



2025 Young Lions Competition OFFICIAL COMPETITION RULES

1. **Competition Sponsor.** The 2025 Young Lions Competition (the “**Competition**”) is sponsored and administered by The Globe and Mail Inc. (the “**Competition Sponsor**”) located at The Globe and Mail Centre, 351 King Street East, Suite 1600, Toronto, ON, M5A 0N1
2. **Competition Registration Deadline.** The Competition registration begins at 9:00 a.m. Eastern Standard Time (“**EST**”) on January 13, 2025, and ends at 11:59 p.m. EST on February 9, 2025 (the “**Competition Registration Deadline**”).
3. **Competition Eligibility.** To be eligible to enter the Competition entrants must:
 - (a) be a Canadian citizen, a permanent resident of Canada or have a valid Canadian work permit throughout the competition starting from your registration up until June 20, 2025;
 - (b) be a professional: (i) employed by or working freelance for a creative communications, advertising, or digital agency (the “**Creative Agency**”) for the Digital, Print, and Film Categories; or (ii) employed by or working freelance for (A) a media agency; or (B) specific in-house media department in an agency (“**Media Agency**”), for the Media Category; (iii) employed by or working freelance for (A) a PR agency; (B) a specific in-house PR department in an agency; or (C) an in-house PR team from a client company (“**PR Agency**”), for the PR Category; (iv) employed by or working freelance for (A) a Design Agency; (B) a creative communications, advertising, or digital agency; or (C) an in-house creative team from a client company (“**Design Agency**”), for the Design Category; (v) employed (i.e. not working freelance) in the marketing department of a company that engages the services of a creative communications, advertising, or digital agency (the “**Client Company**”), for the Marketers Category; (note: Each submission Category is described in more detail below and at www.globeandmailyounglions.ca (“**Competition Website**”));
 - (c) be at least the legal age of majority in their province or territory of residence and not older than thirty (30) years of age prior to June 20, 2025 (born on or after June 20, 1994);
 - (d) have a good understanding of spoken and written English;
 - (e) be willing, able, and available to: (i) participate in the live, in-person second round presentation (if in the Marketers, Media, PR, and Design Categories) the week of April 14, 2025 at The Globe and Mail office in Toronto; (ii) be willing, able and available to travel to France as early as June 11, 2025 and stay in France until at least end of day June 20, 2025; (iii) attend the 2025 Cannes Lions International Festival of Creativity in Cannes, France on June 16, 2025 – June 20, 2025 (the “**Festival**”); and (iii) represent themselves, the Creative Agency, the Media Agency, the PR Agency, the Design Agency



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or the Client Company (as applicable) and Canada, and participate in person in the Global Young Lions Competition at the Festival.

- (f) hold a valid passport and/or visa that permits attendance at all events in person (including travel to France to attend the Festival) and comply with all visa and other requirements on travel to France to attend the Festival.

If all of the eligibility requirements to enter the Competition are met as set out above, such entrant is referred to herein as an “**Eligible Entrant**”.

Eligibility is not transferrable. Entrants are not eligible to enter the Competition if they are: (1) a full-time student; (2) employed by or working freelance for an in-house media department of a company that engages the services of a Media Agency as a client, but only for the Media Category; (3) not an employee of a Client Company (i.e. freelance professionals are not eligible), but only for the Marketers category; (4) a person that was or is a director, officer or employee of the Competition Sponsor, its affiliates (including parent, sister and subsidiary companies), or other party in any way involved in the development or administration of this Competition, including but not limited to advertising and promotional agencies, charity or non-profit organizations, public relations agencies, suppliers of materials or services or prizes related to the Competition, or a member of the immediate family (spouse, parents, siblings and children, regardless of where they reside) or household member of any such employee; or (5) a winner of a contest or competition sponsored by the Competition Sponsor within the six (6) months preceding the start of this Competition (including persons designated by such winners to take ownership of prize) and persons domiciled with such winner.

4. **Competition Registration.** Each Eligible Entrant must register for the Competition by completing the Competition registration form (“**Registration Form**”) located at globeandmailyounglions.ca (“**Competition Website**”) and paying a non-refundable registration fee in the amount of one-hundred (CAD\$100.00) Canadian dollars (before tax) during the registration period running from January 13, 2025 – February 9, 2025 per Eligible Entrant (as applicable, “**Registration Fee**”) prior to the Competition Registration Deadline.

