

EAT Main Street Contest Rules and Regulations

1. The contest is open to all residents of Ontario who have reached the age of majority in Ontario at the time of the entry submission.
2. The contest period will start at 12:00am EST July 19, 2018 and end at 11:59pm EST July 29, 2018.
3. No purchase necessary. You may enter the contest via Instagram or Facebook.
4. To enter via Instagram, you must:
 - 4.1. Have a valid Instagram account. If you do not have one, you can visit www.instagram.com and register for a free account.
 - 4.2. Make your Instagram account public
 - 4.3. Follow Markham Village BIA's Instagram account (@markhammainstreet).
 - 4.4. During the contest period, post a photo to your account, which contains ALL of the following elements:
 - 4.4.1. A photo which shows that you are at one of the eateries on Main Street Markham that is participating in the contest. This photo may be taken inside or outside of the eatery, may include a picture of you, friends, food, or the eatery itself. However, it must be made reasonably clear that you are at one of the participating eateries. The Markham Village BIA has sole and absolute discretion regarding the judgement of this;
 - 4.4.2. Tag the Markham Village BIA's Instagram account (@markhammainstreet) in the photo; and
 - 4.4.3. Include the hashtag #EATMainStreetMarkham in the photo caption.
- To enter via Facebook, you must similarly:
 - 4.5. Have a valid Facebook account. If you do not have one, you can visit www.facebook.com and register for a free account.
 - 4.6. "Like" the Markham Village BIA's official Facebook page (@mainstreetmarkham).
 - 4.7. During the contest period, post a photo to your Timeline, which contains ALL of the following elements:
 - 4.7.1. A photo which shows that you are at one of the eateries on Main Street Markham that is participating in the contest. This photo may be taken inside or outside of the eatery, may include a picture of you, others, food, or the eatery itself. However, it must be made reasonably clear that you are at one of the participating eateries. The Markham Village BIA has sole and absolute discretion regarding the judgement of this;
 - 4.7.2. Tag the Markham Village BIA's official Facebook page (@mainstreetmarkham) in the photo; and
 - 4.7.3. Include the hashtag #EATMainStreetMarkham in the photo caption.
5. All steps listed above must be completed for the entry to be deemed valid. If not all steps are followed, the entry will be deemed invalid and will be removed from the draw.
 - 5.1.1. A list of participating eateries can be found on the Main Street Markham website at (insert URL).
6. Your contest photo must also conform with the following specifications to be deemed valid:

- 6.1. Be posted to your Instagram “Feed” or Facebook Timeline, NOT to your “Stories” on either of these platforms;
 - 6.2. Be your original creation, and be a photograph taken solely by you. Modifying or altering and third party’s work does not qualify as an original creation;
 - 6.3. Not have been published previously by you or any third party, not have been used commercially or submitted to another competition or contest;
 - 6.4. Be in “good taste” and must not be explicit, offensive, obscene, or profane, and must not be derogatory toward any ethnicity, race, gender, sexual orientation, religion, profession, or age group, or promote any activities that may be unsafe or dangerous, as determined by the Markham Village BIA, in its sole and absolute discretion;
 - 6.5. Not defame, misrepresent, or contain disparaging remarks about the Markham Village BIA, the participating eateries, or any of the participating eateries’ products or services;
 - 6.6. Not be false, inaccurate, or misleading;
 - 6.7. Not violate any law or regulation; and
 - 6.8. Not be threatening or harassing.
7. Upon the posting of a photo with all steps completed, you will be entered into the contest for a chance to win one of the contest prizes.
 - 7.1. Each photo posted using the #EATMainStreetMarkham hashtag and Markham Village BIA social media account tag will count as one entry. Each additional photo posted using the appropriate tags will count as an additional entry. However, reposting the same photo multiple times will not count as additional entries. Each photo must be different to be valid as an additional entry. You may enter the contest as many times as you wish using the same account. You may also enter the contest multiple times by posting photos on both Instagram and Facebook.
8. NO PURCHASE IS NECESSARY IN ORDER TO BE ENTERED INTO THE CONTEST.
9. After the end of the contest period, three eligible entries will be drawn, at random, from all eligible entries received during the contest period, and the person listed as the account owner of each selected entry will be eligible to win a contest prize. The first name drawn will be eligible to win a gift basket valued at \$300 consisting of gift certificates to various eateries on Main Street Markham as well as other miscellaneous “swag” items. The second name drawn will be eligible to win a gift basket valued at \$125 consisting of gift certificates to various eateries on Main Street Markham as well as other miscellaneous “swag” items. The third name drawn will be eligible to win a gift basket valued at \$75 consisting of gift certificates to various eateries on Main Street Markham as well as other miscellaneous “swag” items.
 - 9.1. The selected entrants may only receive gift certificates to eateries located within the Markham Village BIA boundaries and which are participating in the contest. Please see the list of eligible eateries on the Main Street Markham website.
 - 9.2. A selected entrant may not win more than one of the three prizes listed above, regardless of the number of entries made by that same person, and even if the entries are made under different social media accounts or across different platforms. In the event that the random draw results in the same person winning more than one of the listed prizes, that person will be given the prize drawn of greatest value, and a new entry will be drawn for any additional prizes that person was initially allocated to.
 - 9.3. No cash refunds, substitutions, or transfers of the prizes are allowed.

