

Promotion Planning Checklist

Lead time for delivery of form to counsel

For international promotions

6 weeks prior to start date of promotion

Us and Canada sweepstakes where aggregate value exceeds \$5,000

6 weeks prior to start date of promotion

Us and Canada contests and sweeps and other promotions

4 weeks prior to start date of promotion

Name of the promotion

Write in the title (or working title) of the promotion:

Type of promotion

Check the appropriate box:

Game of chance
(i.e., Random drawing)

Game of skill
(i.e., Judging)

Purpose of promotion

Check box(es) that apply and/or write in response(s):

Target a specific audience.

Promote subscriptions/registrations.

Collect marketing information.

Trade show promotion.

Promote new product/service.

Customer loyalty.

Increase online time on website (stickiness).

Increase website traffic.

Other. Specify:



Sponsor

Name of sponsor(s):

(Please note if an entity is being listed for promotional consideration only.)

Sponsor's listed address:

(Remember to put a street address for can-spam purposes if this is going to be an email promotion.)

Federal tax id number (ein):

Telephone:

Fax:

E-mail:

General URL address:

URL for finding rules online:

URL to privacy policy:

Is privacy policy COPPA compliant?

- | | |
|--|---|
| <input type="checkbox"/> No, because we appeal to people 18 and older. | <input type="checkbox"/> Yes, and we do collect information from people under 13. |
| <input type="checkbox"/> Not sure. We don't collect information from people under 13. Do we need to worry? | |

URL for winners' list:

Internal contact person

Who will work with cobalt attorney:

Telephone:

Fax:

Email:

Sweepstakes administrator (if any)

Provide address:

Prize pooling

Is this a pooled prize?

- No. Yes. Please specify other websites:
 Not sure. What's a pooled prize?

Dates of the promotion (if necessary, attach an explanatory page)

Beginning time and date:

Ending time and date:

Is it a recurring promotion?

- No. Yes. Specify (e.G.: Daily, weekly or monthly drawings from January 2006 to December 2006):

Advertising of the promotion

Where will the promotion be advertised?

Check box(es) that apply and/or write in response(s).

- | | |
|---|--|
| <input type="checkbox"/> Sponsor's web site. | <input type="checkbox"/> Other web site(s). Specify: |
| <input type="checkbox"/> Third party website. | <input type="checkbox"/> Text messages. |
| <input type="checkbox"/> Direct mail piece. | <input type="checkbox"/> Print. Specify: |
| <input type="checkbox"/> E-mail. | <input type="checkbox"/> Broadcast. Specify: |
| <input type="checkbox"/> Text messages. | <input type="checkbox"/> Other. Specify: _____ |
| <input type="checkbox"/> Internal company magazine. | |
| <input type="checkbox"/> Trade show only. | |

Eligibility

Who is eligible to participate in the promotion?

Check box(es) that apply and/or write in response(s).

- | | |
|--|--|
| <input type="checkbox"/> Standard eligibility: 18+, resident of one of the 50 u.S. States or d.C., Not employees or family members of sponsor. | <input type="checkbox"/> Physical requirements. Specify: |
| <input type="checkbox"/> 13 Years of age and older (note: your site must be COPPA compliant to include this age group). | <input type="checkbox"/> Geographic requirements (i.E., Contestants must be within 50 miles of contest site). Specify: |
| <input type="checkbox"/> Over 21 (must check if alcohol is involved). | <input type="checkbox"/> Other requirements or limitations. Specify: |

Must entrants be registered on any websites, including yours, in order to enter? I.E. Facebook, instagram, twitter, etc.

Geographic Territory

Check box(es) that apply and/or write in response(s).

- | | |
|--|--|
| <input type="checkbox"/> U.S. (Fifty States + D.C.) | <input type="checkbox"/> Canada (including Quebec). |
| <input type="checkbox"/> Include U.S. Territories (E.G., Guam) | <input type="checkbox"/> Military installations abroad. |
| <input type="checkbox"/> Include Puerto Rico. | <input type="checkbox"/> Other countries or select U.S. States. Specify: _____ |
| <input type="checkbox"/> Canada (without Quebec). | |

Entry

How do people submit their entry(ies)?

Check box(es) that apply and/or write in response(s).

- | | |
|---|---|
| <input type="checkbox"/> Online. Provide URL
_____ | <input type="checkbox"/> Text message. |
| <input type="checkbox"/> Online plus mail-in. | <input type="checkbox"/> Telephone. |
| <input type="checkbox"/> In person. | <input type="checkbox"/> Other. Specify: (facebook, twitter,
instagram, etc) |
| <input type="checkbox"/> Mail-in entry form. | |

Provide step-by-step description of the entry process, including any special requirements (e.G.: Formatting).

If entrants must provide a comment or anything written to enter, is there a character limit?

If this is a game of skill, what are the requirements for the entry?

Write in any special requirement or selection process for the grand prize winner, if any.

Deadline for entry.

