



Rules and Regulations



SECTION I - Overview

Deloitte Canada and The Marketing Group reserve the right to modify or change elements of the competition, rules and regulations, and prizing during the course of the conference.

The Title Sponsor, Deloitte, and the parent club, The Marketing Group, may choose to change the dates and deadlines for any or all aspects of the competition in extreme circumstances. If any type of modification becomes necessary, reasonable notice and communication will be given with explanation to all participants. It is the responsibility of the participant to check their email and the competition website/social media pages to make note of any changes.

By participating in the contest, by registering, or by accepting the terms posted on this website, each participant hereby releases and holds harmless Deloitte Canada and The Marketing Group and all other official sponsors of the competition and all of their respective affiliates and agencies, employees, officers, and directors from and against any and all liability, claims, damages, actions, and costs, arising out of or in connection with their participation in REVIVE Competition presented by The Marketing Group hosted by students at the University of Toronto Scarborough.



SECTION II - Registration and Submission

Registration Details

- Participation in REVIVE Competition must be as ONE individual or as a TEAM of TWO individuals ONLY. Teams may be formed by students with eligible partners at other universities or between full time undergraduate students and/or recent graduates.
- Each participant must be registered as an undergraduate student, postgraduate student or must be a recent graduate (no more than 12 months after undergraduate graduation). Verification will be requested at various points throughout the competition, up to the discretion of the REVIVE Competition organizing committee.
- Only the top 10 postgraduate teams (or teams comprising 1-2 postgraduate students) will be selected by judges from Preliminary Case submissions to proceed to REVIVE Competition's Simulation round. Similarly, only the top 2 postgraduate teams (or teams comprising 1-2 postgraduate students) will be selected from the Simulation Round (according to final simulation score) to proceed to REVIVE Competition's Final Case round. Under no circumstance, however, does this quota (for either round) imply that postgraduate teams will be guaranteed positions in REVIVE Competition's Simulation and Final Case rounds. Submissions will be marked fairly and equally for all teams, regardless of participants' student status.
- Individuals from any field, discipline, program, stream, educational institution or country may compete in REVIVE Competition.
- Those involved in any way with the organization of REVIVE Competition are ineligible to participate. Please note, Campus Brand Influencers (CBIs) are not considered part of the organizing team and are therefore ELIGIBLE to participate in the competition.



SECTION II - Registration and Submission

- Pre-registration of any kind is not required for participation in REVIVE Competition. Submission of the Preliminary Case by the **January 18th, 2021 (11:59 pm)** deadline will itself indicate formal interest in and status as an official delegate in REVIVE Competition. Any submission after this deadline will be considered invalid.
- Processing of submissions may take some time. The Marketing Group is not responsible for any technical glitches that result in delayed upload of submissions.

Submission Requirements - Preliminary Case

- All submissions must be written and spoken in English.
- Participants will be required to submit their video file **AND** key information document no later than **January 18th, 11:59 pm**. Limit of 1 submission per team. Submissions will only be considered valid if they include both the video file and key information document.
- Naming convention for the video file must be "*FirstNameLastName1_FirstNameLastName2_Vid*", and the naming convention for the key information document must be "*FirstNameLastName1_FirstNameLastName2_Doc*", where "*FirstNameLastName1*" = first and last names of group member 1 and "*FirstNameLastName2*" = first and last names of group member 2, if applicable.
- Groups with only one participant are required to submit their video files and key info documents as, "*FirstNameLastName_Vid*" and "*FirstNameLastName_Doc*", respectively.



SECTION II - Registration and Submission

- Only one team member per team is required to submit the above two items. Maximum one submission (video file + key info document) per team. In circumstances of multiple submissions, only a team's first submission will be evaluated.

Conditions and Grounds for Disqualification - Preliminary Case

Upon submitting their solution to the Preliminary Case, each participant:

- Warrants that they are the sole owner of the submitted work and that the work does not infringe on the intellectual property rights of any other party.
- Waives any rights to confidentiality of any submissions made with respect to the competition.
- Warrants that all work subject to another party's copyrights have been properly acknowledged.

The organizing team of REVIVE Competition has the right to officially disqualify any submissions that:

- Are over FIVE minutes in length.
- Contain content that is considered abusive, inflammatory or deemed unprofessional.
- Do not adequately follow the above Registration Details, Submission Requirements or any other section of this Rules and Regulations document.



SECTION III - Miscellaneous Rules and Regulations

Competition Details

- Competition details and submission instructions can be found on REVIVE Competition's website: www.tmgherd.ca/revive.
- The submission briefing and instructions are intended to serve as suggested guidelines only, and as a result will not be the sole judging criteria utilized by the judging panel.
- All teams must submit up to and no more than a five-minute video presentation of their Preliminary Case solution. Up to and no more than the top 32 teams who submitted solutions to the Preliminary Case will be selected by industry and academic judges to continue to REVIVE Competition's Simulation.
- Simulation Round teams will compete in a 5-round marketing and strategy simulation in February 2021. The top 10 teams as determined by the Simulation will advance to the Final Case round in March 2021. Simulation and Final Case official rules and regulations will only be made available to the top 32 and the top 10 teams, respectively.
- If a Top 32 Finalist or Top 10 Finalist is deemed as disqualified/ineligible to participate after he/she has been selected as a Top 32 or Top 10 Finalist or as the winner of the vgrand prize, the Finalist closest in ranking will be chosen as the winner.



