

CANADIAN MARKETING LEAGUE RULES AND REGULATIONS 2023 - 2024

Understanding the Rules of the Game

CANADA'S NEXT
**TOP·AD
EXEC**



CANADIAN
MARKETING
LEAGUE

RULES & REGULATIONS & SUBMISSION CONDITIONS

Microsoft Canada Inc., McDonald's Canada Inc., Kraft Heinz Inc., Environics Analytics Inc., Dentsu Inc., CIBC Inc., PepsiCo Canada Inc. (the "Learning Partner"), and McMaster University (the "University") reserve the right to modify elements of the competition, rules, and regulations, and prizes during the course of the year.

Learning Partners and the University may change the dates and deadlines for any or all aspects of the competition in extreme circumstances. If any type of modification becomes necessary, reasonable notice and communication will be given with explanation to all participants. It is the responsibility of the participant to check their email and the competition website/social media pages to make note of any changes.

By participating in the contest, by registering, or by accepting the terms posted on this website, each participant hereby releases and holds harmless McMaster University, Microsoft Canada Inc., McDonald's Canada Inc., Kraft Heinz Inc., Environics Analytics Inc., Dentsu Inc., CIBC Inc., PepsiCo Canada Inc., and all other learning partners of the competition and all of their respective affiliates and agencies, employees, officers, and directors from and against any and all liability, claims, damages, actions, and costs, arising out of or in connection with their participation in the Canadian Marketing League competition hosted by students of McMaster University, Hamilton, Ontario.

GRAND PRIZE

The winning team will be awarded \$20,000 Canadian dollars as the grand prize. The prize must be accepted as described in the contest rules and regulations and may not be transferred to another person or substituted for another prize. Prize substitution in whole or in part is at the sole discretion of program Learning Partners, the University, and the Canadian Marketing League.

Winner(s) must present adequate personal identification and validate status as FULL TIME registered undergraduate, Masters, or MBA student at an accredited Canadian University and be a LEGAL RESIDENT of Canada at the time of all qualifying stages and the final to claim the prize(s). Winner is solely responsible for all taxes and expenses which are not specified above. The grand cash prize will be conditional on the execution by the winner(s) of a full release and any other legal document required by Learning Partners, the University and the Canadian Marketing League. The winners agree to collaborate with Learning Partners, the University and the Canadian Marketing League on media press coverage of their participation and the cash prize.

REGISTRATION DETAILS

- Registration to participate is as an **INDIVIDUAL** or as a **TEAM of TWO ONLY**. Teams can be formed by students with eligible partners at other universities or between full time undergraduate and full time Masters or MBA students. Each student or team can only make one submission.
- Pre-season registration concludes on January 27, 2024 at 11:59 PM EST/8:59 PM PST. Please carefully follow the submission guidelines on how to submit your solution for the Canadian Marketing League – the submission steps are available on the website <https://www.marketingleague.ca/>.

- If you have any questions concerning submission you can send an e-mail to query@cmljudging.ca.
- The program is not responsible for any technical glitches that result in delayed upload of submissions.

COMPETITION DETAILS

1. Submissions must be written and spoken in English or French.
2. Competition details and submission instructions can be found on the Canadian Marketing League's website: <https://www.marketingleague.ca/>.
3. The submission briefing and instructions are intended to serve as suggested guidelines only, and as a result will not be the sole judging criteria utilized by the judging panel.
4. All teams must submit up to and no more than a 3-minute video presentation of their idea during the Pre-Season stage. More information can be found at: <https://www.marketingleague.ca/>. At the end of the Pre-Season, up to and no more than the top 25 teams will be selected by industry and academic judges to continue to the Regular Season.
5. Regular Season participants/teams will compete during week four of February 2024 or week one of March 2024 in two stages presented by Environics Analytics Inc. and Kraft Heinz Inc.
6. The top 10 participants/teams as determined by the judging panel after the Regular Season will be announced as Finalists and participate in the Finals in early April 2023.
7. In the event of a tie, in any stage of the competition, a representative from the learning partners of the program - Kraft Heinz Inc., Microsoft Canada Inc., McDonald's Canada Inc., Environics Analytics Inc., Dentsu Inc., CIBC Inc., PepsiCo Canada Inc. - will have final decision on which contestant/team will advance to the next round or in the case of the finals, which contestant/team will claim the final position.

