



CANSTRUCTION® & FOOD DRIVE

PARTICIPANT INVITATION



UNIBAIL-RODAMCO-WESTFIELD

AGENDA

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4. CONTACT & REGISTER



CAMPAIGN OVERVIEW



UNIBAIL-RODAMCO-WESTFIELD

PARTNERSHIP

Westfield, in partnership with CANstruction®, is hosting a nationwide effort to fight hunger by supplying food to communities in need before the Holiday season, and we need your help!

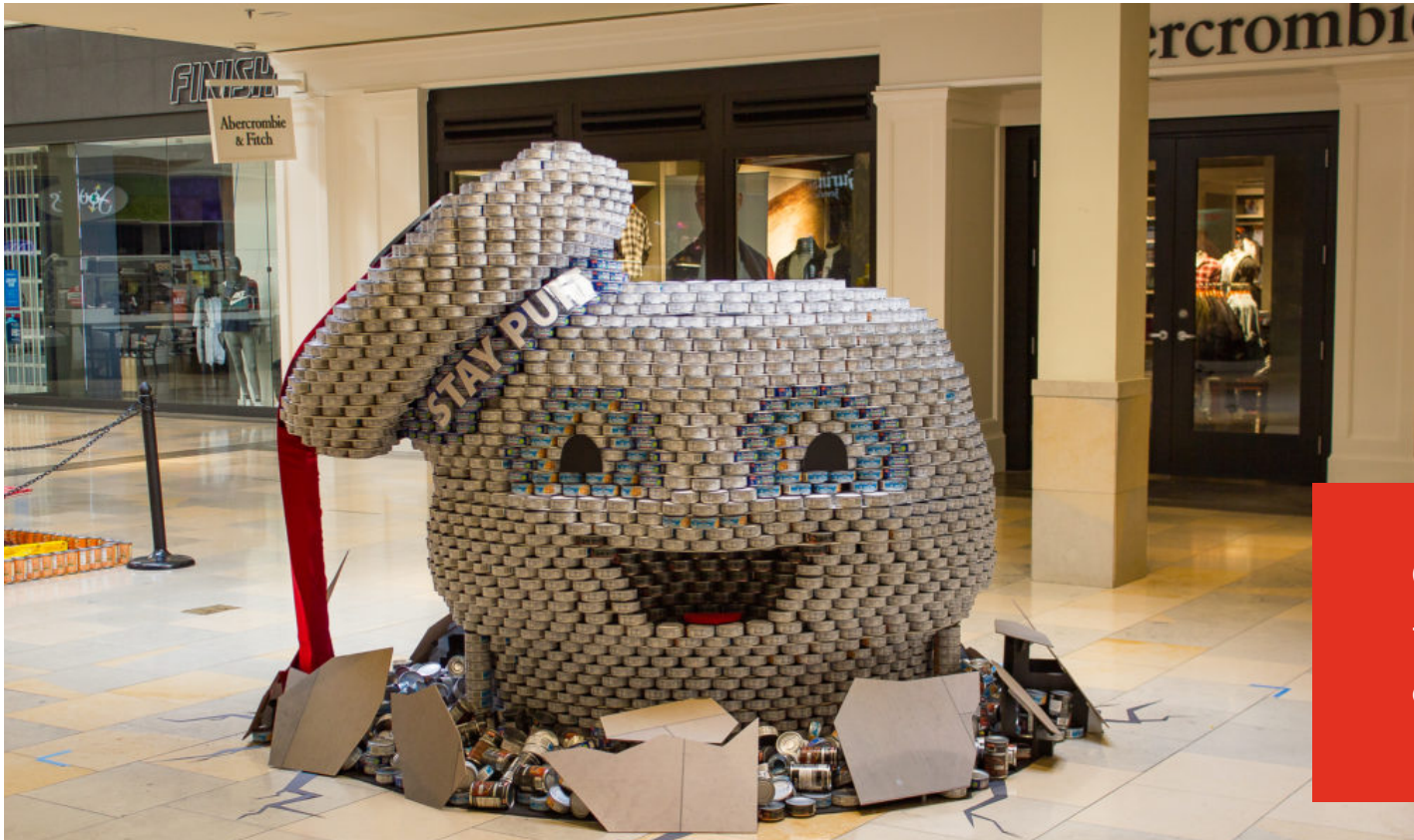
We are offering a one-of-a-kind opportunity to support a non-profit organization that has raised millions of pounds of food worldwide, while participating in a fun competition with your friends and co-workers. This interactive event will be held at over a dozen of our centers across the nation and we would like to invite organizations like yours to register today and join the fight!

This presentation includes details about the campaign, the terms of participation and more information on how to register your team with just a few clicks.



CAMPAIGN OVERVIEW

WHAT IS **canstruction**®?



Canstruction® is an international charity competition where teams compete to design and build giant structures made entirely from full cans of food. At the close of the competition all of the food is donated to local food banks where the competitions are held.

Canstruction has raised millions of pounds of food in 170 participating cities and is one of the largest drives for food bank donations in the world.

