CPCF CAMPAIGN CHALLENGE

Competition Rules 2027

The CPCF Campaign Challenge (the "Challenge") is run by the Brock University Department of Communication, Popular Culture and Film ("CPCF") and is governed by the following rules.

1. **ELIGIBILITY TO ENTER**

The Competition is only open to teams that:

1. are comprised of 2-4 members, each of whom are students registered in a full-time or part-time course of studies at Brock University for the 2026-2027 academic year and have reached the age of majority (18 years of age) at the time of entry;
2. are comprised of undergraduate students only; and
3. include no more than 1 student who has previously been a Competition finalist (i.e. a student who has pitched to the judges or received prize money).

Teams are also strongly encouraged to include at least one CPCF student.

2. **ENTRY REQUIREMENTS**

1. **Deadline for registration:** In order to be eligible to submit an entry to the Competition, Teams must register using the online registration form available **here** no later than 10:00 pm. EDT on Feb 5, 2027.

2. **Confirmation of registration:** Teams which have registered by the deadline ("Registered Teams") will receive an email confirmation.
3. **Competition entries:** Entries to the Challenge must consist of a slide presentation, to the marketing brief posted to the website and shall meet all other requirements set out in the brief. Slides will be submitted to CPCFPitch@brocku.ca. There is a limit of 1 entry per participating team. Additional entries may be discarded and may cause an entrant to be disqualified, at Brock University's sole discretion.
4. **Deadline for entries:** To be eligible, entries must be submitted to CPCFPitch@brocku.ca and received no later than 11:59 pm. EDT on Monday, February 8, 2027**.**
5. **Changes to and withdrawal of Registered Teams**: Any member of a team or any Registered Team may withdraw from the Challenge at any point, by notice to CPCFpitch@brocku.ca. Registered Teams may substitute new team members up to the deadline for submission of written entries using the online registration form provided that the team continues to meet the eligibility requirements set out in section 1 above. Changes to registered teams after that date, Friday, Feb 5, 2025**,** may only be made with the approval of Brock University where there are exceptional or unforeseen circumstances, such as medical or compassionate grounds for the unavailability of a registered team member.

6. **Retention and rights to entries:** All entries received shall be retained by Brock University and not returned. By participating in the Challenge, all participants grant Brock University the right to retain, share, communicate, publish, distribute, copy, and modify the entries as may be necessary, in Brock University's sole discretion, for the purposes of running and publicizing the Challenge.
7. **Disclaimer regarding entries, systems and intellectual property:** Brock University is not responsible for late, lost, incomplete, illegible, misdirected, stolen, delayed, damaged or destroyed entries, or for any unavailable network connections, failed, incomplete, garbled, or delayed computer transmissions, on-line failures, hardware, software or other technical functions or disturbances or any other communications failures or circumstances affecting, disrupting or corrupting the Challenge in any manner. Brock University is not responsible for any third-party use of the entries, including any intellectual property in the entries, as part of or arising from the Challenge.

3. SELECTION OF WINNERS AND PRIZE

1. **Selection of finalists:** Up to three (3) teams will be selected as finalists ("Finalists") from among the entries received by the entry deadline by a panel of Brock University faculty and/or staff based on the merits of the submissions on criteria such as creativity, feasibility, and excellence. Finalists will be notified by email by 8 p.m., Friday, Feb 12. Brock University may approve changes to the Finalists before the presentation

of pitches due to the non-responsiveness of a team member or Finalist or exceptional or unforeseen circumstances, such as medical or compassionate grounds for the unavailability of a registered team member.

2. **Finalist pitches:** Teams who are selected to be finalists will be expected to present verbal pitches before a panel of judges on Friday, March 5th, 2027 at a time to be later designated by Brock University. Audio-visual aids are permitted and encouraged.

    If any members of the student team are ill or otherwise unable to come to campus, they should alert the contest organizers in the CPCF department. Options include that the pitch can be made by the remaining team members or potentially through a pre-recorded video that will be played or shared with the panel of judges.

3. **Q & A session:** In addition to the pitch, finalists participate in a question and answer with a panel of marketing experts selected by Brock University ("Judges") on Friday, March 5th, 2027, to answer questions from the Judges and receive feedback on their pitches. If any members of the student team are ill or otherwise unable to come to campus, they should alert the contest organizers in the CPCF department to determine if remote participation arrangements can be facilitated.

4. **Selection of Winners**: First, second and third place team(s) and an outstanding presenter ("Winners") will be selected by the Judges, based on the merits of the pitches and responses to Judges' questions. Criteria such as creativity, feasibility, and excellence

will be used to select winners. Winners will be selected and notified no later than 7 business days following the pitch submissions.

5. **Prizes:** There are (3) prizes eligible to be won, consisting of
    - a. One (1) first place prize of $1,500
    - b. One (1) second place prize of $1000
    - c. One (1) third place prize of $500
6. **Awarding of prizes:** First, second and third prizes are awarded per team, and will be divided as equally as possible among all team members.
7. **Declaration of results & distribution of prizes:** To be declared a Winner and receive a prize, each winner will be required to sign a release indicating eligibility and compliance with these Official Contest Rules.

4. **CONDITIONS OF PARTICIPATION**

By participating in this Competition, all team members agree:

1. To be bound by these Challenge Rules and the decisions of Brock University, whose decisions are final;
2. To the use of their name, likeness, voice, image, recording, video footage and statements in connection with running and promoting the Competition;
3. To release and indemnify and hold harmless Brock University, respective officers, directors, employees, owners, agents, contractors, representatives, successors and assigns from any liability in connection with or arising out of this Competition; and

4. To only use **AI tools** for research purposes, such as via search engines (Google, Bing, etc.), grammar and spell check, translation, generating citations, and basic formatting. AI must not be used to generate strategy, concepts, campaign ideas, write any copy, slogans, taglines, or messaging, create visual designs, graphics, or layouts, draft your pitch deck, presentation, or any content sections, or produce strategic recommendations. By submitting an entry, you confirm that you have used AI only for these permitted purposes and that all strategy, creative concepts, design, and written content is your own original work. Violating this policy will result in disqualification.

GENERAL PROVISIONS

1. **Cancellation and other changes:** Brock University reserves the right, without prior notice and at its sole discretion, and at any time, to cancel the Competition, alter the rules in whole or in part, or modify, suspend or extend the Competition in any way.
2. **Public Health guidelines**: All participants are to follow all public health and Brock University guidelines relevant to their participation in the Competition. For example, participants should be prepared to stay home if sick, to participate remotely with their team or event organizers if needed, and to wear a mask when required by event organizers.
3. **Disqualification:** Brock University reserves the right, in its sole discretion, to disqualify any participant for any reason, including failure to comply with these rules or with the intended purpose of these rules, or to require proof of

eligibility, in whatever form Brock University deems appropriate.

4. **Dispute resolution:** All decisions made by Brock University with respect to this Competition are final without any right of appeal. This Competition and these Rules are governed by and construed in accordance with the laws of the Province of Ontario and the applicable laws of Canada, without giving effect to any choice of law or conflict of law rules that would cause the application of any other jurisdiction's laws. Any actions or proceedings arising in connection with this Competition must be conducted in the courts of Ontario, which will have exclusive jurisdiction over such proceedings.