Each Registration Form must include the Eligible Entrant’s: (a) full legal name; (b) Creative Agency, Media Agency, PR Agency, Design Agency or Client Company name (as applicable); (c) home address and/or business address (as indicated on the Form); (d) business daytime telephone number and personal phone number (e.g. cell phone number); (e) business and personal e-mail address; (f) and the name of one (1) other Eligible Entrant as his/her team member (“**Team Member 2**”). The Eligible Entrant must select on the Registration Form from only one (1) of the following five (7) categories to compete in: (1) Digital; (2) Print; (3) Media; (4) Film; (5) PR; (6) Design; or (7) Marketers (each a “**Category**” and collectively, the “**Categories**”). Limit of one (1) Category per Team.

The Eligible Entrant who completes the Registration Form first (“**Team Member 1**”) and Team Member 2 will participate in the Competition as a team (a “**Team**”). Limit of two (2) Eligible Entrants per Team.



IMPORTANT NOTE: Team Member 2 must also complete a Registration Form, pay the Registration Fee and list the name of Team Member 1 on his/her Registration Form to confirm the membership of the Team.

For certainty, Eligible Entrants may only be a member of one (1) Team. The membership of the Team cannot be changed after the Registration Form is submitted on the Competition Website. The Registration Fee will not be refunded to the Eligible Entrant under any circumstances, including but not limited to the Team not submitting a Competition Entry.

5. **Identity of Eligible Entrants and Team.** Upon request by the Competition Sponsor, each entrant must provide the Competition Sponsor with proof of their identity, qualification as an Eligible Entrant and/or Team. Competition Sponsor may disqualify any Competition Entry where such proof is not provided upon request. In the event of a dispute over the identity of an entrant, entry will be deemed submitted by the authorized holder of the email account, as assigned by the internet access provider, online service provider, or other organization (e.g. business, educational institution, etc.) responsible for assigning email addresses for the domain associated with the email address submitted by the entrant in the Registration Form.
6. **Competition Brief.** Each Eligible Entrant that has complied with the registration requirements of these Official Competition Rules will be sent an email containing instructions on how to access the Competition Brief (as described below) to the email they used to register, on or before February 28, 2025, and all details will be live and accessible on the competition website on March 1, 2025, on 9:00 a.m. EST (“**Competition Start Time**”). In the event an Eligible Entrant does not receive the details via e-mail by 5:00 p.m. EST on February 28, 2025, it is the responsibility of the Eligible Entrant to notify the Competition Sponsor via e-mail at cannes@globeandmail.com as soon as possible and prior to 7:00 a.m. EST on March 1, 2025; if the Eligible Entrant does not email the Competition Sponsor by 7:00 a.m. EST on March 1, 2025 and the Eligible Entrant has not received e-mail, an Eligible Entrant’s time to complete and submit a Competition Entry will not be extended.

The e-mail will provide the Team with instructions on how to access the Competition brief for their selected Category, which describes the guidelines for creating and submitting an entry into the Competition, including but not limited to the charity or non-profit organization name that will be the subject of the Competition Entry submission (“**Charity**”), objectives, strategies, target audience, size and time restrictions for each entry in the Competition (“**Competition Brief**”).

Each Team must create and submit an entry into the Competition that meets all the requirements of these Official Competition Rules and the Competition Brief to be accepted into the judging phase of the Competition (a “**Competition Entry**”).

7. **Competition Entry.** Each Team must submit their Competition Entry to the Competition Sponsor via the submission instruction guidelines on the Competition Website prior to the following Category submission deadlines:

- (a) Digital Category deadline: 9:00 a.m. EST on March 2, 2025



For its Competition Entry in the Digital Category, each Team must create a digital media campaign for the Charity (the “Digital Category”) within twenty-four (24) hours of the Competition Start Time that meets the requirements of the Official Competition Rules and the Competition Brief for the Digital Category.

(b) Print Category deadline: 9:00 a.m. EST on March 2, 2025

For its Competition Entry in the Print Category, each Team must create a print advertisement for the Charity (the “Print Category”) within twenty-four (24) hours of the Competition Start Time that meets the requirements of the Official Competition Rules and the Competition Brief for the Print Category.

(c) Media Category deadline: 9:00 a.m. EST on March 2, 2025

For its Competition Entry in the Media Category, each Team must create a media strategy for the Charity (the “Media Category”) within twenty-four (24) hours of the Competition Start Time that meets the requirements of the Official Competition Rules and the Competition Brief for the Media Category.

