

MINI Minds... with Crayola – Competition T&Cs

Promoter – Popcorn PR on behalf of MINI (Unit R2B Rapide Studios, De Havilland Court, Penn Street, Bucks, HP7 0PX)

Competition opens 18th September 2023

Competition closes 16th October 2023

- 1. Eligibility:** 1.1 The "MINI Minds... with Crayola" competition (hereafter referred to as the "Competition") is open to children aged 4 to 10 years old, residing in the UK. 1.2 Children must obtain permission from a parent or legal guardian to participate in the Competition, and the parent or legal guardian must submit the entry. 1.3 Employees, affiliates, and immediate family members of MINI are not eligible to participate.
- 2. Entry:** 2.1 Entry to the Competition is free. 2.2 To enter, participants must download the submission template from the official MINI website and submit their idea for "the car of the future". 2.3 Completed entries must include the child's name, age, and a description of their idea. Parent or guardian assistance is allowed for the description. 2.4 Entries must also include the name and details of the child's school for a chance for their class to win a prize bundle of Crayola products. 2.5 Only one entry per child is allowed.
- 3. Submission Guidelines:** 3.1 Entries must be submitted to mini.minds@popcornpr.co.uk in a digital format (jpeg or png). 3.2 The submission template must be fully completed, including the artwork and description. 3.3 Any inappropriate or offensive content will result in disqualification.
- 4. Judging:** 4.1 All entries are considered for a chance to win but we would love to see the creativity, originality, and imagination behind your idea! 4.2 The competition will be judged by an independent judge. 4.3 The decision of the judge is final and binding. 4.4 The criteria includes, demonstrates originality of idea (50%), demonstrates creative thinking (50%).
- 5. Prizes:** 5.1 There will be one winner, the winner's idea will be featured on one real MINI car printed on to vinyl, subject to feasibility and design considerations. The car will be used for promotional purposes only. 5.2 The winner's school class will receive a Crayola product bundle as outlined in the competition announcement. 5.3 The winner will also win a private tour of MINI Plant Oxford. To attend this tour the winner must be accompanied by an adult. The tour has space for the winner and up to 14 attendees, no children under the age of 4 allowed. The tour is redeemable from 1st Jan 2024 until 31st December 2024, on a mutually agreed date. 5.4 Prizes are non-transferable and may not be exchanged for cash or any other item.
- 6. Winner Notification:** 6.1 The winner will be notified via email within five days of the competition closing date. 6.2 The winner must respond to the notification within five days to claim their prize. Failure to respond will result in disqualification and selection of a new winner.
- 7. Publicity:** 7.1 By entering the Competition, all entrants automatically grant Crayola, MINI and its retailer network the right to use the child's first name, as well as the artwork and description submitted for the competition for promotional, PR and marketing purposes. 7.2 Parent or guardian contact information will only be used for communication regarding the Competition and prize fulfilment. 7.3 The winner and their parent or guardian will be asked to participate in a photoshoot with the wrapped MINI car for promotional materials – this will be asked when the winner is contacted and is a requirement from MINI to fulfil the prize, if the winner is unwilling or unable to participate in the photoshoot, MINI will choose another winner.
- 8. Privacy:** 8.1 Personal information collected during the entry process will be used solely for the purpose of administering the Competition and will not be shared with third parties.
- 9. Disqualification:** 9.1 MINI reserves the right to disqualify any entry that does not comply with these terms and conditions.
- 10. General:** 10.1 MINI reserves the right to modify, suspend, or terminate the Competition at any time without prior notice. 10.2 These terms and conditions constitute the entire

agreement between the participant, parent or guardian, and MINI regarding the Competition.

By entering the "MINI Minds... with Crayola" Competition, participants, along with their parents or guardians, agree to abide by these terms and conditions.