10. The odds of winning the prize depend on the number of eligible entries received during the contest period.
11. The draw will be completed in August 2018, and the prize winners will be contacted upon draw completion via direct message to their social media account which was used to enter the contest and notified that they are eligible to win. The selected entrants must reply by direct message within five (5) calendar days of notification and provide the Markham Village BIA with a contact phone number. The selected entrants must correctly answer a time-limited mathematical skill-testing question which will be administered by telephone. The Markham Village BIA will then email the selected entrant, and he/she will be required to sign and return within two (2) business days of notification a declaration of eligibility and a liability/publicity release, which:
 - 11.1. Confirms compliance with the contest rules;
 - 11.2. Releases the Markham Village BIA, its affiliated agents, the contest administrators and each of their respective agents, representatives, or successors and assigns from any liability in connection with the Contest, the entrant's participation therein and/or the awarding and use or misuse of the prize or any portion thereof; and
 - 11.3. Gives the Markham Village BIA the right to use the selected entrant's name and photo in any form of advertising relating to the contest without further notice or compensation.
 - 11.3.1. If the selected entrant refuses to sign the declaration of eligibility and liability/publicity release forms, he/she will be deemed ineligible for the contest and a new eligible winner will then be drawn at random from the remaining eligible entries.
 - 11.4. If a selected entrant cannot be contacted by direct message within five (5) calendar days of notification, fails to correctly answer the skill-testing question, or fails to return the signed forms within 2 business days of notification, he/she will be disqualified from the contest, and a new entrant will be drawn, at random, from the remaining eligible entries to be eligible to win the contest prize that the previously chosen entrant would have won.
12. The Markham Village BIA reserves the right to request from selected entrants proof of eligibility to participate in the contest in a form acceptable to the Markham Village BIA (including, but not limited to, government issued photo identification) for the purpose of verifying eligibility to enter the contest. Failure to provide proof of eligibility to the Markham Village BIA in a timely manner may result in being disqualified from the contest, at the sole and absolute discretion of the Markham Village BIA.
13. Entries that are incomplete, fraudulent, or that do not comply with ALL contest rules will be deemed invalid and will be disqualified from the contest.
 - 13.1. The Markham Village BIA has sole and absolute judgement over determining validity of contest entries.
14. The Markham Village BIA is not responsible for incomplete entries, fraudulent entries, inability to submit entries, late entries, any technical problems, malfunctions, internet/server overload, or any other unforeseen events related to contest entries.
15. The Markham Village BIA reserves the right to suspend, modify, or cancel the contest at any time without prior notice.
16. This contest is in no way sponsored, endorsed, administered by or associated with Facebook or Instagram.

17. The contest is administered by the Markham Village BIA. Any questions or requests for additional information can be directed to us at
132 Robinson St
Markham, ON L3P 5H5
Tel: 905-472-2462
Email: info@mainstreetmarkham.com

Sources:

<http://www.competitionbureau.gc.ca/eic/site/cb-bc.nsf/eng/03126.html>

<https://www.theglobeandmail.com/report-on-business/small-business/sb-managing/running-an-online-contest-dont-run-afoul-of-the-law/article594793/?arc404=true>

<http://retail.petro-canada.ca/en/independent/640.aspx>

https://www.facebook.com/policies/pages_groups_events/#

<https://help.instagram.com/179379842258600>

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