(d) Film Category deadline: 9:00 a.m. EST on March 3, 2025

For its Competition Entry in the Film Category, each Team must create a sixty (60) second film commercial for the Charity (the “Film Category”) within forty-eight (48) hours of the Competition Start Time that meets the requirements of the Official Competition Rules and the Competition Brief for the Film Category.

(e) PR Category deadline: 9:00 a.m. EST on March 2, 2025

For its Competition Entry in the PR Category, each Team must create a PR strategy for the Charity (the “PR Category”) within twenty-four (24) hours of the Competition Start Time that meets the requirements of the Official Competition Rules and the Competition Brief for the PR Category.

(f) Design Category deadline: 9:00 a.m. EST on March 2, 2025

For its Competition Entry in the Design Category, each Team must develop a visual identity for the Charity (the “Design Category”) within twenty-four (24) hours of the Competition Start Time that meets the requirements of the Official Competition Rules and the Competition Brief for the PR Category.

(g) Marketers Category deadline: 9:00 a.m. EST on March 2, 2025

For its Competition Entry, each Team must create a submission consisting of a concept board and marketing creative brief for the Charity (the “Marketers Category”) within twenty-four (24) hours of the Competition Start Time that meets the requirements of these Official Competition Rules and the Competition Brief for the Marketers Category.



For certainty, each Team must submit their own original Competition Entry. **No external assistance or influence of any kind from any person outside the Team is permitted.**

Limit of one (1) Competition Entry per Team. All Competition Entries must adhere to requirements as outlined in the Competition Brief and these Official Competition Rules. Competition Entries received after the Category submission deadlines listed above will not be accepted. Competition Entries from: (i) persons who are not Eligible Entrants; or (ii) Eligible Entrants that have not completed the Competition Registration, will not be accepted.

8. **Proof of Receipt.** The sole determinant of time for the purposes of receipt of a valid Registration Form and Competition Entry will be the computer servers of the Competition Sponsor. Proof of mailing or transmission (screenshots or captures, etc.) does not constitute proof of receipt by the Competition Sponsor.
9. **Judges, Judging Criteria and Selection of Finalists and Winners.** Between March 10, 2025 – March 23, 2025, each Competition Entry in each Category will be evaluated by a panel of qualified judges (the “**Judges**”) as selected by the Competition Sponsor.

For the **Digital Category**, in order to select the top three (3) Competition Entries who will be selected as the Finalists, the judges will review and evaluate the Competition Entries based on the following criteria: (1) idea and insight (50%); (2) strategy and relevance to the brief (25%); and (3) execution (25%).

For the **Print Category**, in order to select the top three (3) Competition Entries who will be selected as the Finalists, the judges will review and evaluate the Competition Entries based on the following criteria: (1) idea and insight (50%); (2) strategy and relevance to the brief (25%); and (3) execution (25%).

For the **Film Category**, in order to select the top three (3) Competition Entries who will be selected as the Finalists, the judges will review and evaluate the Competition Entries based on the following criteria: (1) idea and insight (50%); (2) strategy and relevance to the brief (25%); and (3) execution (25%).

In the **PR Category**, the Judges will select the top five (5) Competition Entries based on the following criteria: (1) the PR strategy (35%); (2) the creative idea (30%); and (3) PR execution (35%). The top five (5) Teams will then be required to make a live presentation of a maximum of five (5) minutes in length (“**PR Presentation**”) to the Judges on Tuesday, April 17, 2025, in-person at The Globe and Mail Office in Toronto. The PR Presentation shall be presented using a maximum of five (5) PowerPoint slides (title slide optional as it will be included in the maximum five (5) slides total). Any slide beyond slide number five (5) will not be considered by the Judges. After the PR Presentation, the Judges will have a maximum of five (5) minutes to ask the Team questions. The Judges will review and evaluate the PR Presentation based on the following criteria weighted as indicated in brackets: (1) Target Audience Description (5%); (2) Key Target Insight (20%); (3) Key Message (10%); (4) Creative Idea + Execution (30%); (5) PR Assets + Distribution (20%); (6) Timing Strategy (5%); (7) Scale Strategy (10%); and the top three (3) Teams will be selected as the top three (3) finalists for the PR Category.



