



Sharefax Credit Union, Inc.

Let us help build your future!

Main Office: 1147 Old State Route 74 • Batavia, Ohio 45103
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“Calling All Future Producers” Commercial Contest *OFFICIAL CONTEST RULES & REGULATIONS*

Important: Please read these rules before entering Sharefax’s commercial contest. By entering the contest, you agree to be bound by these Official Contest Rules and represent that you satisfy all of the eligibility requirements.

Contest period:

- Commercial submissions accepted until 5:00 pm Monday, November 16, 2009.
- First round of judging by Sharefax staff begins Wednesday, November 18 through Friday, November 20, 2009.
- Finalists placed on sharefax.org website for public voting from Tuesday, November 24 through midnight Friday, December 11, 2009.
- The date the final winner will be determined is December 18, 2009.

Eligibility: This contest is open to all U.S. residents. Sharefax employees, officers, representatives and their immediate families or members of household and anyone connected with the production and distribution of this contest are not eligible to enter or be awarded a prize. Incomplete entries are void. Must be 18 years or older to submit a production. Group collaborations are allowed. (It's up to you whose name is on the entry form.)

How to Enter: **Deadline for commercial submission is 5:00 pm, Monday, November 16, 2009. Submissions must be delivered to Sharefax or postmarked by the 16th.**

Send or deliver commercial submissions (along with a completed entry form) to:

Sharefax Credit Union
Attn: Marketing
7443 Mason-Montgomery Road
Mason, Ohio 45040
OR your nearest Sharefax branch

Specifications: Commercial must be no more than thirty (30) seconds in length. If your submission is selected to air on TV, Sharefax’s production company will add “Commercial produced by (your production company)” as a tagline near the end of your commercial. If you include actors in your commercial they must all complete a Talent Release” form. Release forms are available at <http://www.sharefax.org/commercial.htm>.

Style: Any style is suitable (animation, live-action, computerized, claymation, etc)

Format: Please submit your commercial on a DVD. If your commercial is selected as one of the finalists, Sharefax will ask for a high-end original format. Sharefax will convert it to be viewed online and, just maybe, for airing on TV! ***Please don't submit anything with adult content, violence, copyrighted or outside the standards of the TV networks. This is a family credit union.***

Judging and Winner Selection:

- First round of judging by Sharefax staff begins Wednesday, November 18 through Friday, November 20, 2009.
- If there is more than one entry that meets the credit union’s criteria, qualifying entries will be placed on on sharefax.org website for public voting from Tuesday, November 24 through midnight Friday, December 11, 2009.
- The date the final winner will be determined is December 18, 2009.
- Sponsor will attempt to notify all potential winners by phone and/or email, beginning on or about December 18, 2009.

Prize: Grand Prize: \$2,000 and a Flip Mino Video Camera. Prizes are nontransferable and no substitutions or exchanges will be allowed except at the sole discretion of the Sponsor. Prize winners will be responsible for any federal, state and local tax liability. If no contest winners are chosen, no prizes will be awarded.

Additional Regulations: ALL concepts and entries become property of Sharefax Credit Union and cannot be used in other locations (such as social networks) without explicit, written approval by Sharefax. It is Sharefax's intention for the commercials to be seen by as many people as possible. Please understand that Sharefax wants the content to be appropriate for all ages. Sharefax reserves the right to reproduce submitted materials in whatever fashion it deems appropriate.

Subjective analysis of artistic content will be used to judge entries. The commercial must demonstrate an aspect of **Sharefax's 50th Anniversary**. Possible themes can be:

How Sharefax is different than a bank (no disrespectful bank-bashing messages, please)

How being a credit union member is different than being a customer at other financial institutions

How Sharefax will go out of their way to do whatever it takes to please their members

Use your imagination, but stay within parameters of reasons to **Celebrate our 50th Anniversary**.

Judges will be looking at content and how the entry meets these concepts and themes listed above. If you need the Sharefax logo, official colors and a couple of other items, let us know! Contact us at <http://www.sharefax.org/commercial.htm>.

SUBJECT TO ALL APPLICABLE LAWS AND REGULATIONS: By participating in this contest, you agree to be bound by these Official Contest Rules. Sponsor reserves the right to cancel or modify the Contest if in sponsor's sole determination it believes that the integrity of the Contest has been, or could be compromised or that the Contest is not capable of running as planned. Should sponsor cancel the contest, winner will be judged from eligible returned or mail-in submissions received by the time of cancellation for the prize that was to be awarded at the end of the day of cancellation. Sponsor reserves the right to disqualify any entrant from the Contest if in Sponsor's sole judgment entrant has not complied with these Official Contest Rules. All of an entrant's entries will also be disqualified, at the sole discretion of Sponsor, if the entrant attempts:

(a) to enter the Contest through any means other than as described in these Official rules; or (b) provides information that is inaccurate or fraudulent; or (c) attempts to disrupt the Contest or circumvent the terms and conditions of these Official Rules.

Sponsor and any of its respective subsidiary companies, affiliates, directors, officers, employees and agencies will **not** be responsible for:

(a) any late, lost, misrouted, or damaged entries;

(b) any Contest disruptions, injuries, losses or damages caused by events beyond the control of Sponsor, or

(c) any printing or typographical errors in any materials associated with the Contest.

Only the number of prizes listed in the Official Contest Rules will be awarded. Sharefax Credit Union reserves the right to require all prize winners to execute and return an Affidavit of Eligibility, Liability and Public Release.

REDEEMING OR SEEKING TO REDEEM SAID PRIZE: Acceptance of a prize constitutes permission to use winner's first and last name, resident city and state, written or verbal statements (if requested) for advertising and promotional purposes without additional compensation, unless prohibited by law.

Copyright Notice: The Contest and all accompanying materials are copyright ©2009 by Sharefax Credit Union. All rights reserved.

Sponsor: This Contest is sponsored by Sharefax Credit Union, 1147 Old State Route 74, Batavia, Ohio 45103. For a copy of the official rules or a list of winners, either print out these pages or request a copy by sending a self-addressed, 3x5 card to: Sharefax Credit Union, Attn: Marketing *Commercial Contest*, 7443 Mason-Montgomery Road, Mason, Ohio 45040. Be sure to specify whether you are requesting "Contest Rules" or "Winners List." Replies will be sent after the completion of the Contest. Requests for official rules must be received by December 16, 2009.