

## NCM 2023 U.S. YOUNG LIONS COMPETITION

### OFFICIAL RULES

**Important: Please read these Official Rules before entering this competition (the “Competition”). By participating in the Competition, you agree to be bound by these Official Rules and represent that you satisfy all of the eligibility requirements below.**

***NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS COMPETITION. VOID WHERE PROHIBITED.***

**I. Eligibility.** Winners of the NCM 2022 U.S. Young Lions Competition are not eligible to compete in the 2023 U.S. Young Lions Competition. Any individuals who are participants in the official 2023 “U.S. Hispanic Young Lions Competition” may not enter or win this Competition. Subject to additional restrictions below, the Competition is open to young professionals employed by an advertising company or agency, PR company or agency, media industry company, or marketing company in the U.S., who are at least eighteen (18) years of age at the time of registration and who will not be older than thirty (30) years of age as of June 23, 2023. Each individual participant is a “**Participant.**” The “**Competition Period**” is from start of the Competition Registration Period through the end of the 2023 Cannes Lions International Festival of Creativity, June 23, 2023. Throughout the Competition Period, Participants must be legal residents of one of the fifty (50) United States or the District of Columbia with valid U.S. passports. Winners are responsible for obtaining any Visas necessary to travel to France. Each Participant must be an Employee or a Freelancer (as defined herein) at the time of registration and throughout the Competition Period. An “**Employee**” is a current employee in good standing of an eligible company or agency. A “**Freelancer**” shall mean a young professional (under thirty (30) years of age) who is not in full time education, and is not a full time employee, but works on a contract basis for one or multiple eligible agencies or companies. If a Participant who is an Employee should leave or be terminated from his/her employer during the Competition Period, does not become a Freelancer, or is not an Employee of another eligible company or agency (defined above), the Participant and his/her Team will be disqualified. Employees and contractors of National CineMedia, LLC (“**NCM**” or “**Sponsor**”), Lions Festivals Ltd., and each of their respective affiliated companies, and the immediate family members of, and any persons domiciled with, any such employees or contractors, are not eligible to enter or to win. Winning Teams must be available to participate in a **global** competition during the June 19-June 23, 2023 timeframe. IF YOU DO NOT MEET ANY OF THESE REQUIREMENTS, OR ANY OTHER ELIGIBILITY REQUIREMENTS IN THESE OFFICIAL RULES, YOU ARE NOT ELIGIBLE TO ENTER OR WIN THE COMPETITION, AND SPONSOR RESERVES THE RIGHT NOT TO AWARD PRIZES TO YOU. TO BE ELIGIBLE TO WIN, ENTRIES MUST BE COMPLETED AND RECEIVED BY SPONSOR IN THE MANNER AND FORMAT DESIGNATED BELOW.

### **II. How to Enter.**

**a. Registration.** Registration for each Category will begin at 12:00:01 a.m. (E.T.) on January 9, 2023 and end at the earlier of 7:59:59 p.m. (E.T.) on February 3, 2023 or when Sponsor has received the maximum number of registrations for the Category (“**Competition Registration Period**”). The Competition is open to “**Teams**” comprised of two (2) Participants who meet the eligibility requirements stated above. A Team may have no less than two (2) nor more than two (2) Participants. If a Participant leaves the Competition for any reason, the entire Team will be disqualified. Participants may only be a Participant of one (1) Team. A Team’s Participants do not have to be employed by the same company or agency. There are five (5) Competition categories (each a “**Category**”) in which Teams can choose to participate: Digital, Film, Media, Print, and PR. Teams can register for and compete in only one (1) Category. To register your Team, you must fill out the online registration form that can be found on the Competition website [canneslions.ncm.com](http://canneslions.ncm.com). All information must be completed on the form in order to receive a confirmation email that will include your Team number. **REGISTRATION CLOSES at 7:59:59 p.m. (E.T.) on FEBRUARY 3, 2023.** The following information is required on the registration form: (1) Young Lions Competition Category in which your Team wishes to compete, and (2) each Participant’s Full Name, Company & Title, Email Address, Phone Number, and Date of Birth. Teams will receive a confirmation code following receipt of the completed form, and that confirmation code will be required to compete.

