

**MICROSOFT CANADA INC.**

**IMPACT AWARDS COMPETITION (SELF-NOMINATION AWARDS)**

**OFFICIAL RULES**

1. **NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.** The Microsoft Canada Inc. Impact Award Competition (the “Competition”) is sponsored by Microsoft Canada Inc. (“Microsoft” or “Sponsor”).
2. **ELIGIBILITY:** To be eligible to participate in the Competition you must be a recognized partner of Microsoft doing business in Canada who (a) is actively enrolled in the Microsoft Partner Network (“MPN”) and is in good standing (i.e. MPN members that have renewed, paid, etc.) and, (b) has a Gold Cloud Competency and/or be Microsoft Co-Sell Ready. For information on eligibility requirements, visit <https://partner.microsoft.com/en-CA/membership/sell-with-microsoft> to learn about being Co-Sell Ready or visit <https://partner.microsoft.com/en-ca/membership/competencies> to learn about Gold Cloud Competency requirements. In addition, Microsoft is committed to complying with government gift and ethics rules and therefore government employees are not eligible to participate.
3. **HOW TO ENTER:** No purchase necessary. The Competition will begin at 12:00:01 am Pacific Time (“PT”) on February 27, 2020 and end at 11:59:59 pm PT on April 20, 2020 (the “Competition Period”).
  - a. Eligible entrants must submit an entry on their own behalf using the Global Inspire Awards submission tool at <https://www.microsoft.com/en-ca/sites/impact-awards/default.aspx>.
  - b. English and French only submissions will be accepted.
  - c. The solution (i.e. the implementation of a set of related software programs and/or services that are sold as a single package that the Microsoft partner is deploying to support a set of business or technical capabilities that solve one or more issues and leveraging Microsoft technology to do so) must have at least one commercial customer and the solution must have been delivered to the customer within the last 18 months.
  - d. The solution must be developed primarily using Microsoft software and/or hardware.
  - e. Eligible entrants will find out if they were selected as a semi-finalist on or around June 22, 2020 as the two semi-finalists for each award will be posted on the IMPACT Awards site for approximately 30 days.
  - f. One winner will be announced for each award at Microsoft Inspire in Las Vegas, Nevada in July 2020 and the winners will be posted on the IMPACT Awards site until June 2021.
4. **CATEGORY OF AWARDS:**

<b>CATEGORY OF IMPACT AWARDS</b>		
<b>SOLUTION AREA</b>		
1	Modern Workplace	a. The Modern Workplace IMPACT Award recognizes a partner that delivers value to customers through innovative solutions on Microsoft 365 enabling and empowering businesses to achieve more. The winning nomination will showcase the value of

		<p>delivering a Microsoft 365 (Office 365, Windows 10, and Enterprise Security + Mobility) innovative solution either by deploying the full set of offerings directly or with other partners.</p> <p>b. Nominations in this category should demonstrate industry-leading innovation, creative use of Microsoft 365, competitive differentiation, and customer value that results in a profitable business while showcasing the value of Microsoft 365.</p> <p>c. Preference for partners with a Gold level competency achieved in Cloud Productivity, Small Midmarket Cloud Solutions, Communications, Messaging, Collaboration and Content, Enterprise Mobility Management, Project and Portfolio Management, Windows and Devices, and/or co-sell ready ISV.</p> <p>d. To select semi-finalists for this Award, Microsoft will review nominations from the following Global Inspire Awards: Apps &amp; solutions for Microsoft Teams, Calling and meetings for Microsoft Teams, Modern endpoint management, Modern workplace firstline workers, Project &amp; Portfolio Management, Security &amp; Compliance, and Teamwork.</p>
2	Business Applications	<p>a. This Award recognizes a partner who has delivered an innovative solution using Microsoft Dynamics 365 to enable end-to-end intelligent business applications in the cloud.</p> <p>b. The winning nomination will have demonstrated consistent, high-quality; predictable service to Microsoft Dynamics customers, helping to ensure significant business benefits from their Microsoft Dynamics 365 investments. This can include the integration of Office 365, PowerBI and/or Azure with Dynamics 365 in the solution.</p> <p>c. Preference for partners with a Gold Cloud competency (Cloud Platform, Cloud Productivity, Enterprise Mobility Management, Cloud Business Applications, Security, Small &amp; Mid Market Cloud Solutions) by January 2020 and/or co-sell ready ISV, along with those partners who have a published customer story aligning to the solution area.</p> <p>d. To select semi-finalists for this Award, Microsoft will review nominations from the following Global Inspire Awards: Connected Field Service, Dynamics 365 for Business Central, Intelligent Sales &amp; Marketing, Proactive Customer Service, Modernize Finance and Operations, PowerApps and Power Automate, and Power BI.</p>
3	Artificial Intelligence & Machine Learning	<p>a. A Microsoft Artificial Intelligence solution improves or drives innovation in scenarios such as the ability to monitor assets to improve efficiencies, drive operational performance to enable innovation, and use advanced data analytics to transform a business with new business models and revenue streams.</p> <p>b. The AI and Machine Learning IMPACT Award recognizes a partner who has used the power of machine learning and Artificial Intelligence to derive insights to help their customers</p>

