

**Act Out Loud Contest  
Official Rules  
NO PURCHASE IS NECESSARY TO ENTER OR WIN.**

The Act Out Loud Contest (the "Contest") starts **October 14, 2011** at 11:59 PM Eastern Time ("ET") and ends **May 6, 2012** at 11:59 PM ET ("Contest Period").

**ELIGIBILITY:** Act Out Loud Contest is open to youth-led teams that are a part of a public or private high school. Youth teams will consist of a team of high school youth who are legal residents of the 50 United States and the District of Columbia, who, as of October 14, 2011 **are between the ages of 13 and 18, currently enrolled in high school** and have internet access. Employees of The Allstate Foundation, Allstate Insurance Company and National Organizations for Youth Safety ("NOYS") ("Sponsor"), and their respective parents, subsidiaries, affiliates, promotion and advertising agencies, and members of their immediate family (spouse, mother, father, sister, brother, ward, daughter or son and their respective spouses, regardless of where they reside) and persons living in their same households, whether or not related, are not eligible to enter or win. An eligible minor should have his/her parent's or legal guardian's permission to enter. Void in the State of Maine and any other jurisdiction where prohibited by law. Contest is subject to all applicable federal, state and local laws.

**HOW TO ENTER:**

Act Out Loud Youth Team Entry:

During the Contest Period, visit [www.ActOutLoud.org](http://www.ActOutLoud.org) and follow the directions provided to completely fill out and submit the online submission form, which includes: names, grade level, phone numbers (including area codes) and e-mail addresses of up to four (4) student team leaders and name, phone number (including area code), e-mail address and job title of the team's faculty advisor; team's school name, school size including only grades 9-12, complete address, phone number (including area code) and school principal's name; where they heard about the contest; why they feel teen driver safety laws are important, and the non-profit national youth organization the team is affiliated with (if applicable). Members of each team should obtain permission from their parents/legal guardians, faculty advisors and principals before submitting their entry. The team's youth leaders submitting the entry will be deemed the designated representatives for the team submitting the entry and such persons will be authorized to make decisions on behalf of the team. All entries must be received by 11:59 PM ET on **January 31, 2012** to be considered. By entering, team members (and, if eligible minors, their parents or legal guardians) agree to comply with these Official Rules. Entries generated by script, macro or other automated means are void. Limit one (1) entry per high school. Multiple entries submitted by a high school after the first entry submitted by that high school will be void. All entries become the sole property of the Sponsor and will not be returned.

Each entry must be the team's own original work, must focus on teen driving safety laws, and be in keeping with the Sponsor's image and may not be offensive, as determined by the Sponsor in its sole discretion, nor can it defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or property rights or any other third party rights.

**JUDGING:**

Act Out Loud Youth Team Entries

Entry Phase The first 250 entries will be posted on [www.ActOutLoud.org](http://www.ActOutLoud.org) by state, city, and high school name. The first two hundred fifty (250) eligible entries with a maximum of one per high school as allowable and determined by the Sponsor to be the "2012 Act Out Loud Teams." The first two hundred fifty (250) eligible entries will receive a contest toolkit of resources to support the team's efforts. All rights to these materials are reserved by Sponsor and contestants are not permitted to exploit or otherwise make use of any such materials for any purpose other than for their participation in this Contest.

Act Out Loud Teams will be contacted monthly via NOYS National Youth Traffic Safety Month electronic newsletters and be invited to participate in monthly National Youth Traffic Safety Month webinars. Sponsor reserves the right to conduct a background check of all team members (and, if eligible minors, their parents or legal guardians), at its sole discretion. Act Out Loud teams may be disqualified, at Sponsor's sole discretion, for any of the following: having been charged with or convicted of a felony or misdemeanor, being delinquent on a government ordered payment, such as child support, spousal support, alimony, tax payments, etc.

Round One – “Safe-Tee” Shirt Design Contest: After registering for the contest, Act Out Loud Teams may begin hosting their in-school “Safe-Tee” design contests. Teams are to create a t-shirt design that focuses on preventing use of communication devices while driving and include the NYTSM cause ribbon, which can be found in the electronic toolkit at [www.actoutloud.org](http://www.actoutloud.org). During **February 13-17, 2012** Act Out Loud Teams may submit their school's winning Safe-Tee shirt design that will represent their school's team. Act Out Loud Teams must upload their team's Safe-Tee shirt design to the Act Out Loud website by 11:59 PM ET on **February 17, 2012** in order to be considered for this phase of the contest. To submit a team Safe-Tee shirt design, teams must:

1. Copy and paste their team's Safe-Tee shirt design onto the Safe-Tee template provided; and
2. Convert the file to a jpg file; and
3. Upload the jpg file of the Safe-Tee shirt design on their team's Act Out Loud password protected team page and submit team participation verification form to [info@actoutloud.org](mailto:info@actoutloud.org) by **February 17, 2012 11:59 PM ET**.
4. Remember to consider the Judging Criteria listed below when producing your Safe-Tee shirt design.

