



NATIONAL COOPERATIVE GROCERS ASSOCIATION

My Co-Op Rocks! Video Contest

Official Rules

Please read these rules (the “Contest Rules”) carefully before clicking the “agree” button below. If you do not agree to the terms of this contest, you should not enter the contest.

To Enter:

1. There is no purchase necessary to enter or to win, nor is there any cost to register. Enter as often as you would like. This promotional contest is open to U.S. residents, age 18 and older. This contest is void where prohibited by law. National Cooperative Grocers Association (“NCGA”) reserves the right to cancel, terminate, modify, or suspend the contest if necessary for any reason, including without limitation technical reasons including computer viruses, bugs, tampering or any other technical failures.
2. The Entrant is deemed to be the holder of the established email account associated with the entry.
3. The Contest opens at 12:00 am, Central Standard Time, on March 1, 2009 and closes at 11:59 pm, Central Standard Time, on April 17, 2009.
4. To enter, submit your video at <http://www.MyCoopRocks.coop>. Electronic video files must be provided in one of the following file formats: .mpg, .mpeg, .avi, .divx, .mp4, .flv, .wmv, .rm, .mov, .asf, .swf. Videos must not be longer than two minutes in length. Winners may be required to provide the original audio and video files, including stock footage used during production of the entry for broadcast purposes. This may include uncompressed QuickTime files, final audio mix and/or separate audio tracks for dialogue, music, and effects. Once uploaded, submissions will not be returned.
5. NCGA assumes no liability for lost, late, illegible, incomplete, or misdirected entries or for any problem with internet connection or technical problems that might hinder the ability of any person to enter the contest. Odds of winning are based on the number of entries received.

The Prizes:

1. A total of six (6) prizes will be awarded, three (3) in the “Peoples’ Choice” category, and three (3) in the “Judges Choice” category. Total prize value is: \$3,460. The prizes are:
 - People’s Choice, First Prize: MacBook, 2.1 GHz, retail value \$1,000
 - People’s Choice, Second Prize: \$500 Co-op Gift Card, redeemable at any NCGA co-op, retail value \$500
 - People’s Choice, Third Prize: FlipMino HD (mini digital camcorder), retail value \$230
 - Judges’ Choice, First Prize: MacBook, 2.1 GHz, retail value \$1,000
 - Judges’ Choice, Second Prize: \$500 Co-op Gift Card, redeemable at any NCGA co-op, retail value \$500
 - Judges’ Choice, Third Prize: HD (mini digital camcorder), retail value \$230
2. Peoples’ Choice winners will be selected by popular vote on the web site. The top three highest rated qualifying videos will be awarded prizes. The winning selection will be posted online at <http://www.MyCoopRocks.coop> by May 8, 2009. Winners will be notified via email.
3. Judges’ Choice winners will be selected by a team of marketing professionals who will judge each video based on three criteria: originality and creativity (40% of the score), adherence to creative assignment and video category (30% of the score), and overall appeal (30% of the score). The top three qualifying videos will be awarded prizes. The decision of the judges is final. The winning selection will be posted online by May 8, 2009.
4. Prizes will be sent to contest winners via postal mail. Prizes are not transferrable, and unclaimed prizes will be forfeited. Sponsor does not provide any warranty with respect to the prizes. If a prize becomes unavailable for any reason, NCGA may award substitute a prize of equal or greater value.

Qualifying videos:

1. To be a “qualifying video,” the video must be in the appropriate format, submitted on time, and in compliance with Federal Communication Commission broadcast requirements. Additionally, NCGA has the right to disqualify any video that NCGA in its sole discretion determines is obscene, indecent, profane, defamatory, derogatory, offensive, or in any way does not reflect the ideals and principles of NCGA as an organization.
2. Video content should be in the format that communicates the top 10 reasons that you love your food co-op *or* communicates an original idea of the entrant’s choosing. Entrants can generate his or her own “Top 10” list, select one of the “Top 10” categories listed below, or generate their own non-“Top 10” original idea:
 - Top 10 Reasons Why I Love My Co-Op
 - Top 10 Foods at the Co-Op
 - Top 10 Funniest Sights at My Co-Op
 - Top 10 Ways to Meet People at the Co-Op – OR – Top 10 Ways to Get a Date at the Co-Op
 - Top 10 Reasons to Become a Co-Op Member

- Top 10 Reasons Why Shopping at a Co-Op is Just Better
3. Entrants may submit videos in as many categories as he or she would like, and each video will be counted as an entry. However, only one prize will be awarded per person, household, group, or email address.
 4. If a group wishes to submit an entry, the group must designate a single person to act as an agent for the group, and group will be considered the Entrant. NCGA is not responsible for any disputes between members of any group that enters this contest.
 5. Videos must be primarily in English.
 6. Acceptance of a video or publication of a video on its web site does not constitute NCGA's agreement that the video complies with the Contest Rules or act in any way to waive NCGA's rights to remove the video entry from the contest or waive its rights to enforce the Contest Rules.