Sponsor will accept a maximum of 1,750 Team registrations. Sponsor will cease accepting entries once it has received the maximum number of Team registrations. The 1,750 Team registration maximum is limited to 350 Digital Teams,

350 Film Teams, 350 Media Teams, 350 Print Teams, and 350 PR Teams. Teams will be accepted in the order that they register during the Competition Registration Period.

Category-Specific Team Member Criteria:

- **Digital Category:** Open to a Team of two digital professionals working in creative communications/advertising/digital agencies.
- **Film Category:** Open to a Team of two creative professionals working in creative communications/advertising/digital agencies.
- **Media Category:** Open to a Team of two professionals working for Media agencies or specific in-house Media departments in agencies (i.e., planners/buyers/strategists) or from a client in-house Media department.
- **Print Category:** Open to a Team of two creative professionals working in creative communications/advertising/digital agencies.
- **PR Category:** Open to a Team of two professionals working within a PR agency or within a specific in-house PR department of an agency or within a client in-house PR department.

**b. Entry.** An assignment brief will be sent to each confirmed Team no later than 6:00 p.m. (E.T.) on February 10, 2023. **Submissions will be accepted beginning at 8:00 a.m. (E.T.) February 11, 2023 and ending at 8:00 p.m. (E.T.) February 21, 2023. Each submission must include the Team's confirmation code for that Category.** The creative asset submitted with each entry must not include any Team Participant's name or company name. Submission specifications and entry details vary by Category and will be outlined in the assignment brief. All submissions must be the original work of the Team and be in English. If a Team submits an advertisement which includes photos or video of individuals, the Team will be required to submit a completed release confirming that the Team has the right to include the individuals in the submission. All entries must fully comply with the specifications outlined in the assignment brief. Sponsor and judges reserve the right to disqualify any entry that is alleged to infringe on any third party's intellectual property rights or that Sponsor deems obscene, offensive, or otherwise inappropriate for viewing by a general audience. Judges may disqualify entries that have won previous awards or competitions. By entering, you agree to the terms of these Official Rules and to receive e-mails from Sponsor or those directed by Sponsor.

**c. For All Entry Categories.** All requested information must be provided for your entry to be valid. Entries must be submitted following Sponsor's requested submission process. Receipt of entry occurs when Sponsor's server records your submitted entry form or Sponsor receives your offline entry submission. Proof of sending (such as an automated computer receipt confirming the delivery of e-mail, a "thanks for entering" message or post office receipt) does not constitute proof of actual receipt by Sponsor. Entries become the exclusive property of Sponsor and will not be acknowledged or returned. All Participants and entries are subject to verification by Sponsor.

Neither Sponsor, Sponsor Group, nor the Lions Festivals Ltd. will be responsible for incomplete, lost, late, postage-due, misdirected, or illegible entries. In addition, neither Sponsor, Sponsor Group, nor the Lions Festivals Ltd. shall be responsible for entries that are corrupted or otherwise not received correctly or for any problems or technical malfunction of any telephone network or lines, computer, on-line systems, networks, servers or server providers, web sites, cell phones, text messaging availability, computer equipment, software, failure of e-mail, or on account of technical problems, traffic congestion on the internet, or technical errors or difficulties, or other errors of any kind whether human, mechanical, electronic or network or the incorrect or inaccurate capture of entry or other information or the failure to capture, or loss of, any such information. Sponsor reserves the right to terminate, modify or suspend the Competition, in its sole discretion, in the event of technical difficulty, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or for any other reason which may corrupt or affect the administration, security, fairness, integrity or proper conduct of the Competition, and select the winner from among all eligible entries received from the unaffected portion of the Competition prior to and/or after the action taken by Sponsor (if any, as appropriate) or by some other means deemed by Sponsor in its sole discretion to be fair, appropriate and consistent with the spirit of these Official Rules. If the use of any software or service is required either for the completion or submission of entries, each Team Participant must agree to any terms and conditions related to that software or service and neither Sponsor, Sponsor Group, nor the Lions Festivals Ltd. will be responsible for any problems, technical malfunctions, security issues, errors, or difficulties associated with that software or service. Neither Sponsor, Sponsor Group, nor the Lions Festivals Ltd. shall be responsible for injury, damage, tampering, or hacking to Participant's or to any other person's computer, on-line accounts or cellular phone related to or resulting from participating in this Competition.

