectionable material as determined by Sponsor in its sole discretion. Entry must not infringe on the copyright, trademark, privacy, publicity, or other rights of any person or entity.

C. Contest Integrity. Sponsor reserves the right, in its sole discretion, to (a) reject, disqualify, or modify any Entry without explanation, (b) verify any element of any Entry or related materials, and (c) disqualify any Entrant whose participation does not comply with Official Contest Rules or may subject the Contest, Motus Experiential, Sponsor, or Sponsor's advertisers, clients, or customers to controversy, negative publicity, scorn, and/or ridicule.

4. SELECTION OF WINNERS. A first, second, and third place winner, or a team of winners (each, a "Potential Winner") will be selected from an Eastern Massachusetts Community and from a Western Massachusetts Community for each Grade Category, no later than April 15, 2021. The Potential Winners will be selected by a panel of judges appointed by the Sponsor ("Judges"). Judges will select the Potential Winners based on the Judging Criteria described in Section 5. Sponsor will notify each Potential Winner that he/she has been selected via email and phone. Each Potential Winner will be required to execute and return an Affidavit of Eligibility no later than three business days after receiving such document from Sponsor. If a Potential Winner fails to return such document to Sponsor within the specified time period, prize notification is returned as undeliverable, or Potential Winner is not in compliance with these Official Rules, the Prize will be forfeited and, at Sponsor's discretion, an alternate Potential Winner may be selected. A Potential Winner is not an official winner ("Winner") until Sponsor receives Winner's Affidavit of Eligibility and notifies him/her that he/she is a Winner.

5. JUDGING CRITERIA. Judges' selection of Winners in each Grade Category will be based on the following criteria ("Judging Criteria"):

- A. Creativity: 25%
- B. Spelling & Grammar: 25%
- C. Clarity of Message: 25%
- D. Accuracy of Facts: 25%

In the event of a tie, the Judges will cast a deciding vote by re-applying the Judging Criteria. The decisions of the judges are final and not open to discussion.

6. PRIZES. A first, second, and third place winner (each, a “Winner”) will be chosen from an Eastern Massachusetts Community and from a Western Massachusetts Community in each Grade Category. The Winners will receive the following prizes (each, a “Prize”). If a winning Entry was submitted by a group of students, each student in that group will receive a Prize.

- A. First Place Winner: \$400 Amazon gift card
- B. Second Place Winner: \$250 Amazon gift card
- C. Third Place Winner: \$100 Amazon gift card

Prize is awarded “as is” with no warranty or guarantee, either express or implied, and is subject to availability and expiration dates. Details of the Prize may change, based on availability. Sponsor reserves the right to substitute the Prize or portions thereof if Prize cannot be awarded as described. Sponsor will determine all elements of Prize in its sole discretion. Sponsor disclaims all and any liability for the actual provision, quality, or nature of any third-party product or service related to the Prize. Sponsor is not liable for injuries, losses, or damages of any kind arising from participation in this Contest and use of the Prize. Winner must comply with any third-party terms and conditions applicable to the redemption and use of the Prize.

Winner may not substitute, assign, or transfer the Prize or redeem the Prize for cash. Winner is responsible for all applicable federal, state, and local taxes, as well as any other costs and expenses associated with the Prize. Winner forfeits any unused portions of the Prize. The awarding of any Prize is contingent on full compliance with these Official Rules. If a Winner is found to have violated the Official Rules or otherwise does not meet eligibility criteria, that Winner will forfeit the Prize and the Prize may be awarded to an alternate winner.

Winner will receive the Prize in the mail in May, at a date and time to be specified by Sponsor.

7. PRIVACY AND PUBLICITY. Except where legally prohibited, by entering and providing the required entry information, Entrant consents to be photographed by or on behalf of the Sponsor and permits Sponsor, Motus Experiential, and their parent corporations, subsidiaries, affiliates, agents, and assigns, to use Entrant’s name, likeness, photograph, city or town of residence, Entry, and any materials Entrant submits to Sponsor (“Entrant Materials”) in all media, throughout the World, in perpetuity, and for any purpose (including advertising, publicity, and/or trade purposes), without notice to Entrant and without further compensation.