Round Two - Creative Sign Contest: During **March 12-16, 2012** Act Out Loud Teams may begin displaying their sign. Design should focus on passenger restrictions and include the NYTSM cause ribbon, which can be found in the electronic toolkit at [www.actoutloud.org](http://www.actoutloud.org). Act Out Loud Teams must upload their team's sign picture to the Act Out Loud website by 11:59 PM ET on **March 16, 2012** in order to be considered for this phase of the contest. To submit a team Creative Sign photo, teams must:

1. Develop and host a unique Creative Sign; and
2. Take a picture of the Creative Sign; and
3. Upload the jpg file of the Creative Sign on their team's Act Out Loud password protected team page; and submit team participation verification form to [info@actoutloud.org](mailto:info@actoutloud.org) by **March 16, 2012 11:59 PM ET**.
4. Remember to consider the Judging Criteria listed below when developing your Creative Sign.

The first two hundred fifty (250) eligible entries that complete Round One and Round Two of the Act Out Loud Contest will receive a contest toolkit of materials and resources to support the team's efforts for Round Three and to launch National Youth Traffic Safety Month. Sponsor reserves all rights to these materials and contestants are not permitted to exploit or otherwise make use of any such materials for any purpose other than for their participation in this Contest.

Round Three - Facebook Yearbook Application: During **April 2 – May 6, 2012** Act Out Loud Teams will participate and support the Act Out Loud Facebook Yearbook application. Team members will upload the Act Out Loud Facebook application on their personal Facebook page and encourage their peers to do the same. Act Out Loud Teams must upload the Act Out Loud Facebook application to their Facebook page by 11:59 PM ET on **May 6, 2012** in order to be considered for this phase of the contest. To submit a team upload the Act Out Loud Facebook application, team members must:

1. Visit the Act Out Loud website or the Act Out Loud Facebook page to access the Act Out Loud Facebook Yearbook application; and
2. Install and implement the application on their personal Facebook page by May 6, 2012 11:59 PM ET

Act Out Loud teams are encouraged to create a team Facebook page and "like" the official Act Out Loud Facebook page. Act Out Loud teams will be provided with a code of conduct for their Facebook team page. An Act Out Loud team's failure to comply with the code of conduct, as determined by Sponsor, may result in disqualification. This Contest is in no way sponsored, endorsed or administered by, or associated with Facebook. By entering, you understand that you are providing your information to the Sponsor and not Facebook.

### POINT STRUCTURE

After registering, Act Out Loud teams will begin participation in the contest process. Each "Round" of the contest will allow teams to collect points for participation and winning entries. Teams will be awarded points for the following:

1. Participation Points:  
The percentage of participation is number of youth from high school that participated in that round based on the size of the team's high school (grades 9-12); advisors will submit signed verification of number of youth from their high school who participated.
2. Points awarded for project quality (for rounds 1 and 2) or quantity (for round 3):

#### Top 25

**Round 1: Safe-Tee shirt design:** Judges' panel will select the top 25 designs

**Round 2: Creative sign:** Judges' panel will select the top 25 designs

**Round 3: Facebook yearbook application:** The top 25 schools with the most application downloads

#### Winner

**Round 1: Safe-Tee shirt design:** Top 25 tee shirt designs will be posted to a photo album hosted on the Act Out Loud Facebook page and the design with the most "likes" will be the winner

**Round 2: Creative sign:** Top 25 creative sign designs will be posted to a photo album hosted on the Act Out Loud Facebook page and the design with the most likes will be the winner.