In the **Design Category**, the Judges will select the top five (5) Competition Entries based on the following criteria: (1) Creative Idea (40%); (2) Strategy (10%); and (3) Execution (50%). The top (5) teams will then be required to make a live presentation of a maximum of five (5) minutes in length (“**Design Presentation**”) to the Judges on Monday, April 14, 2025, in-person at The Globe and Mail Office in Toronto. The Design Presentation shall be presented using a maximum of seven (7) PowerPoint slides (title slide optional as it will be included in the maximum seven (7) slide total). Any slide beyond slide number seven (7) will not be considered by the Judges. After the Design Presentation, the Judges will have a maximum of five (5) minutes to ask the Team questions. The Judges will review and evaluate the Design Presentation based on the following criteria weighted as indicated in brackets: (1) Creative Idea (40%); (2) Strategy (10%); (3) Execution (40%); and (4) Presentation Skills (10%); and the top three (3) Teams will be selected as the top three (3) Finalists for the Design Category.

In the **Media Category**, the Judges will select the top five (5) Competition Entries and the Teams with such selected Competition Entries will be required to make a live presentation of a maximum of five (5) minutes in length (“**Media Presentation**”) to the Judges on Tuesday, April 15, 2025, in-person at The Globe and Mail Office in Toronto. The Media Presentation shall be presented using a maximum of five (5) PowerPoint slides (title slide optional as it will be included in the maximum five (5) slides total). Any slide beyond slide number five (5) will not be considered by the Judges. After the Media Presentations, the Judges will have a maximum of five (5) minutes to ask the Team questions. The Judges will review and evaluate the Media Presentation based on the following criteria weighted as indicated in brackets: (1) Target Audience Description (10%); (2) Key Target Insight (20%); (3) Strategy (20%); (4) Innovative Media Solution (30%); (5) Effectiveness/Results (10%); and Presentation Skills (10%); and the top three (3) Teams will be selected as the top three (3) Finalists for the Media Category.

For the **Marketers Category**, in order to select the top five (5) Competition Entries who will go the Marketers Presentation phase, the Judges will review and evaluate the Competition Entries based on the following criteria: The concept board and creative brief will be evaluated on (1) The Creative Idea (50%); (2) The Strategy including Insight (20%); (3) Relevancy to client’s brief (20%); (4) Execution (10%).

Further, in the **Marketers Category**, the Judges will select the top five (5) Competition Entries based on the above criteria and the Teams with such Competition Entries will be required to make a live presentation of a maximum five (5) minutes in length (“**Marketers Presentation**”) to the Judges on Wednesday, April 16, 2025 in-person at The Globe and Mail Office in Toronto. The Marketers Presentation shall be presented using a maximum of five (5) PowerPoint slides (title slide optional as it will be included in the maximum five (5) slide total). Any slide beyond slide number five (5) will not be considered by the Judges. After the Marketers Presentations, the Judges will have a maximum of five (5) minutes to ask the Team questions. The Judges will review and evaluate the Marketers Presentation based on the following criteria weighted as indicated in brackets: (1) Presentation and Q&A skills (25%); (2) The Creative Idea (30%); (3) Strategy including Insight (20%); (4) Relevancy to Brief (20%); (5) Execution (5%); and the top three (3) Teams will be selected as the top three (3) Finalists for the Marketers Category.

Competition Entries in each Category will be evaluated independently of the other Categories. The decisions of the Judges shall be final and binding, without right of appeal.



Selection of Finalists. Based on the criteria noted above, the Judges will select the top three (3) Competition Entries in each Category. Each Team whose Competition Entry is selected by the Judges (the “**Selected Team(s)**”) will be eligible to become a finalist in the Competition (the “**Finalists**”). On or about the week of April 14, 2025, the Competition Sponsor, acting reasonably, will attempt to contact each Eligible Entrant of each Selected Team by telephone and/or e-mail. To be eligible to become a Finalist, the Eligible Entrants of each Selected Team must:

- a. respond to the e-mail notification within two (2) days of being contacted by the Competition Sponsor;
- b. have complied with these Official Competition Rules; and
- c. sign and return within the time frame specified by the Competition Sponsor a release and indemnity and any other documents required by the Competition Sponsor (the “**Finalist Statement**”), which will include, among other things, that the Eligible Entrant has complied with these Official Competition Rules and the Eligible Entrant’s Competition Entry is not a violation of the Creative Agency’s, Media Agency’s or Client Company’s policies (as applicable).