		<p>optimize operations, drive innovation, and deliver value to the company and its customers.</p> <p>c. Preference for partners with a Gold Cloud competency (Cloud Platform, Cloud Productivity, Enterprise Mobility Management, Cloud Business Applications, Security, Small &amp; Mid Market Cloud Solutions) by January 2020 and/or co-sell ready ISV, along with those partners who have a published customer story aligning to the solution area.</p> <p>d. To select semi-finalists for this Award, Microsoft will review nominations from the following Global Inspire Awards: AI and Machine Learning.</p>
4	Datacenter Migration	<p>a. The Datacenter Migration IMPACT Award recognizes a partner who has delivered an infrastructure managed service driving acquisition of customers at scale, potentially using large SAP/Citrix/Red Hat deployment, high performance computing and/or serverless computing.</p> <p>b. The winner will demonstrate how a partner has helped their customer access their existing environment, plan their migration and/or modernization, accelerating adoption of Azure at scale and ultimately improving business results, increasing customer value, and helping companies to drive their business forward.</p> <p>c. Preference will be for partners who have achieved a Gold Cloud Competency (Cloud Platform, Cloud Productivity, Enterprise Mobility Management, Cloud Business Applications, Security, Small &amp; Mid Market Cloud Solutions) by January 2020 and/or co-sell ready, and one or more solution in the OCP Catalog (Marketplace) tagged for Server Migration.</p>
5	Application Innovation	<p>a. The Application Innovation IMPACT Award recognizes a partner who has a track record of modernizing customer applications for the cloud. The winning partner has demonstrated a deep understanding of their customers' business challenges and has helped motivate adoption of new cloud technologies and practices.</p> <p>b. Winning solutions must be based on Microsoft Azure and should also leverage a mix of emerging technologies, such as; Azure App Service, Azure Kubernetes Service, GitHub, Blockchain, API Management and AI.</p> <p>c. The partner must provide a customer example that showcases visionary thinking where an investment in application innovation helped to transform a critical aspect of their customers' business. Winning solution must highlight modernization opportunities where customers improved legacy applications creating significant consumer or employee business value with the support of the Microsoft Azure platform.</p> <p>d. Focus should be on providing a seamless experience across devices by providing unique user experiences, ideally showcasing innovations in IoT or Augmented/Virtual Reality or use cases of</p>