**Round 3: Facebook yearbook application:** Team with the most Facebook Yearbook application downloads will be the winner

Points will be awarded as follows:

Criteria	Points Round 1 (Safe-Tee shirt design)	Points Round 2 (Creative sign)	Points Round 3 (Facebook Yearbook application)
% of school participation	Points = % of participation (i.e. 71% participation = 71 points)	Points = % of participation x2 (i.e. 71% participation = 142 points)	Points = % of participation x3 (i.e. 71% participation = 213 points)
Top 25	25 points	50 points	75 points
Winner	50 points	100 points	150 points

### JUDGING:

There will be eleven (11) teams that win based on the following structure: one (1) Grand Prize winner, five (5) Runner-up teams, and five (5) Judge's choice teams. The Act Out Loud team that receives the highest number of total points, as determined by Sponsor, will be deemed the potential Grand Prize winning team. The Grand Prize winner must have completed all three rounds of the contest to be eligible to win, subject to

the verification of eligibility and full compliance with these Official Rules. The five (5) Act Out Loud teams that receive the next highest number of points will be deemed the five (5) Runner-Up teams, subject to the verification of eligibility and full compliance with these Official Rules. Excluding the grand prizewinner and the five (5) Runner-up team winners, five (5) teams will be deemed Judges choice teams, selected based on the Judging Criteria and subject to the verification of eligibility and full compliance with these Official Rules. A panel of judges from NOYS members will use the Judging Criteria for "tie breaking" selecting the top 25 teams for Safe-Tee and Community sign rounds, and the five (5) Judges choice. Judges' Choice Award criteria is based on the following: participation level of youth as evidenced by team reports (30%); creative use of design and messaging (35%); and promotion of message promoting safe teen driver safety laws (35%) (collectively, the Judging Criteria). In the event of a tie, an additional "tie breaking" judge will determine the winner based on the Judging Criteria.

Sponsor and judges' decisions are final and binding on all matters relating to this Contest. Potential winners will be notified by telephone, mail and/or e-mail.

**PRIZES:**

One (1) Grand Prize winning team will receive a \$10,000 cash prize to support their safe driving education efforts. The \$10,000 Grand Prize will be awarded to the winning team's local youth organization with which they are affiliated or if no group affiliation exists, funds will be awarded to the team's high school. In addition, the grand prize team will receive a Channel One show taping. If the winning team wishes to host this taping, the winner must agree to permit the execution of a pop/rock concert event ("Concert") either on the Winner's premises or in a location within a reasonable distance of the Winner as well as the recording of a segment for a Channel One program relating to the Promotion and the Winner ("Taping") and fully cooperate with the execution of the Concert and the Taping, including providing best efforts in assisting in the securing of necessary consents, permits and permissions related to the Concert. Channel One shall be fully responsible for all logistics and costs in delivering and executing the Concert. There is no monetary value assigned to the Concert or the Taping. Channel One shall use commercially reasonable efforts to provide the Concert and/or the Taping, but makes no warranty or representation that the Concert or the Taping will occur, as each is subject to availability and the Winner or any third party shall hold the Promotion Entities harmless in connection therewith.

Five (5) Runner-Up teams with the most points will each receive a \$2,000 cash prize to support ongoing safe driving education efforts. The five (5) \$2,000 Runner-Up prizes will be awarded to the winning team's local youth organization with which they are affiliated or if no group affiliation exists, funds will be awarded to the team's high school.

Five (5) Judges Choice teams will receive a \$2,000 cash prize to support ongoing safe driving education efforts. The five (5) \$2,000 Judges Choice prizes will be awarded to the winning team's local youth organization with which they are affiliated or if no group affiliation exists, funds will be awarded to the team's high school.

The winning team of the Safe-Tee shirt design contest will win up to five hundred (500) t-shirts featuring the winning design.

One participant of the Act Out Loud Facebook Yearbook application will be selected randomly as a winner. Up to eleven (11) youth in the Act Out Loud Facebook Yearbook application winner's yearbook will each receive a \$1,000 cash award (must be between 13 and 18 to win cash prize.)

All cash prizes will be awarded through sponsorship from The Allstate Foundation as checks from National Organizations for Youth Safety. All prize details are at the sole discretion of the Sponsor. Award is subject to certain terms and conditions as specified by provider. No substitution or transfer of prize is permitted, except by Sponsor, which reserves the right to substitute a prize with one of comparable or greater value, at its sole discretion. Any and all federal, state and local taxes on the prizes are the sole responsibility of the winning team members, school, and advisor (as applicable). Total approximate value of all prizes: \$51,000.