CAMPAIGN OVERVIEW

canstruction® : HOW IT WORKS

- Teams are formed in local communities (Production Companies, Architectural & Design Firms, Creative Agencies)
- Participating teams design and create structures made of unopened cans of food
- Structures are displayed for public enjoyment, as an art walk throughout the centers
- Pieces are judged in various categories including Best Use of Labels, Best 'Meal', and Best Overall
- Shoppers are encouraged to bring unopened cans of food to donate during the program
- All food is donated to the local Food Bank after the event
- Teams are responsible for sourcing their own cans of food
- Structures have to adhere to a set of guidelines to ensure safety and stability



PARTICIPATION DETAILS



UNIBAIL-RODAMCO-WESTFIELD

WHY PARTICIPATE?

A Unique & Fun Experience:

- ✓ Canstruction is a one-of-a-kind opportunity to be creative and innovative while supporting a great cause.

Team Building:

- ✓ Strengthening professional and personal relationships with other teammates, as well as making new connections.

Public Relations:

- ✓ Show off your company's skills on social media and generate free publicity.

Giving Back:

- ✓ Help your community in the fight against hunger by donating all food cans to your local Food Bank.

Prizes:

- ✓ Engage in some friendly competition and win prizes, as well as bragging rights.



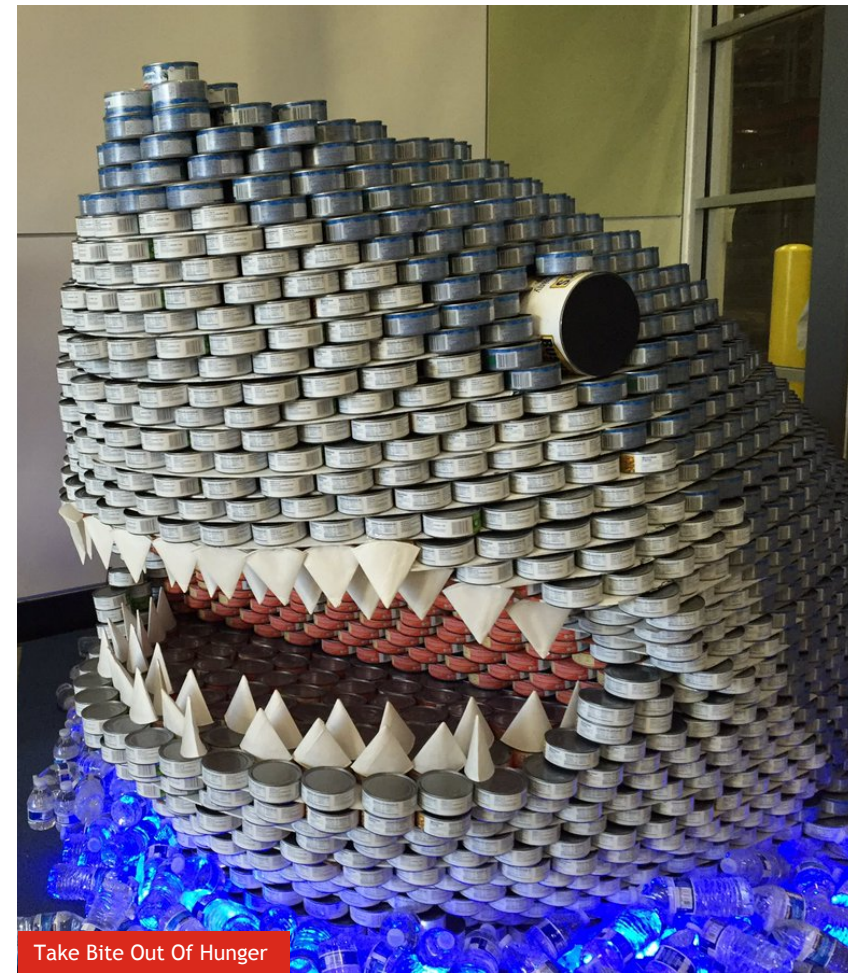
THEME & INSPIRATION



We CAN Kill Hunger



"Matahambre" Matador



Take Bite Out Of Hunger

PRIZES

- Prizes will be awarded at each participating center
- A committee will review all structures during the fourteen day exhibition period and evaluate them according to two score criteria
 - Structural Ingenuity and Best Use of Labels
- Customers and guests at each center will also be able to vote for their favorite sculpture



PARTICIPATING TEAMS

REGISTER TEAM

Register your team with URW Canstruction® Program.

Please see contact information and registration form.

Team Captain Rules Book & Insurance Requirements will be provided upon registration.

SUBMIT DESIGN

Teams are responsible for designing their own structures and providing renderings and structural plans to the event organizers for approval.

SOURCE CANS

Teams must source all food cans necessary to complete their design.

Once all cans are sourced, teams must practice constructing the structure.

DONATE BACK

Invite guests to enjoy the Canstruction Sculpture Display and vote for their favorite piece.

After the event, teams must disassemble their structures and assist in packing the food cans for a food bank to collect.