Entrants further agree that Sponsor and Motus Experiential may use their Entrant Materials and any other personally identifiable information collected or used in connection with the Contest in accordance with the Eversource privacy policy. Entrants agree that Sponsor has the right to use the Entrant Materials in combination with such other material as Sponsor in its sole discretion shall determine, and that Entrants have no right of approval, claim to compensation or 7 benefits claim, including without limitation, claims based upon invasion of privacy, defamation, or right of publicity arising out of any use of Entrant Materials.

8. USE OF ENTRIES. By submitting an Entry, Entrant grants to Sponsor, Motus Experiential, and to its licensees, successors and assigns, and any person or entity acting on its behalf, the irrevocable license to

use, publish, display, exploit, modify, edit, transmit, distribute, and otherwise use the Entry (including, without limitation, the submitted written and visual materials and video and audio recordings) in all media, throughout the World, in perpetuity, and for any purpose (including advertising, publicity, and/or trade purposes), without notice to Winner and without further compensation. By submitting an Entry, Entrant also represents and warrants that he/she has the right and authority to grant the license as described above.

9. RELEASE. Released Parties (as defined below) are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered, or garbled entries or email for whatever cause or other errors whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by Website users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. Released Parties are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this Contest or downloading materials from or use of the Website. Persons who tamper with or abuse any aspect of the Contest or Website, who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated Entries will be void. Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Contest at any time and for any reason, including, but not limited to, if any portion of the Contest is, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of Entries, and, if terminated, Sponsor may select the Potential Winner based on the Judging Criteria from among all non-suspect, eligible Entries received for such drawing prior to action taken or as otherwise deemed fair and appropriate by Sponsor.

By participating, Entrants agree that Sponsor, Motus Experiential, suppliers of the Prize, and their respective parents, affiliates, subsidiaries and advertising and promotion agencies and all of their respective officers, directors, employees, representatives and agents (collectively, "Released Parties") will have no liability whatsoever for, and shall be held harmless by Entrants against, any liability, for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize or participation in this Contest. In the event of a dispute regarding Entries received from multiple users having the same email account, the authorized subscriber of the email account at the time of entry will be deemed to be the Entrant and must comply with these Official Rules. Authorized account subscriber is the natural person who is assigned the e-mail address by the internet service provider (ISP), online service provider, or other organization responsible for assigning e-mail addresses. Released Parties are not responsible for any unauthorized use of Entries by third parties.

Any and all claims, judgments and awards will be limited to actual out-of-pocket costs incurred, including costs associated with participating in this Contest but in no event attorneys' fees and under no circumstances will any Entrant be permitted to obtain awards for, and hereby waives all rights to claim, punitive, incidental, and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.

10. GOVERNING LAW/JURISDICTION. The Contest and these Official Rules are governed by and shall be construed in accordance with the substantive laws of the Commonwealth of Massachusetts (as distinguished from the choice of law rules) and the United States of America applicable to contracts made and performed entirely in Massachusetts and where the relevant contacts are with such state.

Except where prohibited, as a condition of participating in this Contest, Entrants agree that any and all disputes, claims and causes of action arising out of or connected with this Contest, the prizes awarded, or the determination of the Winner shall be resolved individually, without resort to any form of class action. Entrants further agree that in any cause of action, the Released Parties entire liability will be limited to the cost of entering and participating in the Contest, and in no event shall the Released Parties be liable for attorneys' fees and/or experts' fees and costs. By entering, Entrants waive the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages and further waive all rights to have damages multiplied or increased.

11. WINNER'S NAME. For the name of the Winner(s), send a self-addressed stamped envelope to: Eversource Challenge, ATTN: Scott Halstead, P.O. Box 2353, South Hamilton MA 01982-9998. Requests for Winner names must be received no later than 60 days from the Winner selection date described in paragraph 4.