		<p>app experiences on the edge, leveraging scalability of the cloud to address unpredictable load, enhancing user experience through Artificial Intelligence and on Apps developed while maintaining DevOps best-practices</p> <p>e. Preference will be for those partners who have achieved a Gold Application Development, Application Integration, DevOps or Cloud Platform competency by January 2020.</p>
Industry		
6	Commercial Innovation	<p>a. Commercial Innovation IMPACT Award recognizes a partner that excels at providing innovative and unique services and solutions based on Microsoft technologies to automate customers, demonstrating thought leadership in their industry. B2B solutions built on the Microsoft Cloud Platform.</p> <p>b. The successful submission for this Award will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable service or solutions to commercial customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging latest Microsoft technology as their solution platform.</p> <p>c. Partners applying for this Award should demonstrate effective engagement with Microsoft by taking advantage of the Microsoft Partner Network to develop, create demand for, and sell their software solutions, apps, or services.</p> <p>d. The winning solution delivers impact in a specific industry (ie: Financial Services, Retail, Manufacturing, Agriculture) or a Commercial Line of Business (ie: CMO, HR, Finance, Operations).</p> <p>e. Successful entrants deliver economic or transformational impact for commercial customers (ie: increasing revenue, consumer satisfaction, employee productivity).</p> <p>f. Preference will be for partners who have a Gold Cloud Competency (Cloud Platform, Cloud Productivity, Enterprise Mobility Management, Cloud Business Applications, Security, Small &amp; Mid Market Cloud Solutions) by January 2020 and/or co-sell ready.</p> <p>f. To select semi-finalists for this Award, Microsoft will review nominations from the following Global Inspire Awards: Automotive, Energy, Financial Services, Manufacturing, Media &amp; Communications, Retail.</p>
7	Public Sector	<p>a. The Public Sector Innovation IMPACT Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies to public sector customers, demonstrating thought leadership in their industry.</p> <p>b. The successful submission for this Award will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable service or solutions to public sector customers. Successful entrants will also demonstrate business</p>

		<p>leadership and success through strong growth in new customer additions and revenue by leveraging latest Microsoft technology as their solution platform.</p> <ul style="list-style-type: none"> <li>c. Partners applying for this award should demonstrate effective engagement with Microsoft by taking advantage of the Microsoft Partner Network to develop, create demand for, and sell their software solutions, apps, or services.</li> <li>d. Preference will be for partners who have a Gold Cloud Competency (Cloud Platform, Cloud Productivity, Enterprise Mobility Management, Cloud Business Applications, Security, Small &amp; Mid Market Cloud Solutions) by January 2020 and/or co-sell ready.</li> <li>e. To select semi-finalists for this Award, Microsoft will review nominations from the following Global Inspire Awards: Education, Government.</li> </ul>
<p>Diversity &amp; Social</p>		
<p>8</p>	<p>Diversity &amp; Inclusion</p>	<ul style="list-style-type: none"> <li>a. The Diversity &amp; Inclusion IMPACT Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies to help solve Diversity and Inclusion challenges for customers and demonstrating thought leadership in diversity and inclusion.</li> <li>b. Microsoft is looking for solutions and services that help all organization optimize ideas, skills, experience and resources from all facets of talent contribution.</li> <li>c. The successful submission for this award will demonstrate Diversity and Inclusion industry connected with technical knowledge and expertise, as well as consistent, high-quality, predictable service or solutions delivery. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging latest Microsoft technology as their solution platform.</li> <li>d. Eligible entrants must provide two customer references and describe the challenge and opportunity your solution has addressed.</li> <li>e. To select semi-finalists for this Award, Microsoft will review nominations from the following Global Inspire Awards: Diversity &amp; Inclusion Changemaker.</li> </ul>
<p>9</p>	<p>Social Impact</p>	<ul style="list-style-type: none"> <li>a. The Social IMPACT Award recognizes a best in class Microsoft partner who has helped accelerate the digital transformation of non-profit organizations. The successful entrant will be able to articulate how their solution, including their managed services, enabled a non-profit organization to be more productive, more innovative, and ultimately, to drive greater societal impact.</li> <li>b. Eligible entrants should identify the non-profit solution area or practice that maps to the solution implemented. Describe the challenge and how it was addressed, and the societal impact the non-profit organization was able to make.</li> </ul>