Your computer must accept cookies, or any successor or similar technology, which may be used for the purpose of entry tracking. Ad blocking software on your computer needs to be disabled so that it doesn't interfere with processing your entry.

**d. Identity of Participants.** In the event of a dispute about the identity of the Participant(s), entries made online will be declared made by the authorized account holder of the e-mail address submitted at time of entry. An authorized account holder is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. The potential winner may be required to provide Sponsor with proof that the potential winner is the authorized account holder of the e-mail address associated with the winning entry. Any questions regarding the number of entries submitted or the authorized account holder shall be determined by Sponsor in its sole discretion, and Sponsor reserves the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the Competition.

**III. Winner Selection.** A panel of qualified judges, selected by Sponsor, will judge all Team entries. Each Category will be judged independently of one another. The ratings scale for each criterion will range from one (1) to seven (7), with seven (7) being the best score. See Category details below for judging criteria and process. All judging will be completed on or about April 21, 2023.

**a. Digital Category.**

- i. All eligible entries for the Digital Category will be judged in the first and second rounds according to the following criteria: 25% Presentation/Craft, 25% Targeted Audience Relevance, 25% Creative Execution, and 25% Perceived Effectiveness/Functionality.
- ii. Upon completion of the first round of judging there will be no more than twenty-five (25) Semi-Finalist Teams selected based on the entries that receive the highest scores at the conclusion of the judging. In the second round of judging, the Semi-Finalist Teams will be judged by the judges using the criteria stated above. Upon completion of the second round of judging there will be no more than six (6) Finalist Teams selected based on which entries receive the highest scores.
- iii. Finalist Teams (both Participants) will, at Sponsor's discretion, be required to present their submission in-person or by virtual presentation **via a video conferencing platform** on a date and time designated by Sponsor. Finalist Teams will be notified at least three (3) days prior to the scheduled presentation. Any Finalist Team not able to fully attend the presentation will be disqualified. In the final round of judging, the Finalist Teams will be judged according to the following criteria: 40% Presentation Skills, 15% Presentation/Craft, 15% Targeted Audience Relevance, 15% Creative Execution, and 15% Perceived Effectiveness/Functionality. The Finalist Team with the highest cumulative score will be designated the Digital Category winner.

**b. Film Category.**

- i. All eligible entries for the Film Category will be judged according to the following criteria: 25% Originality, 25% Overall Concept and Message Relevance for Audience, 25% Creative Execution, and 25% Perceived Effectiveness.
- ii. Upon completion of the first round of judging there will be no more than fifteen (15) Finalist Teams selected based on the entries that receive the highest scores at the conclusion of the judging.
- iii. In the second round of judging, the Finalist Teams will be judged by the judges using the criteria stated above. The Finalist Team with the highest cumulative score will be designated the Film Category winner.

**c. Media Category.**

- i. All eligible entries for the Media Category will be judged in the first and second rounds according to the following criteria: 25% Innovative Media Strategy, 25% Target Audience Insights, 25% Creative Execution, and 25% Perceived Effectiveness.
- ii. Upon completion of the first round of judging there will be no more than twenty-five (25) Semi-Finalist Teams selected based on the entries that receive the highest scores at the conclusion of the judging. In the second round of judging, the Semi-Finalist Teams will be judged by the judges using the criteria stated above. Upon completion of the second round of judging there will be no more than six (6) Finalist Teams selected based on which entries receive the highest scores.
- iii. Finalist Teams (both Participants) will, at Sponsor's discretion, be required to present their submission in-person or by virtual presentation **via a video conferencing platform** on a date and time designated by Sponsor.

