



Qualified Entrant and Entry

- 1) A Qualified Entrant is a British Columbia resident 19 years of age or older who is not:
 - a) A BCLC employee or contractor,
 - b) A BCLC lottery retailer or their employee,
 - c) A family and household members residing at the same address of any of the above,
 - d) Provincially barred or banned, or;
 - e) A participant in BCLC's Voluntary Self-Exclusion Program.

- 2) To obtain a Qualified Entry, a Qualified Entrant must visit the online submissions page at LottoMaxDreamStudio.com during the Entry Period and:
 - a. submit a video recording of themselves describing their dream (a "Video Submission");
 - i. the Video Submission must:
 1. be under one (1) minute in length;
 2. be in English or French; and
 3. have clear and easy to understand and interpret audio and/or visual elements.
 - ii. Video Submissions that do not meet these requirements, in BCLC's discretion, will be disqualified and will not be considered by BCLC.
 - b. agree to these terms and conditions; and
 - c. complete the entry process fully
- 3) Qualified Entrants may receive a maximum of one (1) Qualified Entry during the Entry Period.

Entry Period

- 4) The Entry Period is from Nov 16, 2020 at 10:00:00 PDT to Dec 13, 2020 at 19:59:59 PST;

Shortlist Selection

- 5) Each Qualified Entry will be judged based on the criteria set under the "Judging Criteria" section.
- 6) The Qualified Entries receiving the highest scores, up to a maximum of forty (40) Qualified Entries, will be interviewed by BCLC ("Shortlisted Entrants"). Additional reserve entries will also be selected for use in the event of any disqualifications ("Reserve Entries")

Shortlisted Entrant Interviews

- 7) Using the contact information provided on the entry form, BCLC will make reasonable attempts to contact the Shortlisted Entrants to arrange a time and date for a virtual interview to further inquire about the Shortlisted Entrants' dream. This call will be conducted between Jan 18 – Jan 24, 2021 (the "Interview Window").
- 8) Shortlisted Entrants must:
 - a. Be available at a time acceptable to BCLC during the Interview Window;
 - b. Participate in a 30 minute interview with BCLC;
 - c. have access to the internet;
 - d. be able to use the virtual interview tool selected by BCLC;
 - e. comply with the video capture and lighting guidelines provided by BCLC; and
 - f. be available for at least a 30 minute interview.



- 9) Shortlisted Entrants unable to meet these criteria will be disqualified.
- 10) If BCLC does not receive a response from the Shortlisted Entrant within 48 hours, or the Shortlisted Entrant is not available within the 7-day interview window or not available for at least 30 minutes at the scheduled interview time the Selected Entrant will be disqualified.
- 11) In the event of a disqualification, the Reserve Entry of the next ranked position will replace and become a Shortlisted Entrant and each entry will move up one (1) position. The next ranked Reserve Entry(s) will then be inserted at the last place and move up accordingly to how many disqualifications take place. BCLC will continue this process until at least thirty (30) Shortlisted Entrants are qualified or until Jan 18, 2020, whichever is earlier.

Winner Selection

- 12) On or about Jan 25, 2020 the Shortlisted Entrants' Interviews will be judged based on the Judging Criteria and will select the top five (5) Shortlisted Entrants based on the evaluation of the Interviews to receive a Prize (a "Winner"). Reserve entries will also be selected and ranked for use in the event of any disqualifications.
- 13) BCLC will make reasonable attempts to contact the Winners with Qualified Entries using the contact information provided on the entry form. If BCLC does not receive a response from the Selected Interviewee within 72 hours, the entrant will be disqualified and the next highest scoring Interviewee will be contacted (as per the previously outlined disqualification process – see item 11).

Prizes

- 14) Winners will receive all or a portion of the cost of the Winner's dream, which must be agreed to by both the Winner and BCLC, up to a maximum of \$10,000.00 CAD (the "Prize").
- 15) In order to receive a Prize, the Winner must:
 - a) be a Shortlisted Entrant and have a Qualified Entry;
 - b) respond to BCLC regarding the Prize within 72 hours of contact by BCLC;
 - c) complete such waivers and releases as may be required by BCLC;
 - d) be available at home or using a virtual tool, at BCLC's discretion, to receive notification that the Winner has been awarded a Prize; and
 - e) provide proof of eligibility as required by BCLC.
- 16) If the Winner and BCLC are unable to agree on the dream or portion of the dream that will be awarded within seven (7) days after the dream or portion of the dream is proposed by BCLC, the Prize will be forfeited and the next highest ranked Shortlisted Entrant will be selected as the Winner.
- 17) There are five (5) Prizes available to be won in this promotion.
- 18) BCLC reserves the right to substitute the awarded prize(s) with prize(s) of approximately equal or greater value. Prizes must be accepted as awarded and cannot be redeemed for cash.

