

Elon University and Champion® Analytics Case Student Competition

Competition Rules

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I. Eligibility:

- a. The Competition is open to teams of non-PhD, non-masters students from colleges and universities across the United States who have been invited to participate.
- b. The first 12 teams to complete the registration process and pay the registration fee will have a confirmed spot in the Competition. Any teams attempting to register after the first 12 spots have been filled will be placed on a waiting list in the order of registration. In the event that a confirmed team drops out of the Competition for any reason prior to the distribution of the problem, Sponsors may fill that slot with the next team on the waiting list, in their sole discretion.
- c. Participation is limited to one (1) team per university.
- d. Teams should be comprised of three (3) students enrolled in undergraduate level programs from any discipline. Any change to team members after the team members have been submitted will require written approval from Competition organizers.
- e. All team members must be currently enrolled in non-PhD and non-masters programs at the same university at all times during the Competition.
- f. Teams may have a faculty advisor, however, at no time should the advisor provide explicit direction, instructions, or analysis support to the business problem or final presentation/report.
- g. All work submitted and presented must be performed by the students. No outside help is permitted. Students may reference and cite third-party research, as appropriate.

II. Competition Timeline and Process:

- a. Sponsors will send out the Invitations to participate in the Competition in or about August 2021. Teams must complete the registration form at <https://www.elon.edu/lsbevents/cacc/register.aspx> and pay the registration fee on or before August 30, 2021, except that registration will close before that deadline if twelve teams have already registered and paid before that date.

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- b. Registration fees will be non-refundable as of September 13, 2021. Any team that drops out of the Competition before that date for any reason will receive a full refund of the registration fee.
- c. All required documentation from all team members, including but not limited to signed non-disclosure agreements and signed agreement to these Competition Rules, must be provided to Sponsors on or before September 20, 2021 for the registration to be complete, except that any teams brought off the waiting list must provide all documentation to Sponsors by the deadline in the notification, which will be no later than noon ET on September 21, 2021.
- d. Sponsors reserve the right to run the Competition with fewer than twelve teams in the event it is unable to confirm twelve teams by noon on September 20, 2021, for any reason, in its sole discretion.
- e. The same case problem and data will be distributed via e-mail to all confirmed teams on or about September 21, 2021.
- f. Teams must analyze the problem, identify insights and formulate their results and recommendations into a formal PowerPoint (.pptx) presentation compatible with a Windows OS based PC and submit a video of their presentation. Teams are also expected to prepare a two-page executive summary report explaining the team's approach, methods and insights. All files should not exceed 1GB in size.
- g. Teams must upload their video recordings, presentations and reports to the link provided in a subsequent email by Competition officials, no later than 8 a.m. Eastern Time ("ET") on October 15, 2021.
- h. Between October 15, 2021, and the event on October 21, 2021, the judges will use the scoring rubric attached to these rules to determine the four top-scoring teams to move as finalists into the final round of the Competition on October 22, 2021.
- i. Teams are expected to log on to the virtual event (to be held on Zoom) no later than 11:00 a.m. ET on October 21, 2021.
- j. At approximately 1:00 p.m. ET on October 21, 2021, judges will announce the four teams advancing to the 2nd round of the Competition, to be held on October 22, 2021.
- k. Shortly after that time, the four finalist teams will be given a new business question that expands upon the original problem using the original data. Each finalist team must address the new question and revise their PowerPoint presentations accordingly.
- l. Final presentations in the form of a PowerPoint (.pptx) presentation compatible with a Windows OS based PC will be due on the morning of October 22nd by 10:00 a.m. (ET) via the portal distributed by Competition officials.
- m. All teams are expected to log on to the virtual event for the second day of the Competition no later than 11:00 a.m. (ET) on October 22, 2021.
- n. The second day of the Competition will include live finalist presentations via the online platform addressing the round 2 problem distributed on the 1st day of the Competition.
- o. The 2nd round presentations will be 20 minutes for each team with up to 10 minutes of Q&A from the panel of corporate judges. The order of the finalist presentations will be determined at random and assigned with the new problem on the 1st day. All scores will be reset at zero for the finalist round.
- p. Following all finalist presentations, the judges will use the scoring rubric attached to these rules to determine the 1st, 2nd, and 3rd place teams, which will be announced during the

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closing ceremony at the end of the virtual event at or around 2:00 p.m. ET on October 22, 2021.