Selected Teams may be ineligible to become Finalists, as determined in the sole discretion of the Competition Sponsor, for reasons including but not limited to failure to comply with the Official Competition Rules, failure to be contacted or respond to contact attempts by the Competition Sponsor, or an Eligible Entrant of such Team’s failure to review, sign and return the Finalist Statement. **In the event an Eligible Entrant of a Selected Team is determined ineligible to become a Finalist, the Competition Sponsor reserves the right, in its sole discretion, to select a Team with a Competition Entry with the next highest score to be eligible to become a Finalist.**

Competition Sponsor may, at their sole discretion, profile one (1) or more of the Finalists and their Competition Entries in print, digital, electronic, mobile and social media platforms of the Competition Sponsor. All Finalists hereby consent to the profiling and publication of their name, name of Creative Agency, Media Agency, PR Agency, Design Agency or Client Company and Competition Entries in accordance with these Official Competition Rules and will use reasonable efforts to cooperate with the Competition Sponsor in the preparation of such profiles and publicity by the Competition Sponsor.

10. **Confirmation of Winners.** At a CMDC Event scheduled during the month of April 2025, on a date determined by the Competition Sponsor at their sole discretion (“**CMDC Event**”), the Competition Sponsor will announce one (1) Finalist for each Category as the winning Team (each a “**Winning Team**”). To be eligible to receive the Prize (defined below), each Eligible Entrant from each Winning Team must:

- (a) have complied with these Official Competition Rules;
- (b) sign and return within the time frame specified by the Competition Sponsor a release and indemnity and any other documents required by the Competition Sponsor (the “**Winner Statement**”), which will include, among other things, that: (i) the Eligible Entrant has complied with these Official Competition Rules; (ii) the Eligible Entrant’s Competition Entry and acceptance of the Prize (as defined below)



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is not a violation of the Creative Agency's, Media Agency's, PR Agency's, Design Agency's or Client Company's policies (as applicable); and (iii) acceptance of the Prize as awarded; and

- (c) confirm that he/she is willing, able and available to participate in the Global Young Lions Competition at the Festival in the June 16, 2025 – June 20, 2025, timeframe.

The Winning Team may be ineligible to receive the Prize, as determined in the sole discretion of the Competition Sponsor, for reasons including but not limited to failure to comply with the Official Competition Rules, failure to be contacted or respond to contact attempts by the Competition Sponsor, an Eligible Entrant of such Team's failure to review, sign and return the Winner Statement, or failure of the Winning Team to confirm attendance and participation in the Global Young Lions Competition at the Festival in the June 16, 2025 – June 20, 2025 timeframe. In the event an Eligible Entrant of a Winning Team is determined ineligible to receive the Prize, the Competition Sponsor reserves the right, in its sole discretion, to select a Finalist with a Competition Entry with the next highest score to be eligible to become a Winning Team.

It is strongly recommended that at least one (1) Eligible Entrant of the Teams who are Finalists attend the CMDC Event in April 2025.

- 11. **Prize.** Subject to fulfilling these Official Competition Rules, the Winning Team in each of the seven (7) Categories is eligible to receive one (1) prize (the "**Prize**"):
 - (a) registration and participation in the 2025 Global Young Lions Competition to represent Canada.
 - (b) two (2) full-week Young Lions registration passes to attend the Cannes Lions International Festival of Creativity 2025.
 - (c) round-trip economy airfare for the two (2) Eligible Entrants of the Winning Team from the major airport closest to each such Eligible Entrant's residence to Nice, France, including return airport transfers;
 - (d) at least six (6) nights' accommodation in a single standard room, in Cannes, France during the Festival, selected and booked at the sole discretion of the Competition Sponsor (any additional nights beyond the six (6) nights will be in the sole discretion of the Competition Sponsor);
 - (e) in the event the Festival in Cannes, France is canceled and/or travel restrictions are in place preventing travel to Cannes, France, each winning team will receive in place of attending the Festival a prize of \$5,000.00 cash. For the avoidance of doubt, this cash prize per winning team will be split equally between the two team members (i.e., \$2,500.00 for each team member).

Odds of winning the Prize depend on: (i) the number of Teams registered per Category; (ii) the number and quality of Competition Entries per Category.