RULES

1. Try to include at least one A/E mentor to insure the safety and stability of the structure.
2. Each team must provide their own food.
3. Structure size may not exceed 10'x10'x10'. Structure size may need to be adjusted based on available space at your chosen center.
4. Only 5 persons may build structure at a time in 12 hours or less.
5. Submit display information to contact information provided.
6. Use little to no props.
7. Leveling material must be no more than ¼" thick and may not be load bearing.
8. No gluing, welding or other permanent affixing of cans allowed. Tape is permissible.
9. No junk food, opened food, glass, alcohol or expired food allowed. Labels must be intact.
10. Follow safety precautions. No horseplay, swearing, or alcohol while building.

✦ *All participants must follow CDC Guidelines, as well as center specific regulations in relation to COVID-19.*

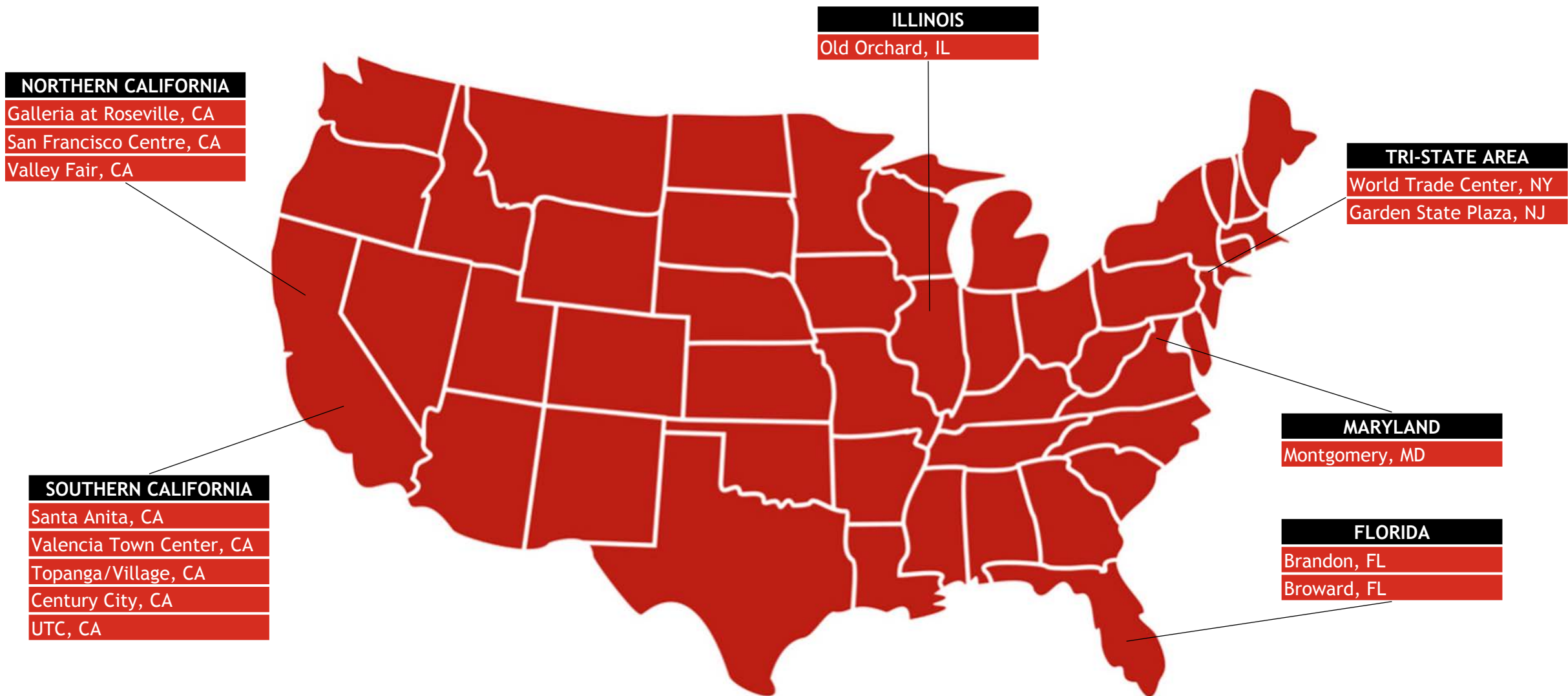


LOCATIONS AND TIMELINE



UNIBAIL-RODAMCO-WESTFIELD

PARTICIPATING LOCATIONS



TIMELINE

Exhibit Dates: October 17-31, 2020

- July - Participant registration
- July & August - Design and source food cans
- September - Participant designs submitted for approval
- October 17 & 18 - Food cans and supplies delivered to centers
- October 19 - Load-in and build
- October 20-31 - Exhibit and food drive active
- November 1 - Teams and Food Banks dismantle and pack cans for delivery to the chosen recipient.

Dates may fluctuate slightly based on center location.



CONTACT & REGISTER



UNIBAIL-RODAMCO-WESTFIELD

Please register today.
Space is limited.



Have questions?

EMAIL US



Ready to register your team?

REGISTER NOW

THANK YOU!



UNIBAIL-RODAMCO-WESTFIELD