- q. Final round presentations are open to all competing teams and their faculty advisors.
- r. Attire for the Competition is business casual, and Champion brand attire is encouraged.

III. Judging Panel and Criteria

a. Judging Panel

- 1. The judging panels in both rounds will be comprised of 6 HBI employees with equal representation from Analytics, Ecommerce, & Champion Marketing functions.
- 2. All decisions of the judges are final and binding.

b. Judging Criteria

- 1. Judges will use the scoring rubric attached to these rules to rate and score each participating team on the quality of its solution, the soundness of the methodology used and the quality of the presentation, both written and oral. The team score at the end of each round of the Competition will be the sum of all ratings in all categories from all judges in that round.
- 2. In the event of a tie at any level, whether determining the four finalists or the three prize winners, the finalist or winner will be the team with the higher total score in the "Quality of Solution" categories for that round. If a tie still exists at that point, the finalist or winner will be the team with the higher total score in the "Methodology" categories for that round, followed by the "Quality of Presentation" categories and finally by the "Overall" ratings. No more than four finalists will be allowed into the 2nd round and no more than three prize winners will be confirmed.

IV. Prizes

- a. The first place team will receive a cash award of \$6,000, to be split equally among the three team members.
- b. The second place team will receive a cash award of \$3,000, to be split equally among the three team members.
- c. The third place team will receive a cash award of \$1,500, to be split equally among the three team members.
- d. Prizes will be awarded in the form of a check from Elon University made payable to each member of the team in the amount of one-third of the total prize value. Winners will receive their prize checks within four (4) weeks following the Competition.
- e. Winners are solely responsible for payment of any applicable taxes associated with winning a prize in the Competition. Elon University will issue an IRS Form 1099 to each of the first, second, and third place team members in the amount of their prize at the appropriate time.

V. Other Rules

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1. Participants understand and agree that the data provided in the Competition is confidential. Participants agree not to share the data with anyone other than team members and a faculty advisor, if applicable, and agree not to use the data for any purpose other than preparation of the presentation for the Competition.
2. Participants agree not to publish or otherwise use the presentations for any purpose outside of this Competition, however, participants may reference participation in this Competition on a resume or similar portfolio about the student's experience.
3. Teams are expected to use their own laptops/computers for all analysis and for the presentation(s), or computers provided by their schools. Finalist teams are solely responsible for ensuring that they have adequate internet connectivity, sound and video capabilities for the finalist presentations on October 22, 2021.
4. All participants agree that Elon University, Hanesbrands Inc., and each of their respective parent, subsidiary and affiliated companies, advertising and promotion agencies, and each of their respective officers, directors, employees, representatives and agents will have no liability whatsoever for, and shall be indemnified and held harmless by participants against any liability for, any injuries, losses or damages of any kind to person(s), including, without limitation, death, or property resulting in whole or in part, directly or indirectly, from participation in this Competition or Competition-related activities, or the acceptance, possession, misuse or use of any prize.
5. All participants agree and understand that each team member or participating university is solely responsible for all costs and expenses associated with participation in the Competition, including but not limited to computer and software costs, registration fees, and other expenses not expressly provided in these rules. Sponsors shall have no liability or responsibility for payment of any such costs for any team or participant.
6. By participating in the Competition, each participant grants (and agrees to confirm such grant in writing promptly upon request) to Sponsors and those acting under their authority the right to the use of the student's name, school, likeness, photographs, videos, and statements related to the Competition for advertising, trade, publicity and promotional purposes without limitation in any media worldwide, including the Internet and social media, without review, notification or approval, or further compensation, unless prohibited by law.
7. By participating in the Competition and submitting a presentation, participants grant to Sponsors a perpetual, worldwide, irrevocable, royalty-free license in and to the presentations and video recordings of the presentations to the judges, so that Sponsors have the right to use, not use, display, post, publish, copy, edit, and create derivative works from the presentations in the Competition in any and all media, worldwide, without limitation or further obligation to you or any other party.
8. By participating in the Competition, each participant affirms and represents that all submissions and presentations in the Competition are his or her own work and the work of his or her team without the aid of any other party. Each participant confirms that the submissions and presentations do not violate or infringe upon the intellectual property or other rights of any other person or entity.
9. Sponsors are not responsible for lost, late, incomplete, stolen, misdirected, or illegible registrations or submissions; or for any computer, telephone, satellite, cable, network, cellular, electronic or Internet hardware or software malfunctions, failures, connections, or availability, or garbled, corrupt or jumbled transmissions, service provider/platform/Internet/website/use net accessibility, availability, or traffic congestion, or any technical error, or unauthorized human intervention, or the incorrect or inaccurate capture of registration or other information, or the failure to capture, or loss of, any such information or communications.