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Approximate retail value of the Prize is five thousand (CAD\$5,000) Canadian dollars based on a Toronto departure. The actual retail value will vary depending on the point of departure. Any difference between the actual and approximate retail value of the Prize will not be awarded.

The Competition Sponsor will select, book and arrange travel for the Winning Teams, including all flights, airline(s), hotel accommodations (including, without limitation, room size and occupancy) and airport transfers, at its sole and absolute discretion. The Prize is subject to availability, including but not limited to the cancellation of the Festival, and any other restrictions that may apply at time of its award. All travel arrangements relating to the Prize will be made by the Competition Sponsor on behalf of the Winning Team. The Competition Sponsor will not extend or vary the length of travel, substitute or change any travel services, accommodations or transportation for the Prize, after the time of booking.

The costs of anything not specifically stated above as included in the Prize are the sole responsibility of each Winning Team, including, without limitation: transportation for each Winning Team to and from the Canadian international airport closest to each Eligible Entrant's residence; transportation for each Winning Team to and from their accommodation in Cannes, France to the Festival; charges, fees or expenses for airline tickets in the event of a missed flight or missed connecting flight; charges fees or expenses for a change(s) in the travel arrangements or accommodations booked by the Competition Sponsor that is requested by an Eligible Entrant of the Winning Team; in-flight meals and beverages; additional meals and beverages; costs associated with required COVID or similar health emergency testing; costs associated with unanticipated delays or quarantines related to COVID or similar health emergency; any charges, fees or expenses for an overnight layover that is not booked by the Competition Sponsor, including accommodation for such overnight layover; additional ground or other transportation not expressly included above; personal and miscellaneous expenses for each Winning Team of any kind; medical, health, hospital, travel and trip cancellation insurance; excess or lost baggage fees; import charges; taxes; gratuities; merchandise; telephone calls; communication charges; costs associated with guests amenities and services at the Winning Team's accommodation; sightseeing; and any costs or expenses related to the obtaining of travel documents, passports, visas; and vaccinations, inoculations and any medical expenses. NOTE: Each Eligible Entrant of the Winning Team may be required to present a valid major credit card in each Eligible Entrant's name at the time of hotel check-in to cover any incidental expenses.

It is the sole responsibility of each Eligible Entrant of the Winning Team to obtain all necessary travel documentation, including passports and visas (as applicable) and to comply with any customs and immigration requirements (e.g. providing proof of vaccination and negative COVID-19 test results). The Competition Sponsor is not responsible if an Eligible Entrant of the Winning Team is late or otherwise misses any mode of transportation or other component of the Prize. Each Winning Team must travel when required or the Prize is forfeited, without substitution or compensation of any kind to the Winning Team. The Prize cannot be extended under any circumstances and no changes will be permitted to travel dates or passenger names after the Competition Sponsor has confirmed the booking.

The Prize must be accepted as awarded, and is provided "as is" without further representations, conditions or warranties of any kind, and is not transferable, assignable and/or convertible to cash (except as may be specifically permitted by Competition Sponsor in its sole and absolute



discretion). If the prize is unavailable for any reason, Competition Sponsor may substitute the prize in its sole and absolute discretion. In no event will more than the stated number of Prizes be awarded.

Prize winners are solely responsible reporting any prizes to the appropriate taxing authority for tax purposes as required.

Competition Sponsor reserves the right to excuse a member of a Team due to a medical or family emergency, as determined in the Competition Sponsor's sole discretion, and provided that at least one Team member is present for the particular activity.

- 12. Intellectual Property Warranties, Representations and Licences.** All intellectual property, including but not limited to trademarks, trade names, logos, designs, promotional materials, web pages, source codes, drawings, illustrations, slogans and representations are owned by each Competition Sponsor, its affiliates and/or Cannes Lions. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.

All materials submitted by entrants (the Registration Form, Competition Entry and any other materials, as applicable) become the property of the Competition Sponsor and will not be returned to entrants or Eligible Entrants.

Each Eligible Entrant hereby warrants that his/her Competition Entry is wholly original and that he/she and his/her Team member are the owner(s) of the Competition Entry, including without limitation owners of its materials protected by copyright law. Each Eligible Entrant warrants that his/her Competition Entry does not infringe or violate any intellectual property rights including copyrights and trademarks, proprietary rights, privacy or publicity rights, or any other rights of any kind whatsoever including any federal, provincial, or municipal laws. The Competition Entry has not been created using any pirated or unlicensed content, or other materials that include copyrighted or trade-marked material that the Competition Sponsor would not be entitled to use without a further payment to the intellectual property owner. Upon the request of the Competition Sponsor, each Eligible Entrant agrees to obtain in writing any intellectual property licences, assignments, waivers, consents, and releases as required.