**GENERAL:** By participating, each entrant (and, if an eligible minor, his/her parent or legal guardian) agrees: (a) to abide by these rules and decisions of Sponsor and judges, which shall be final and binding in all respects relating to this Contest; (b) to release, discharge and hold harmless Sponsor, Allstate Insurance Company, National Organizations for Youth Safety, The Allstate Foundation, Channel One, LLC, Facebook, and their respective parents, affiliates, subsidiaries and advertising and promotion agencies, and the respective officers, directors, shareholders, employees, agents and representatives of the forgoing

(collectively, "Released Parties") from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from entrant's participation in the Contest or any Contest-related activity or the acceptance, possession, use or misuse of any awarded prize; and (c) to the use of his/her name, voice, performance, photograph/video, image and/or likeness for programming, advertising, publicity and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by Sponsor and its designees, without compensation (unless prohibited by law) or additional consents from entrant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use if asked to do so. By accepting a prize, each school and person that is awarded the award agrees to the use of its name, location, trademarks, logos, photograph, and/or image in any and all media now or hereafter known, worldwide and on the Internet and in perpetuity by Sponsor and its designees, without compensation (unless prohibited by law) or additional consents from school and/or non-profit national youth organization or their authorized representatives or any third party and without prior notice, approval or inspection, and to execute specific consent to use if asked to do so.

By submitting an entry, each entrant (and, if an eligible minor, his/her parent or legal guardian) agrees that Sponsor shall own entry (and all elements of such entry) and, if a member of an Act Out Loud team, the Act Out Loud Facebook fan page (and all elements thereof) and understands that Sponsor and its designees may edit, publish, use, adapt, exploit, modify, copy, disseminate or dispose of any entry and/or Facebook entry, the concepts embodied therein or any elements thereof, including names, likenesses and locations embodied therein, in any and all media now or hereafter devised for advertising, promotion, and other purposes, worldwide, in perpetuity, without compensation, permission or notification from the entrant or any third party of any kind, except as prohibited by law.

Released Parties are not responsible for lost, late, misdirected, damaged, stolen, altered, garbled, incorrect, incomplete or delayed entries, votes or social media entries, all of which will be void. Released Parties are also not responsible for problems downloading any Contest-related information or materials from the website or for any other technical malfunctions of electronic equipment, computer on-line systems, servers, or providers, computer hardware or software failures, phone lines, failure of any entry, vote or Facebook entry to be received by Sponsor on account of technical problems, traffic, congestion on the internet or the website, or for any other technical problems including telecommunication, miscommunication or failure, and failed, lost, delayed, incomplete, garbled or misdirected communications which may limit a team's ability to participate in this Contest. Released Parties are not responsible for any other errors or malfunctions of any kind, whether network, printing, typographical, human or otherwise relating to or in connection with the Contest, including, without limitation, errors or malfunctions which may occur in connection with the administration of the Contest, the processing or judging of entries or postings, the tabulating of votes, the uploading of Act Out Loud entries, the announcement of the prizes or in any Contest-related materials. Sponsor reserves the right to modify, suspend or terminate the Contest in the event it becomes infected by a computer virus, bug, or is otherwise technically impaired, and to cancel or suspend the Contest in its entirety should tampering, unauthorized intervention, fraud, technical failures or other causes corrupt the administration, security, fairness, integrity or proper play of the Contest and, if terminated, at Sponsor's discretion, determine the winners from among all non-suspect, eligible entries received up to time of cancellation using the judging procedure outlined above. In the event of a dispute regarding multiple entries received from a high school, the authorized first entrant from that high school will be deemed to be the team and must comply with these Official Rules. Authorized subscriber is the natural person who is assigned the e-mail address by the Internet Service Provider (ISP), on-line service provider, or other organization responsible for assigning e-mail addresses. Sponsor reserves the right at its sole discretion to disqualify any individual (and void his/her entry, Facebook entry and/or vote) it finds to be tampering with the entry, voting process or the operation of this Contest or website, intending to annoy, abuse, threaten or harass any other team, team member or voter, Sponsor or any of its representatives or to otherwise be acting in violation of these Official Rules. **CAUTION: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER SUCH REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY**

SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW AND TO DISQUALIFY SUCH INDIVIDUAL FROM THE CONTEST.

**REQUEST FOR WINNERS' NAMES:** For a list of winners (available after May 31, 2012) send a self-addressed, stamped, envelope by June 30, 2012, to: **Act Out Loud**, c/o National Organizations for Youth Safety, 7371 Atlas Walk Way #109, Gainesville, VA, 20155.

This Contest is sponsored by The Allstate Foundation, 2775 Sanders Road, Suite F4, Northbrook, IL 60062.