Finalist Teams will be notified at least three (3) days prior to the scheduled presentation. Any Finalist Team not able to fully attend the presentation will be disqualified. In the final round of judging, the Finalist Teams will be judged according to the following criteria: 40% Presentation Skills, 15% Innovative Media Strategy, 15% Target Audience Insights, 15% Creative Execution, and 15% Perceived Effectiveness. The Finalist Team with the highest cumulative score will be designated the Media Category winner.

**d. Print Category.**

- i. All eligible entries for the Print Category will be judged according to the following criteria: 25% Originality, 25% Relevance of Concept and Message to Target Audience, 25% Creative Execution, and 25% Perceived Effectiveness.
- ii. Upon completion of the first round of judging there will be no more than fifteen (15) Finalist Teams selected based on the entries that receive the highest scores at the conclusion of the judging. In the second round of judging, the Finalist Teams will be judged by the judges using the criteria stated above.
- iii. The Finalist Team with the highest cumulative score will be designated the Print Category winner.

**e. PR Category.**

- i. All eligible entries for the PR Category will be judged in the first and second rounds according to the following criteria: 25% Creative Idea, 25% Strategy and Audience Relevance, 25% Creative Execution, and 25% Projected Results.
- ii. Upon completion of the first round of judging there will be no more than twenty-five (25) Semi-Finalist Teams selected based on the entries that receive the highest scores at the conclusion of the judging. In the second round of judging, the Semi-Finalist Teams will be judged by the judges using the criteria stated above. Upon completion of the second round of judging there will be no more than six (6) Finalist Teams selected based on which entries receive the highest scores.
- iii. Finalist Teams (both Participants) will, at Sponsor's discretion, be required to present their submission in-person or by virtual presentation **via a video conferencing platform** on a date and time designated by NCM. Finalist Teams will be notified at least three (3) days prior to the scheduled presentation. Any Finalist Team not able to fully attend the presentation will be disqualified. In the final round of judging, the Finalist Teams will be judged according to the following criteria: 40% Presentation Skills, 15% Creative Idea, 15% Strategy and Audience Relevance, 15% Creative Execution, and 15% Projected Results.
- iv. The Finalist Team with the highest cumulative score will be designated the PR Category winner.

Each Category will be judged independently of the other Categories. All judging (except for the final rounds of the Media, PR and Digital Categories) will be blind. Judges will not have access to the Team Participants' names or any contact information. Judges will only be provided links to or copies of the submissions. The two (2) Teams with the next highest scores in each Category will be the "**Runner Ups.**" In the event of a tie, tied entries will be re-judged on the same criteria listed above. Decisions of judges and Sponsor regarding the selection of winners and all other aspects of the Competition shall be final and binding in all respects.

Winning Teams must be able to compete in the separate, global Young Lions competitions during the **June 19- June 23, 2023 timeframe** on the designated 24 hour to 48 hour schedule determined by Cannes Lions Festival. Subject to applicable restrictions, the winning U.S. Team in each Category will be invited to attend the 2023 Lions International Festival of Creativity in Cannes, France, from June 19-23, 2023 ("**Festival**"). Each Participant may need to provide valid documentation showing full, up-to-date vaccination against COVID-19 to enter France.

The full list of U.S. Young Lions Category winners will be posted on the Competition website and announced in a press release issued by Sponsor on or around May 1, 2023.

**IV. Prizes and Odds.** The Winning Team from each Category (Digital, Film, Media, Print and PR) will represent "TEAM USA" during the 2023 Cannes Lions International Festival of Creativity in Cannes, France from June 19-23, 2023. Subject to applicable restrictions, each Team, consisting of two (2) Participants, will receive the following: (2) Round-trip coach airfare tickets from the major airport closest to each Team Participant's residence to Nice, France; Up to (6) nights double or single occupancy, at a 2-star (or higher) hotel in Cannes, France during the Festival; and (2) Full-week Young Lions Registration Passes. The approximate retail value of the prize is \$10,000 per Winning Team based on the airfare and hotel rates in effect at time of travel. No other costs or expenses are included in the prizes. Each Team Participant shall be responsible for ground transportation to and from the airports and hotel, meals,

beverages, gratuities, taxes, and all other expenses not included in the prize description. Odds of winning depend on the number of eligible entries received. Prizes are provided by the Sponsor and Sponsor Group, as well as any additional sponsoring organization that may join the Sponsor Group in the future. Sponsor shall have final determination of air travel and hotel accommodations and may have secured such arrangements prior to announcing winners.