Each Eligible Entrant hereby grants the Competition Sponsor a perpetual, irrevocable worldwide, exclusive licence to publish, display, retain, archive, use, store, produce, reproduce, perform in public, broadcast and communicate to the public by telecommunication, the Competition Entry, in any material form, in whole or in part, on any platform, including but not limited to its print newspaper, digital platforms, in syndication, videos, and social media platforms such as blogs, Twitter feeds, Facebook posts, in connection with any product (whether in print, digital or any other form) created, owned or published by either Competition Sponsor or any of its affiliates, now and in perpetuity, and to sub-license such rights to any licensee of the Competition Sponsor.

Each Eligible Entrant hereby waives all moral rights in and to the Competition Entry in favour of the Competition Sponsor. Each Eligible Entrant hereby acknowledges and



understands that the Competition Sponsor may edit, modify or alter the Competition Entry at its discretion and place the Competition Entry in its products and on any platform without his/her further consent or compensation of any kind.

13. **Conduct.** By participating in the Competition, entrants acknowledge that they have read and understood these Official Competition Rules and agree to abide and be bound by them and all decisions of the Competition Sponsor, which shall be final and binding, without right of appeal, in all matters relating to this Competition and the awarding of Prizes. The Competition Sponsor reserves the right, in their sole and absolute discretion, to disqualify any entrant that it finds to be: (a) violating these Official Competition Rules; (b) tampering or attempting to tamper with the entry process or the operation of the Competition; (c) acting in an unsportsmanlike or disruptive manner; or (d) attempting to undermine the legitimate operation of the Competition. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE THE COMPETITION WEBSITE OR ANY WEBSITE ASSOCIATED WITH THIS COMPETITION OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS COMPETITION MAY BE A VIOLATION OF CRIMINAL AND/OR CIVIL LAWS. SHOULD ANY SUCH ATTEMPT BE MADE, THE COMPETITION SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW, AND TO BAN OR DISQUALIFY AN ENTRANT FROM THIS AND ANY FUTURE CONTESTS OR COMPETITIONS.
14. **Privacy and Communications.** By entering the Competition, entrants will disclose certain personal information to the Competition Sponsor (“**Personal Information**”). If an entrant discloses his or her Personal Information, the entrant expressly consents to the collection, use, storage and disclosure of Personal Information by the Competition Sponsor for the purposes of administering the Competition. The Competition Sponsor may use the entrant’s Personal Information to communicate with the entrant, Eligible Entrants and Teams and to announce the Winning Team for each Category of the Competition and to inform the entrants of any upcoming initiatives or events in connection with the Festival. Any Personal Information disclosed by an entrant to the Competition Sponsor will be treated in accordance with the Competition Sponsor’s privacy policy, a copy of which can be found at www.theglobeandmail.com/help/privacy-policy/. Additionally, the entrants Personal Information may be shared with Ascential Events (Europe) Limited, c/o Ascential Group Limited, The Prow, 1 Wilder Walk, London W1B 5AP (doing business as Cannes Lions) for the purposes of administering the Competition and the Festival and any collection, use and disclosure will be subject to their privacy policy available here <https://www.canneslions.com/privacy-policy>.
15. **Release of Liability / Consent to Publicity.** By registering and/or entering the Competition, each entrant is deemed to: (i) confirm compliance with these Official Competition Rules; (ii) consent to the use of your name, city, comments, photographs, video, sobriquet, and/or other likenesses and all other indicia of personality, for publicity, general news, entertainment, advertising and informational purposes by the Competition Sponsor and its parent, affiliated subsidiary and related companies, without further notice or compensation; and (iii) release the Competition Sponsor, its affiliates (including, without



limitation, any parent, sister and subsidiary companies), suppliers of materials or services related to the Competition and other parties in any way involved in the development or administration of this Competition (including advertising and promotional agencies, public relations agencies), the Charity, and all of their respective employees, directors, officers, shareholders, agents, partners, licensees, successors and assigns (collectively the “**Releasees**”) from and against any and all manner of action, causes of action, suits, debts, covenants, contracts, claims, liabilities, demand or damages (including legal fees and expenses), including without limitation: (i) any injury, including but not limited to personal injury, bodily injury, disability or death; (ii) property damage; and (iii) loss or damage of any other kind; arising in whole or in part, directly or indirectly, from registration in the Competition, entry in the Competition, participation or attempted participation in the Competition, selection of Finalists, declaration of Winning Teams, awarding acceptance, use or misuse of the Prize, administration of the Competition or any Competition-related activity, or the Competition Sponsor’s collection, storage, use and disclosure of the Personal Information, or any combination of the foregoing.