ELIGIBILITY FOR THE COMPETITION

1. Each participant must be registered as a FULL-TIME undergraduate student or be a FULL-TIME Master of Business Administration (MBA) student, a Master's in Marketing student, or a Marketing Research, Business Analytics, or any other relevant business Master's program in the 2023/2024 academic year at an accredited Canadian university.
2. Students must be a full-time student in one of the following programs to be eligible to compete:
 - A. Undergraduate student in a Business or Commerce program.
 - B. Undergraduate student completing a minor in business or commerce/any other accredited degree program at a Canadian University.
 - C. Undergraduate engineering student completing a minor in business or management.
 - D. MBA Student or Master's in Marketing, Business Analytics, Marketing Research or any other relevant business Master's program.

Note: Validation of current academic status may be requested by the Executive Team at any point during or after the competition.

3. If you are on a full time Co-op or internship this year you are eligible to compete as long as you are NOT working for one of the learning partners and considered by your university to be a FULL TIME undergraduate student.
4. Past-employees, past interns, current interns, current employees of Microsoft Canada Inc., McDonald's Canada Inc., Kraft Heinz Inc., Environics Analytics Inc., Dentsu Inc., CIBC Inc., PepsiCo Canada Inc., and all other learning partners of the competition and all of their respective affiliates and agencies, employees, officers, and directors, are ineligible to compete.
5. Individuals involved with the organization team or organization of CML at McMaster University or employees of any of the learning partners of the CML competition are ineligible to participate in the competition. Please note, Campus Account Managers (CAMs) are not considered part of the organizing team at McMaster University and are therefore ELIGIBLE to compete.

GROUNDS FOR DISQUALIFICATION

1. In the video submission, any reference to the university or program that you are attending is grounds for disqualification. This includes any images or photos of your school that appear in the video.
2. Any video that is over THREE minutes in length is grounds for disqualification.
3. Any video content that is abusive, inflammatory, deemed unprofessional, or includes profanity will be disqualified.
4. Any video that is submitted after January 27th, 2023 at 11:59 PM EST/8:59 PM PST is grounds for disqualification.

CONDITIONS

Upon entering Canadian Marketing League each participant:

1. Warrants that they are the sole owner of the submitted work and that the work does not infringe on the intellectual property rights of any another party.
2. Waives any rights to confidentiality of any submissions made with respect to the competition.
3. Warrants that all work subject to another party's copyrights have been properly acknowledged.

FURTHER REGULATIONS

McMaster University, Microsoft Canada Inc., McDonald's Canada Inc., Kraft Heinz Inc., Environics Analytics Inc., Dentsu Inc., CIBC Inc., PepsiCo Canada Inc., and all other learning partners of the competition all reserve the right to disqualify any participant who violates the Rules and Regulations of the competition and reserve the right to refuse a submission of which the eligibility is questionable or has already been deemed ineligible.

SUBMISSIONS

All submissions shall automatically become the property of Microsoft Canada Inc., McDonald's Canada Inc., Kraft Heinz Inc., Environics Analytics Inc., Dentsu Inc., CIBC Inc., PepsiCo Canada Inc., McMaster University, and all other learning partners and all of their respective affiliates and agencies.

Employees, officers, and directors from the competitions sponsoring companies shall not be held responsible for the failure of any submissions to be received for any reason or to be considered ineligible due to incomplete, unclear or indecipherable information, or for any other problems, however caused.

McMaster University, Microsoft Canada Inc., McDonald's Canada Inc., Kraft Heinz Inc., Environics Analytics Inc., Dentsu Inc., CIBC Inc., PepsiCo Canada Inc., and all other learning partners of the competition and all of their respective affiliates and agencies, employees, officers, and directors shall not have any liability for lost, stolen, delayed, damaged or misdirected submissions.

Each participant agrees to waive any copyrights and moral rights in any material and information submitted to McMaster University and all learning partners of the competition and all of their respective affiliates and agencies, employees, officers, and directors and agrees that ownership of said material transfers to Microsoft Canada Inc., McDonald's Canada Inc., Kraft Heinz Inc., Environics Analytics Inc., Dentsu Inc., CIBC Inc., PepsiCo Canada Inc.