**V. Winner Notification and Acceptance.** On or about April 21, 2023, Sponsor will contact each winning Team by phone or email, at the phone number or email address submitted on the entry. The member of the potential winning team must reply within 72 hours of notification in order to receive the prize. If a potential winning Team fails to reply in the time period specified, that potential winning Team forfeits the prize and a Runner Up winner may be selected. Both members of the winning Team must be able to travel to France for the global competition during the June 19-June 23, 2023 timeframe or the prize will be forfeited and an alternate Team will be selected from the Category Runner Ups (time permitting). After confirmation of acceptance by the winning Team for each Category, the winning Teams will be announced on the Competition website [canneslions.ncm.com](http://canneslions.ncm.com) and an official NCM Press Release will go out to all participants and interested parties. The prize is non-assignable and nontransferable. No substitutions are allowed by the winner. Prize is not redeemable for cash. Sponsor reserves the right to substitute a prize of equal or greater value. **Each Winner is solely responsible for reporting and payment of any taxes on prizes.** Each Winner will be required to complete an affidavit of eligibility/liability and publicity release which must be returned as directed by Sponsor. Failure to sign and return the affidavit or release, or to comply with any term or condition of these Official Rules, may result in disqualification of entry, the forfeiture of the prize, and the award of the prize to a Runner Up Team. Prizes that are not won and claimed by eligible winners in accordance with these Official Rules will not be awarded and will remain the property of Sponsor.

**VI. Participation.** By participating, Participants agree to be bound by these Official Rules and the decisions of Sponsor and judges. Sponsor reserves the right to disqualify Teams or Participants found tampering with or otherwise abusing any aspect of this Competition as solely determined by Sponsor.

**VII. Copyright.** By entering the Competition, each Participant grants to Sponsor a royalty-free and irrevocable right and license to reproduce, distribute, perform, publish, adapt, modify, display, and use the Participant's submitted entry, in whole or in part, for any purpose and in any manner or media (including, without limitation, the Internet) throughout the world in perpetuity, and to license others to do so, all without limitation or further compensation. Each Participant further agrees that if his or her entry is selected by Sponsor as a winning entry, Participant will sign any additional license or release that Sponsor may require and will not distribute, publicly perform, publish, display, license, or use his or her submitted entry without the express written permission of Sponsor.

**VIII. Construction.** The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined to be invalid or otherwise unenforceable, these Official Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

**IX. Sponsor & Sponsor Group.** The Competition is sponsored by National CineMedia, LLC in collaboration with Digitas; Pereira & O'Dell; UM (Universal McCann); and Weber Shandwick ("**Sponsor Group**"), as well as any additional sponsoring organization that may join the Sponsor Group in the future.

**X. Disclaimer.** Sponsor, the Sponsor Group, Lions Festivals Ltd., the Festival and any of their respective parent companies, subsidiaries, affiliates (including Regal Entertainment Group, Cinemark USA, Inc., AMC Entertainment Inc. or any other affiliated theatres), and each of their directors, officers, professional advisors, employees and agencies (collectively, the "**Released Parties**") will not be responsible for: (a) any late, lost, misrouted, incomplete, illegible, garbled, distorted, delayed, destroyed, stolen, or damaged transmissions or entries or other errors of any kind; (b) telephone, electronic, hardware, software, network, Internet, or other computer- or communications-related malfunctions or failures; (c) any Competition disruptions, injuries, losses or damages caused by events beyond the control of Sponsor or by non-authorized human intervention; or (d) any printing, typographical, or other inadvertent errors in these Official Rules or in any materials associated with the Competition.

