

LIFE 100.3 “Merch Mastermind” OFFICIAL CONTEST RULES

1. The “Merch Mastermind Contest” (“Contest”) asks listeners (“Contestants”) to send in ideas for a new LIFE 100.3 merch item to be added to the LIFE Superstore.
2. Contest is open to Ontario residents (unless prohibited by law) excluding employees of LIFE 100.3, Directors, contest sponsors, their immediate families and/or persons living in the same household.
3. Entries will be accepted from April 5-23, 2021. Contestants must be 18 years of age or older to enter.
4. To enter, contestants must send in an idea for a LIFE 100.3 merch item to promotions@lifeonline.fm. The idea may be an item category (ie. Logo on a frisbee, coaster, running shoe, etc.) or a specific design (ie. Saying on a t-shirt, graphic on a hat). It can be drawn by hand, designed digitally, or explained in writing. Ideas must be the contestant’s own; they may not be plagiarized, taken from another source or contain copyrighted taglines or images, other than the LIFE 100.3 logo.
5. By submitting an entry, it becomes the property of LIFE 100.3. Sending in an idea constitutes an agreement between the Contestant and LIFE 100.3. Contestants agree to give LIFE 100.3 full rights to their idea (including wording, text, graphics and any other component), where it may be used for marketing and promotion, including for-profit sales with no compensation (financial or written credit) owed to the contestant.
6. Up to 10 different entries will be accepted per person.
7. The winner will be selected from the pool of entries by LIFE staff members, based on the favourite idea of those judging. Winner will be announced on air and on LIFE 100.3’s social media pages the week of April 26, 2021.
8. Should the item chosen have been suggested by multiple contestants, a draw will be made for the grand prize winner.
9. The winner will receive one of each item currently in the LIFE 100.3 Superstore, as inventory allows, plus a minimum of 3 of the new item they submitted. Winner will be able to choose sizing where applicable. Minimum total value is \$250. Winner should allow 2-6 months for item creation and/or printing and mailing.
10. All costs for creating the chosen merch item, including design, printing and shipping will be the responsibility of LIFE 100.3.
11. The grand prize winner shall not be entitled to receive, in cash, certificate or otherwise, the

balance of any amount representing the difference of the grand prize retail value and actual cost.

12. The winner will be required to sign a radio contest release form prior to receiving the prize.
13. Prizes are non-transferable, hold no cash value and are subject to availability and may be substituted for another prize of equal value at the discretion of LIFE 100.3.
14. LIFE 100.3 reserves the right to withdraw, amend or terminate this contest at any time without prior notice.
15. Winner must agree to their names and/or photos and/or likeness used for publicity purposes, without compensation.
16. No purchase necessary to enter.
17. Rules are subject to change without notice.