SECTION III - Miscellaneous Rules and Regulations

Grand Prize

The winning team will be awarded a grand cash prize (amount TBD) in Canadian dollars. The prize must be accepted as described in the contest rules and regulations and may not be transferred to another person or substituted for another prize. Prize substitution in whole or in part is at the sole discretion of REVIVE's sponsors and The Marketing Group.

Winner(s) must be prepared to present adequate personal identification and validate status as a registered undergraduate student, postgraduate student or recent graduate (no more than 12 months since undergraduate graduation). Winners will be solely responsible for all taxes and expenses which are not specified above. The grand cash prize will be conditional on the execution by the winner(s) of a full release and any other legal document required by The Marketing Group. The winners agree to collaborate with REVIVE's sponsors and The Marketing Group on media press coverage of their participation and the cash prize.

Submissions

All submissions shall automatically become the property of Deloitte Canada, The Marketing Group (REVIVE Competition's parent club), and all other official sponsors of the competition and all of their respective affiliates and agencies.

Employees, officers, and directors from the competitions sponsoring companies shall not be held responsible for the failure of any submissions to be received for any reason or to be considered ineligible due to incomplete, unclear or indecipherable information, or for any other problems, however caused.

Deloitte Canada and all other official sponsors of the competition and all of their respective affiliates and agencies, employees, officers, and directors shall not have any liability for lost, stolen, delayed, damaged or misdirected submissions. Each participant agrees to waive any



SECTION III - Miscellaneous Rules and Regulations

copyrights and moral rights in any material and information submitted to REVIVE Competition and all official sponsors of the competition and all of their respective affiliates and agencies, employees, officers, and directors and agrees that ownership of said material transfers to Deloitte Canada, The Marketing Group and all other official sponsors of the competition and all of their respective affiliates and agencies.

Each participant warrants that they are the sole owner of the submitted work and that the work does not infringe on the intellectual property rights of another party. Each participant further warrants that all material used in the participant's submission, whose intellectual property rights belong to another party has been properly acknowledged and permission for use has been sought and granted.

Release of Judges

The judges' decisions shall be final and binding upon each participant and each participant hereby irrevocably acknowledges and agrees to release and hold harmless all the judges personally from and against any and all liability, claims, damages, actions, and costs, arising out of, or in connection with his or her participation in REVIVE Competition, including but not limited to any such claims resulting from decisions issued by the judges.

In the event of a tie at any point in the competition, a representative of Deloitte Canada and all other official sponsors of the competition shall be entitled to determine, at their own discretion, which competitor advances to the next stage of the competition, or, if the tie results at the end of the competition, which competitor(s) shall be named the winner(s) of the competition.



SECTION III - Miscellaneous Rules and Regulations

Limitation of Liability

Deloitte Canada and all other official sponsors of the competition, all judges and all of their respective affiliates and agencies, employees, officers, and directors shall not be liable to any participant and/or any third party for any damages of any kind arising out of or relating to the participation in REVIVE Competition including, but not limited to, any lost profits, lost opportunities, special, incidental, indirect, consequential or punitive damages, regardless of the participant's advice to The Marketing Group to the contrary.

Reproduction of Contents

The contents of REVIVE Competition and The Marketing Group website may be used and reproduced solely for non-commercial, personal, or educational purposes provided that it is not modified and that you retain all copyrights and other notices contained in the content. Such information may not otherwise be used, reproduced, broadcast, published or re-disseminated without the prior written permission of the University.

Reproduction of Image and Personal Information

Each participant acknowledges that Deloitte Canada and all other official sponsors of the competition can use or publish without further consent or compensation each participant's likeness, materials, and city of origin for any purpose, whether each participant was successful in the competition or otherwise.

Intellectual Property

The materials located on REVIVE Competition and The Marketing Group website are



SECTION III - Miscellaneous Rules and Regulations

protected by copyright, trademark, and other forms or proprietary rights and are owned or controlled by the University of Toronto Scarborough or the party credited as the provider of the information.

Governing Law

This agreement shall be construed and enforced in accordance with the laws of the Province of Ontario and Canada where applicable.

Entire Agreement

The competition rules and regulations published on this website constitute the entire agreement between each participant, Deloitte Canada and all other official sponsors of the competition and all of their respective affiliates and agencies, employees, officers, and directors and this agreement supersedes any and all other agreements. No other representations or warranties are made, save for those contained within this Agreement.

Termination of The Marketing Group and/or REVIVE Competition

The University of Toronto Scarborough reserves the right to terminate or modify in any manner The Marketing Group or REVIVE competition and/or any part of the related terms, conditions, and prizes. Such right of termination includes a force majeure arising from fire, flood, any act of God, the Queen or Her enemies (whether foreign or domestic), war (whether or not declared), riot or other civil disturbance, labour dispute, or by any other causes similarly beyond the control of the organizers of the competition.



REVE