Judging Criteria

- 19) BCLC will judge each Qualified/Shortlisted Entry on a 5 point scale based on these criteria:
 - a. Coherent, audible description of the dream with clear video footage;
 - b. Originality of the dream;
 - c. Feasibility of the dream; and
 - d. Overall emotional impact of the dream.
- 20) Each criteria will be worth 25% of the total.



21) Decisions of BCLC are final and binding.

BCLC Use of Video and Photo

22) By entering this promotion, entrants are irrevocably assigning to BCLC all claims, right, title and interest in and to their submission interviews, are waiving all moral and equivalent rights in such content, and are representing to BCLC that they hold all necessary rights in such photographs and or video to give effect to such assignment and waiver. BCLC may copy, edit, publish or otherwise use the content (including any derivative works thereof), in any medium, for BCLC marketing purposes, at BCLC's sole and absolute discretion and without notice or remuneration to the entrant. Entrants agree to defend and hold BCLC harmless against any claim alleging infringement of any right, title, and interest in the gathered content by BCLC.

Limitation of Liability and Disclaimer – PLEASE READ CAREFULLY

23) IN NO EVENT WILL BCLC, OR ITS RESPECTIVE DIRECTORS, OFFICERS, EMPLOYEES, CONTRACTORS, AGENTS, REPRESENTATIVES OR AFFILIATES (TOGETHER, THE "**RELEASED PARTIES**") BE LIABLE FOR, AND EACH ENTRANT HEREBY RELEASES THEM FROM, ANY DAMAGES, LOSSES OR OTHER AMOUNTS OF ANY KIND WHATSOEVER, WHETHER IN CONTRACT, TORT, OR OTHERWISE, ARISING FROM OR IN CONNECTION WITH THIS PROMOTION OR A PRIZE. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, THE RELEASED PARTIES WILL NOT BE LIABLE FOR DIRECT, GENERAL, INDIRECT, INCIDENTAL, CONSEQUENTIAL, EXEMPLARY, PUNITIVE, SPECIAL OR ANY OTHER LOSSES OR DAMAGES, EVEN IF A RELEASED PARTY SHOULD HAVE BEEN AWARE THAT SUCH LOSS OR DAMAGE COULD OCCUR.

24) ALL PRIZES ARE PROVIDED ON "AS IS" AND "AS AVAILABLE" BASIS WITHOUT REPRESENTATIONS, WARRANTIES OR CONDITIONS OF ANY KIND, WHETHER EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION ANY IMPLIED WARRANTIES OR CONDITIONS, OF TITLE, NON-INFRINGEMENT, FUNCTIONALITY, ACCURACY, MERCHANTABILITY, MERCHANTABILITY, DURABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

General

25) BCLC reserves the right to disqualify entrants and/or entries that do not comply with these conditions.

26) BCLC is not responsible for any entry, or transmission of the entry that is incorrect, omitted, illegible, late, lost, delayed, garbled, destroyed, misdirected or not recorded due to failure(s) or error(s) for any reason of the entrant, internet, internet provider(s) or any computer(s).

27) All entries are property of BCLC.

28) By entering this promotion, each person consents to the collection, use, access, disclosure and storage of his or her personal information inside and outside of Canada by BCLC and its service providers in accordance with the *Freedom of Information and Protection of Privacy Act*, British Columbia.

29) BCLC may at its sole discretion alter, amend, suspend, or cancel these conditions or this promotion at any time without notice.

Your personal information is collected in accordance with the *Freedom of Information and Protection of Privacy Act*, British Columbia and will be used, accessed, disclosed and stored by BCLC and its service providers inside and outside of Canada:

- for administration of the promotion;



- for publication and distribution of the promotion submissions and the entrant's first name and location on various third-party media platforms including, but not limited to, websites, Facebook, Twitter and YouTube;
- for publication and distribution of the winning promotion submissions and the winners' full name, location, and video on various third-party media platforms including, but not limited to, websites, Facebook, Twitter and YouTube; and
- to comply with applicable laws.

By participating in the promotion, you agree to the above. If you have any questions about the collection or use of your personal information, please contact the BCLC Customer Support Centre at 74 West Seymour Street, Kamloops, BC, V2C 1E2, telephone 1-866-815-0222 or www.bclc.com.