		c. To select semi-finalists for this Award, Microsoft will review nominations from the following Global Inspire Awards: Partner for Social Impact Award.
Devices		
10	Surface	<p>a. The Surface IMPACT Award recognizes the Surface PC and Surface Hub reseller that has demonstrated outstanding leadership in delivering Microsoft Surface device solutions to our mutual customers.</p> <p>b. The successful entrant for this award will have exhibited high-quality service to Microsoft Surface customers, with strong growth and new customer additions while maintaining and growing their existing Surface customer base.</p> <p>c. Partners applying for this award should be able to reference strong engagement with the Microsoft Surface team, proactive development of Surface customer opportunities, employee readiness in Surface, and investment in marketing Surface products.</p> <p>d. The Award will recognize partners who have made a significant investment in building their Surface capabilities and sales pipeline. Winning nominations may also highlight Surface wins where you've secured new strategic customers or migrated key customers to Surface from competitive solutions.</p> <p>e. Preference will be for partners who have achieved Gold level in the Windows and Devices competency by January 2020 – Surface Reseller.</p> <p>f. To select semi-finalists for this award, Microsoft will review nominations from the following Global Inspire Award Categories: Surface PC, Surface Hub.</p>

5. **PRIZES:** There is one (1) Semi-Finalist Prize and one (1) Grand Prize available to be won for each Award category above (collectively, the “Prizes”). The Semi-Finalist Prize and Grand Prize each consisting of the following:

Category of Prize	Number Available	Description
Semi-Finalist Prizes	10	<p>Semi-finalist web banner that helps you showcase your company as an honored Microsoft partner.</p> <p>Invitation to an exclusive awards celebration during Microsoft Inspire for two (2) people. The event is a unique opportunity to network with Microsoft executives and strengthen relationships.</p> <p>Total Approximate Retail Value for one (1) Semi-Finalist Prize: \$1796.25.</p>

Grand Prizes	10	<p>Semi-finalist and Winner Web banners that help you showcase your company as an honored Microsoft partner.</p> <p>Custom public relations template to help promote your award-winning status</p> <p>Trophy to signify your success.</p> <p>Photo opportunity with Microsoft Canada executives at Inspire 2020.</p> <p>Winners will be recognized at Inspire 2020 in Las Vegas, Nevada.</p> <p>Invitation to an exclusive awards celebration during Microsoft Inspire for two (2) people. The event is a unique opportunity to network with Microsoft executives and strengthen relationships.</p> <p>Total Approximate Retail Value for one (1) Grand Prize: \$1827.50.</p>
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Limit: one (1) Semi-Finalist Prize or Grand Prize per partner per Award category. Any costs or expenses not specifically identified above as included are the responsibility of the winner and semi-finalist. Prizes are not transferable and must be accepted as awarded with no substitutions, whether in cash or otherwise, except at Sponsors' sole discretion. Sponsors reserve the right to substitute a prize of equivalent value if a Prize cannot be awarded as described for any reason. Sponsor will not be responsible, however, if weather conditions, event cancellations, or other factors beyond Sponsor's reasonable control prevent Prizes from being fulfilled. In any such event, a winner will not be provided with a substitute prize or cash equivalent. Prizes will only be delivered to the verified winners. Please allow eight (8) weeks for delivery. Return of any Prize/Prize notification as undeliverable may result in disqualification and selection of an alternate winner.

- WINNER SELECTION:** On or around June 5, 2020 at 3:00 pm PT at Microsoft Canada, 1950 Meadowvale Blvd., Mississauga, Ontario L5N 8L9, 20 semi-finalists (2 for each Award category) will be selected based on the judging criteria outlined below (the "Judging Criteria"). Semi-finalists will be notified by phone and email within nine days of the judging. If a semi-finalist cannot be reached by telephone after three (3) tries upon completion of the judging, or otherwise does not meet all competition requirements, the Prize will be forfeited and may be awarded to an alternate entrant. Winners will be announced at Microsoft Inspire in Las Vegas in July 2020. Semi-finalists and winners are responsible for all their own costs in travelling to and attending Inspire including all travel, accommodations, meals, etc. It is not necessary for semi-finalists to be in attendance at Inspire to be eligible to win. In the event of a tie, tied entries will be re-judged by the judging panel until the tie is broken and an entry is determined to be eligible to win.