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10. Sponsors reserve the right to cancel the Competition and refund all registration fees, if an insufficient number of teams register by the September 13, 2021, deadline or if other unanticipated events or occurrences jeopardize the proper function of the Competition, as determined by Sponsors in their sole discretion.
11. Except where prohibited by law, participants agree that (a) any and all disputes, claims, and causes of action relating to these Official Rules or this Competition (and/or the rights and obligations of Sponsors and/or participants in conjunction therewith) (collectively "Disputes") shall be resolved individually; (b) any and all Disputes shall be resolved exclusively in an action in state or federal court in the State of North Carolina and North Carolina law shall apply; (c) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred; (d) participants hereby waive all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased; and (e) THEY WAIVE AND HEREBY DO WAIVE THEIR RIGHT TO A TRIAL BY JURY IN ANY SUCH ACTION.

VI. Sponsors

Elon University, 100 Campus Drive, Elon, NC 27244, and Hanesbrands Inc., 1000 East Hanes Mill Road, Winston-Salem, NC 27105, are the Sponsors of this Competition.

I, Kansi Udochukwu, as a participant, or as an advisor of a participating team, do hereby acknowledge that I have read and accept the above stated rules and regulations as a requirement of eligibility to participate in the 2021 Champion Analytics Case Competition hosted by Elon University.

Signature of Participant/Advisor: Kansi Udochukwu

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Competition Judging Criteria (numeric scorecard, 1 -> 5 for each of below)

Team: _____

Judge: _____

Rating Scale: **1: Not Satisfactory** **2: Below Average** **3: Average** **4: Above Average** **5: Exceptional**

Criteria Group	Criteria	Rating	Comments (Please be specific - support your rating)
Quality of Solution	<ul style="list-style-type: none"> Problem addressed is clearly defined, objectives and tradeoffs are addressed and weighed 		
	<ul style="list-style-type: none"> Proposed solution is novel, creative, logical and adds value to Hbl, meeting the criteria of stakeholders 		
Methodology/ Modeling	<ul style="list-style-type: none"> Data preparation and methodology used are reasonable and pertinent to the problem Data understanding: business solutions demonstrate an understanding of data sources 		
	<ul style="list-style-type: none"> Model is clearly formulated Assumptions are clearly stated and assessed Analysis and model accuracy was validated 		
Quality of Presentation Delivery	<u>Presentation</u> <ul style="list-style-type: none"> Effective communication Ability to tell analytic story relevant to the data and business problem Relevant visual aids Balanced participation of all team members 		
	<u>Q&A</u> <ul style="list-style-type: none"> Clear and relevant responses 		
Overall			