Each Eligible Entrant of each Winning Team will indemnify and hold harmless the Releasees, from and against any and all manner of action, causes of action, suits, debts, covenants, contracts, claims, liabilities, demand or damages (including legal fees and expenses), including without limitation: (i) any injury, including but not limited to personal injury, bodily injury, disability or death; (ii) property damage; and (iii) loss or damage of any other kind; arising in whole or in part, directly or indirectly, from registration in the Competition, entry in the Competition, participation or attempted participation in the Competition, selection of Finalists, confirmation of Winning Teams, awarding acceptance, use or misuse of the Prize, administration of the Competition or any Competition-related activity, or the Competition Sponsor’s collection, storage, use and disclosure of the Personal Information, or any combination of the foregoing.

16. **Limitation of Liability.** Releasees do not assume any responsibility and each entrant releases Releasees from any and all claims, actions, damages, loss, injury, costs, demands and liabilities of whatever nature or kind arising in connection with the Competition and/or Prizes including, without limitation, the administration of the Competition, the selection of Finalists, confirmation of Winning Teams, and the awarding and use of the Prize.

Without limiting the generality of the foregoing, Releasees are not responsible for: (i) the incorrect or inaccurate capture of entry information; (ii) late, lost, stolen, illegible, damaged, misdirected, mutilated, garbled or incomplete Competition Entries or Competition Entries that are altered or otherwise irregular, mechanically reproduced, submitted using robotic, automated, programmed, or through illicit means, included in a bulk-drop off, or contain false information, or do not conform with or satisfy any or all of the conditions of the Official Competition Rules, as determined by the Competition Sponsor, in its sole and absolute discretion; (iii) any failure of, errors, or problems with Competition Website or any other website associated with the Competition or any other technology used to administer the Competition, including any website feature or the sending of any hyperlinks, howsoever caused; (iv) any failure or malfunction of any telephone or cable line or other means of transmission, or any computer or other equipment or software; (v) failure of any e-mail or Competition Entry submission to be received by the Competition Sponsor on account of



technical problems or traffic congestion on the Internet or at any website; (vi) traffic congestion on the Internet and any postal delays, strikes or failures; (vii) injury or damage to an entrant's or any other person's computer related to or resulting from participating in the Competition; (viii) any website functionality lost due to not having cookies enabled; (ix) any errors, omissions, incorrect or inaccurate information in any Competition-related materials howsoever caused; (x) the security or privacy of information transmitted via computer networks or for breaches of privacy due to interference by third party computer "hackers" or otherwise; (xi) any condition caused by events beyond the control of the Competition Sponsor that may cause damage to an entrant's or any other person's computer, including downloading any material from the Competition Website; or (xii) any combination of the foregoing.

17. This Competition will be run in accordance with these Official Competition Rules, subject to amendment by the Competition Sponsor. The Official Competition Rules at globeandmailyounglions.ca shall govern in the event of any inconsistency with other Competition-related materials.
18. Competition Sponsor, in its sole and absolute discretion, reserves the right to modify or terminate the Competition and these Official Competition Rules at any time, without individual notice, and for any reason. Without limiting the generality of the foregoing, the number of Finalists and Winning Teams is decided at the sole discretion of the Competition Sponsor, and it reserves the right to reduce the number of Finalists or Winning Teams for any reason, including in the event that there are insufficient entries, the entries or other required submission materials are not suitable or of an unsatisfactory standard.
19. This Competition is void where prohibited by law and is subject to all applicable laws and regulations. To the extent permitted by law, any dispute arising from this Competition will be determined according to the laws of the Province of Ontario, without reference to its conflict of law principles, and the entrants consent to the personal jurisdiction of the courts located in Toronto, Ontario and agree that such courts have exclusive jurisdiction over all such disputes.