**Judging Criteria for Award Categories 1-7 inclusive:**

1	Customer Excellence/Impact and Transformation:	<p>(a) Describe the customer’s business challenge or problem and how your solution was able to meet the needs of the customer.</p> <p>(b) If applicable, highlight any digital transformation or Cloud solution adoption that took place with the customer, due to your solution.</p> <p>(c) Explain how the offering(s) helped your customer(s) achieve business results, including specific business impact and results achieved (i.e. revenue acceleration, growth, customer adds, cost reduction, business productivity, gain business insights, assistance with managing or winning customers, building customer satisfaction). Be specific and quantify the gains in terms of clear, measurable, return on investment, if possible.</p> <p>This category is worth 30% of the overall judging criteria.</p>
2	Microsoft Products	<p>Describe what Microsoft products, services or technologies were used in the solution. Include all Microsoft products (with version) used, even those not related to the award category.</p> <p>This category is worth 20% of the overall judging criteria.</p>
3	Competitive Advantage	<p>How did using the different elements of the Microsoft products, services or technologies help you win against the competition from a technical or business perspective.</p> <p>This category is worth 10% of the overall judging criteria.</p>
4	Repeatability:	<p>Is this solution specific to one particular customer or is it repeatable – providing a broader market impact? In which key industry verticals was your solution implemented and how do you foresee any new industry expansion for your business?</p> <p>This category is worth 20% of the overall judging criteria.</p>
5	Economic Impact on Partner Business:	<p>(a) How did your solution or service increase Microsoft’s Cloud Technology platform usage? Highlight how this solution is positioned for growth and transformation with Cloud technologies.</p> <p>(b) Show the impact of the Microsoft business on the partner, for this solution and overall business.</p> <p>(c) How did this solution contribute to revenue, growth and customer adds, and what this means for future partner growth.</p> <p>This category is worth 20% of the overall judging criteria.</p>

**Judging Criteria for Award Categories 8-9 inclusive:**



1	Impact	<p>a) Describe your customer challenge or opportunity your solution or service addressed. Provide 2 customer references.</p> <p>b) In what ways has your solution or service helped your customer enable measurable business results?</p> <p>c) How long has your solution or service been available to customer(s) and how do you intend to evolve and invest in this solution or service (roadmap, services, market adoption, etc.)?</p> <p>This category is worth 40% of the overall judging criteria.</p>
2	Microsoft products	<p>Describe how Microsoft technologies were used and applied to your solution or service (Modern Workplace, Business Applications, Application &amp; Infrastructure, Data &amp; AI).</p> <p>This category is worth 30% of the overall judging criteria.</p>
3	Repeatability	<p>Is your solution or service a custom project for one particular customer or is it a repeatable, scalable solution or service? Upload or provide outside customer references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).</p> <p>This category is worth 30% of the overall judging criteria.</p>

Judging Criteria for Award Category 10

1	FY20 Surface Highlights:	<p>(a) Outline your outstanding Surface PC &amp;/or Hub accomplishments made in fiscal year 2020.</p> <p>(b) Explain why you believe your organization should receive the Surface IMPACT Award.</p> <p>This category is worth 10% of the overall judging criteria.</p>
2	Surface Sales Results	<p>Please outline your Microsoft Surface PC &amp;/or Hub results thus far in FY20. Include specific details about Revenue/units, key wins, proactive sales activities, breadth of Surface portfolio sales, etc.</p> <p>This category is worth 20% of the overall judging criteria.</p>
3	Surface Investments	<p>Outline your investments in Microsoft Surface products thus far in (or planned for) FY20. Include specific details such as: customer marketing &amp; lead generation campaigns, employee training, technology adoption and innovation.</p> <p>This category is worth 20% of the overall judging criteria.</p>

4	Surface Customer Win Example(s)	<p>Provide example(s) of key Surface wins from FY20. Include specific details about the key win(s) such as: source of the customer opportunity (ie: new or existing customer), customer use case, model and number of units, stage of deployment, impact on the customer's business/satisfaction, future customer growth opportunity, etc.</p> <p>This category is worth 20% of the overall judging criteria.</p>
5	Surface Customer Offerings	<p>Please describe the scope of your Surface PC customer offerings. What services do you provide to Surface customers? Describe how you complete to win with your Surface solutions and services. How do these services position you uniquely relative to other Surface partners? Provide specific examples of how your offerings have been successful in winning Surface opportunities against the competition from a technical and/or business perspective.</p> <p>This category is worth 20% of the overall judging criteria.</p>
6	Surface + Microsoft Integration	<p>Indicate which – and how- Microsoft technologies are incorporated into your Surface customer offerings. Ie: modern workplace, business applications, application &amp; infrastructure, and data and AI. Make specific reference to any feature specific to Microsoft 365 (ie: Autopilot).</p> <p>This category is worth 10% of the overall judging criteria.</p>