Each participant warrants that they are the sole owner of the submitted work and that the work does not infringe on the intellectual property rights of another party. Each participant further warrants that all material used in the participant's submission, whose intellectual property rights belong to another party has been properly acknowledged and permission for use has been sought and granted.

LIMITATION OF LIABILITY

McMaster University, Microsoft Canada Inc., McDonald's Canada Inc., Kraft Heinz Inc., Environics Analytics Inc., Dentsu Inc., CIBC Inc., PepsiCo Canada Inc., and all other learning partners of the competition, all judges and all of their respective affiliates and agencies, employees, officers, and directors shall not be liable to any participant and/or any third party for any damages of any kind arising out of or relating to the participation in the Canadian Marketing League's competition including, but not limited to, any lost profits, lost opportunities, special, incidental, indirect, consequential or punitive damages, regardless of the participant's advice to McMaster University to the contrary.

RELEASE

Each participant agrees to release and hold harmless Microsoft Canada Inc., McDonald's Canada Inc., Kraft Heinz Inc., Environics Analytics Inc., Dentsu Inc., CIBC Inc., PepsiCo Canada Inc., McMaster University, all other learning partners of the competition, and all of their respective affiliates and agencies, employees, officers, and directors from and against any and all liability, claims, damages, actions, and costs, arising out of or in connection with your participation in the Canadian Marketing League.

RELEASE OF JUDGES

The judges' decisions shall be final and binding upon each participant and each participant hereby irrevocably acknowledges and agrees to release and hold harmless all the judges personally from

and against any and all liability, claims, damages, actions, and costs, arising out of, or in connection with the participation in the Canadian Marketing League's competition, including but not limited to any such claims resulting from decisions issued by the judges.

In the event of a tie at any point in the competition, a representative of Microsoft Canada Inc., McDonald's Canada Inc., Kraft Heinz Inc., Environics Analytics Inc., Dentsu Inc., CIBC Inc., PepsiCo Canada Inc. shall be entitled to determine, at their discretion, which competitor advances to the next stage of the competition, or, if the tie results at the end of the competition, which competitor shall be named the winner of the competition.

REPRODUCTION OF CONTENTS

The contents of the Canadian Marketing League website may be used and reproduced solely for non-commercial, personal, or educational purposes provided that it is not modified and that you retain all copyrights and other notices contained in the content. Such information may not otherwise be used, reproduced, broadcast, published or re-disseminated without the prior written permission of McMaster University.

REPRODUCTION OF IMAGE AND PERSONAL INFORMATION

Each participant acknowledges that McMaster University, Microsoft Canada Inc., McDonald's Canada Inc., Kraft Heinz Inc., Environics Analytics Inc., Dentsu Inc., CIBC Inc., PepsiCo Canada Inc., and all other learning partners of the competition can use or publish without further consent or compensation each participant's likeness, materials, and city of origin for any purpose, whether each participant was successful in the competition or otherwise.

INTELLECTUAL PROPERTY

The materials located on the Canadian Marketing League's website are protected by copyright, trademark, and other forms or proprietary rights and are owned or controlled by McMaster University or the party credited as the provider of the information.

GOVERNING LAW

This agreement shall be construed and enforced in accordance with the laws of the Province of Ontario and Canada where applicable.

ENTIRE AGREEMENT

The competition rules and regulations published on this website constitute the entire agreement between each participant, McMaster University, Microsoft Canada Inc., McDonald's Canada Inc., Kraft Heinz Inc., Environics Analytics Inc., Dentsu Inc., CIBC Inc., PepsiCo Canada Inc., and all other learning partners of the competition and all of their respective affiliates and agencies, employees, officers, and directors and this

agreement supersedes any and all other agreements. No other representations or warranties are made, save for those contained within this Agreement.

TERMINATION OF THE CANADIAN MARKETING LEAGUE COMPETITION

McMaster University reserves the right to terminate or modify in any manner the Canadian Marketing League's competition and/or any part of the related terms, conditions, and prizes. Such right of termination includes a force majeure arising from fire, flood, any act of God, the King or His enemies (whether foreign or domestic), war (whether or not declared), riot or other civil disturbance, labour dispute, or by any other causes similarly beyond the control of the organizers of the competition.