**XI. General Release.** By entering the Competition, you release Sponsor and all Released Parties from any liability whatsoever, and waive any and all causes of action, related to any claims, costs, injuries, losses, or damages of any

kind arising out of or in connection with the Competition or delivery, mis-delivery, acceptance, possession, use of or inability to use any prize (including, without limitation, claims, costs, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory.

**XII. Use of Winner's Name, Likeness, etc.** Except where prohibited by law, entry into the Competition constitutes permission for Sponsor and its licensees to use each winner's name, biographical information, hometown, likeness, opinions, statements, voice and/or prize information, without limitation, in connection with the Competition and for any other advertising, marketing, or promotional purpose(s) in any media, including without limitation, the Internet, without further permission, compensation or remuneration of any kind.

**XIII. Affidavit & Release.** As a condition of being awarded any prize, each winner may (in Sponsor's sole discretion) be required to execute and deliver to Sponsor within five (5) business days of attempted notification a signed affidavit of eligibility and acceptance of these Official Rules and release of liability, and any other legal, regulatory, or tax-related documents required by Sponsor in its sole discretion. Failure to do so may disqualify the winner and Sponsor may select an alternate winner.

**XIV. Winner List; Rules Request.** For a list of winners (available after May 1, 2023) or a copy of these Official Rules (as applicable), visit [canneshions.ncm.com](http://canneshions.ncm.com) or send a self-addressed, stamped envelope to "Winners List - NCM 2023 U.S. Young Lions Competitions" One Grand Central Plaza, 60 East 42<sup>nd</sup> Street, Suite 2030, New York, NY 10165. If you have any questions regarding this Competition, send an email to [meghan.soman@ncm.com](mailto:meghan.soman@ncm.com). Residents of VT may omit return postage.

**XV. Intellectual Property Notice.** The Competition Official Rules, Competition website, and all accompanying materials are copyright © 2021-2023 by National CineMedia, LLC or its licensors.

**XVI. Privacy.** NCM has the right to contact Participants about the Competition and share their information among and with the Sponsor Group in any way necessary to complete the Competition. In addition, data and information collected in the course of entering the Competition may be shared among and with the Sponsor Group, the Lions Festivals Ltd., the Festival, other Festival sponsors (both current and future) and their respective business partners. For a complete description of how this information may be used, including information on how to "opt out" of the disclosure of personal information, please visit the Sponsor's Privacy Policy at <https://www.noovie.com/privacy>, or mail your request, including a self-addressed, stamped envelope, to National CineMedia, LLC, 6300 S. Syracuse Way, Suite 300, Centennial, CO 80111, Attn: Privacy Policy Request. By entering the Competition, you consent to being placed on a mailing list for promotional and other purposes. If you "opt out" prior to the Festival, you may not receive important announcements and e-mails that may relate to the Competition.

**XVII. Miscellaneous.** These Official Rules will be governed, construed and interpreted under the laws of the state of New York, U.S.A. without regard to the conflicts of laws, and principles of any jurisdiction. Any disputes, claims, and causes of action arising out of or connected in any way with the Competition or the award of prizes shall be resolved individually, without resort to any form of class action, and brought exclusively in a federal or state courts in the City of New York, New York. To the maximum extent permitted by law, each Participant agrees and irrevocably consents to personal jurisdiction, subject matter jurisdiction, and venue in the state and federal courts of the State of New York. Sponsor reserves the right to suspend or cancel the Competition at any time without notice upon the occurrence of a Force Majeure Event. Notwithstanding anything to the contrary contained herein, the Released Parties shall not be liable for any suspension or cancellation of the Competition resulting from a Force Majeure Event. A "Force Majeure Event" includes, but is not limited to: acts of God; flood, fire, earthquake or explosion; war, invasion, hostilities (whether war is declared or not), terrorist threats or acts, riot or other civil unrest; government order or law; national or regional emergency; strikes, labor stoppages or slowdowns or other industrial disturbances; epidemic or pandemic infections; or other similar events beyond the reasonable control of the Released Parties. Any provision of these Official Rules deemed unenforceable will be enforced to the extent permissible, and the remainder of these Official Rules will remain in effect.