7. **RELEASES:** By entering, you agree to release and hold harmless the Sponsors, their advertising and promotional agencies, the affiliates of the foregoing and all of their respective directors, officers, owners, partners, employees, agents, representatives, successors and assigns (collectively the "Releasees") from any liability in connection with this Competition or, should you be a winner or semi-finalist, the Prizes. Before being declared a winner or semi-finalist, you will be required to sign, and return within the time stipulated in the documents, a Declaration of Compliance with the Competition Rules and a full Liability and Publicity Release. By accepting the Prize, the winners and semi-finalists consents to the use of their name, city and/or province of residence, photograph, voice, image, likeness, biographical information and information about the Prize, for any publicity or programming purposes, commercial or otherwise, throughout the world in any and all media used by Microsoft and its advertising and promotional agencies in connection with the Competition, without payment or compensation. The personal information collected in connection with the administration of this Competition will be managed in accordance with Microsoft's privacy statement which is available at <http://go.microsoft.com/fwlink/?LinkId=521839>.
8. **LIMITATIONS OF LIABILITY:** Without limiting the release provided in Paragraph 7 above, and for greater certainty, Releasees will not be liable for: a) any incomplete or inaccurate information, whether caused by website users or by any equipment or programming associated with or utilized in the Competition, or by any technical or human error which may occur in the processing of entries; b) the theft, destruction or unauthorized access to, or alteration of, entries; c) any problems with, or technical malfunctions of, telephone networks or lines, computer on-line systems, servers or providers, computer equipment, software, viruses or bugs; d) any failure of any e-mail to be received by or from Sponsors for any reason including but not limited to traffic congestion on the Internet or at any website or combination thereof; or e) damage to a participant's or other person's system occasioned by participation or downloading of materials in this Competition.

9. **RIGHT TO TERMINATE, SUSPEND OR AMEND:** Subject to obtaining the approval of the Régie des alcools, des courses et des jeux for the province of Quebec, Sponsors reserve the right to terminate, suspend or amend this Competition, in whole or in part, at any time without prior notice, if any factor interferes with its proper conduct as contemplated by these Official Rules.
10. **MISCELLANEOUS:** Entrants who have not complied with these Official Rules are subject to disqualification from this Competition and any future competition, contest or other promotion conducted by Sponsors. All decisions of Sponsors and the Competition judging organization, as the case may be, are final and binding in all matters relating to this Competition. No correspondence will be entered into except with selected entrants. Competition is subject to all applicable federal, provincial and municipal laws. Void where prohibited. If, as a result of an error relating to the entry process, drawing or any other aspect of the Competition, there are more potential winners of Prizes than contemplated in the Competition rules, there will be a random draw amongst all eligible Prize claimants after the Competition closing date to award the Prize.

In the event of a dispute regarding who submitted an online entry, the entry will be deemed submitted by the authorized account holder of the e-mail address submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. A selected entrant may be required to provide Sponsors with proof that he/she is the authorized account holder of the e-mail address associated with the selected entry. Anyone found to be using multiple accounts to enter will be disqualified.

Sponsors reserve the right at their sole discretion to disqualify, from this Competition and any future competition, contest or other promotion conducted by Sponsors, any individual that they find or believe to be tampering with the entry process or the operation of the Competition or Competition website; to be acting in violation of the Official Rules or in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.

ANY ATTEMPT BY AN ENTRANT OR ANY OTHER PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE COMPETITION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

11. **QUEBEC RESIDENTS:** Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.
12. **PRECEDENCE:** In the event of any discrepancy or inconsistency between these Official Rules and other statements contained in any Competition-related materials, including but not limited to the Competition entry form, point of sale, television, print or online advertising, these Official Rules shall prevail, govern and control.