Copyright:

1. By submitting the entry, Entrant represents and warrants that the video and all content in the video (the "Work") is Entrant's own, original, un-published work (this includes any script and soundtrack) or that the Entrant has obtained all necessary licenses to use the works of third-parties. Entrant further represents and warrants that the Work has not won any other award and has not been produced for any other contest, contract, or agreement with any other party. Entrant represents and warrants that he, she, or it will obtain all necessary licenses and releases for all the material found in the Work. At the request of NCGA, the Entrant will provide NCGA all documents evidencing the Entrant's ownership of all elements of the Work, including any executed licenses and releases.
2. By submitting Works, Entrant is assigning to NCGA all rights in the Works, knowing the ideas may be used for commercial purposes. Entrant hereby assigns to NCGA without further consideration all of Entrant's worldwide right, title, and interest in and to the Works, whether created before or after the date of this Contest, including, without limitation, the right to publish, produce, reproduce, and distribute copies of the Works, the right to prepare derivative works, and the right to display and perform the Works by any means for the entire term of the copyright and any renewals thereof. The Entrant retains no rights in the Work.
3. Entrant warrants that the Works does not violate or infringe any copyright or other proprietary right of any third party. Entrant will defend, indemnify and hold NCGA, its officers, directors, agents, employees, affiliates, and customers harmless from any and all claims, liabilities, costs and damages (including attorneys' fees) arising from or in connection with any claims that the Work infringes any patent, copyright, trade secret, or other proprietary right of any third party.

General Rules:

1. By submitting the entry, Entrant agrees and hereby releases NCGA and its parent companies, affiliates, subsidiaries, employees, agents, officers and directors from any and all liability or responsibility arising in connection with Entrant's participation in the contest or as to the acceptance and use of any prize(s) which may be awarded.

2. NCGA assumes no responsibility for entries unable to be processed for any technical reason and further reserves the right to cancel the contest if it becomes technically corrupted or because of unauthorized human intervention. NCGA reserves the right in the event of such cancellation to award the prize to an eligible, non-suspect entry received prior to cancellation.
3. Entrant agrees that entry into the Contest constitutes permission for NCGA to have the option of using the name, hometown, likeness, photograph, voice, and statements of the Entrant and any persons featured in Entrant's video. Such use will be without compensation and may be for editorial, public relations, promotional, or advertising purposes, or any other purpose as deemed reasonable by NCGA. Entrant agrees to maintain a record of all persons appearing in videos, and will require all persons appearing in videos to permit NCGA to use their names, hometowns, likenesses, photographs, voices, and statements without compensation or consideration for editorial, public relations, promotional or advertising purposes, or any other purpose as deemed reasonable by NCGA. NCGA may request documentation of such permission and failure to provide such documentation will result in forfeiture of any winner status and/or prize.
4. Entrant will defend, indemnify and hold NCGA, its officers, directors, agents, employees, affiliates, and customers harmless from any and all claims, liabilities, costs and damages (including attorneys' fees) arising from or in connection with any breach of this Agreement, and agrees that NCGA will have no liability whatsoever for any claims, losses, or damages due to Entrant's acts, omissions, or breaches of these terms. IN NO EVENT WITH NCGA BE LIABLE FOR ANY INDIRECT, SPECIAL, CONSEQUENTIAL, INCIDENTAL, OR PUNITIVE DAMAGES WITH RESPECT TO ANY AND ALL CLAIMS ARISING FROM OR RELATED TO ENTRANT'S PARTICIPATION IN THIS CONTEST.
5. Entrant is responsible for all applicable taxes, and appropriate tax identification information may be required prior to the awarding of any prize.
6. Employees of NCGA, and its affiliates, parent companies and subsidiary companies, and their immediate families (parents and children) are not eligible to participate in the contest.
7. The Contest Rules are governed by the laws of the state of Minnesota, without regard to its conflict of laws principles. Any dispute arising out of this contest will be resolved in the state and federal courts located in Minneapolis, Minnesota, and all parties consent to the sole and exclusive jurisdiction of such courts.
8. This contest is sponsored and promoted by: National Cooperative Grocers Association, 389 E. College St., Iowa City, IA 52240.