- | | |
|---|---------------------------------|
| <input type="checkbox"/> Date:
Time (specify time zone): | <input type="checkbox"/> CST |
| <input type="checkbox"/> EST | <input type="checkbox"/> PST |
| | <input type="checkbox"/> other: |

Can participants edit their entry/ies?

- | | |
|------------------------------|---|
| <input type="checkbox"/> No. | <input type="checkbox"/> Yes. If so, when and how can
entries be edited: |
|------------------------------|---|

Where will entry forms be available?

Check box(es) that apply and/or write in response(s):

- | | |
|--|--|
| <input type="checkbox"/> Retail store. | <input type="checkbox"/> Catalog. |
| <input type="checkbox"/> Liquor store. | <input type="checkbox"/> Internet. Provide URL |
| <input type="checkbox"/> Magazine. | <input type="checkbox"/> Other. Specify: _____ |

If there is no entry form, how will you collect contact information for entrants and what information will you collect?

Will more than one entry per person be allowed?

- | | |
|---|---|
| <input type="checkbox"/> No. | <input type="checkbox"/> Yes, limited number. |
| <input type="checkbox"/> Yes, unlimited number. | Specify how many entries maximum per person: |

Are there separate entry categories? (E.G.: Photographs, essays).

- | | |
|------------------------------|---|
| <input type="checkbox"/> No. | <input type="checkbox"/> Yes. Specify all categories: |
|------------------------------|---|

What will you do with the personal information collected from the entries?

- | | |
|---|---|
| <input type="checkbox"/> Use for marketing purposes. | <input type="checkbox"/> Sell to third parties. |
| <input type="checkbox"/> Use only for administration of the promotion and then destroy. | <input type="checkbox"/> Other. Specify: |

Judging criteria (contests only)

How many rounds of judging will there be for the promotion?

- One round. More. Specify number of rounds

- Two rounds.

What is the judging criteria? (Remember, "best" is not a judging criteria.)

- | | |
|---|--|
| <input type="checkbox"/> Creativity. Points or %: | <input type="checkbox"/> Word count. Points or %: |
| <input type="checkbox"/> Relevance to theme. Points or %: | <input type="checkbox"/> Compelling nature of story.
Points or %: |
| <input type="checkbox"/> Humor. Points or %: | <input type="checkbox"/> Video quality. Points or %: |
| <input type="checkbox"/> Technical merit. Points or %: | |
| <input type="checkbox"/> Physical merit. Points or %: | |
| <input type="checkbox"/> Grammar and spelling. Points or %: | |

Please list the judges and, if relevant, their qualifications:

Is there user-generated content involved?

- No. Yes.

Is physical strength or physical contact involved?

- No. Yes. If so, please explain:

Are there physical risks in participating?

- No. Yes.

Prize(s)

Specify the level

(I.E., Grand, 1st, 2nd, 3rd), number and average retail value of prizes for each level of winners

Level: _____

Level: _____

Prize: _____

Prize: _____

Number of prizes: _____

Number of prizes: _____

Average retail value: _____

Average retail value: _____

Level: _____

Level: _____

Prize: _____

Prize: _____

Number of prizes: _____

Number of prizes: _____

Average retail value: _____

Average retail value: _____

Total aggregate prize value of the prizes (in u.S. Dollars). _____

Drawings (games of chance)

How many drawings will take place?

Number of drawings

What day(s) will drawing(s) take place? Please specify.

Winners

How will winners be notified?

By Mail.

By Text Message.

By E-mail.

Other Method. Specify:

By Phone.

How would you like winners to contact you?

By Mail.

By Text Message.

By E-mail.

Other Method. Specify:

By Phone.

Where will you post the winners' list?

Sponsor's web site.

E-Mails.

Other web site. Specify:

Other Method. Specify:

When will you post the winners' list?

How long will you post the winners' list?

Contest use and/or licensing issues

What do you want to do with the entries?

Check box(es) that apply and/or write in response(s).

- | | |
|--|--|
| <input type="checkbox"/> Nothing, just judge them. | <input type="checkbox"/> Modify them. Specify how
_____ |
| <input type="checkbox"/> Post them on-line.
Specify which web site(s):
_____ | <input type="checkbox"/> Sell them. Specify where and how:
_____ |
| <input type="checkbox"/> Publish them. Specify where
and for how long:
_____ | <input type="checkbox"/> Use them in advertising. Specify
where, how and for how long:
_____ |
| <input type="checkbox"/> Distribute them. Specify where,
how and for how long:
_____ | <input type="checkbox"/> Other uses. Specify:
_____ |

will you use all entries or just the winning entries?

- | | |
|---------------------------------------|--|
| <input type="checkbox"/> All entries. | <input type="checkbox"/> Winning entries only. |
|---------------------------------------|--|

List any relevant deadlines

(e.G.: If submission is to be used in a product, state manufacturing deadlines).

Prize(s) continued

Specify the level

(I.E., Grand, 1st, 2nd, 3rd), number and average retail value of prizes for each level of winners

Level: _____

Level: _____

Prize: _____

Prize: _____

Number of prizes: _____

Number of prizes: _____

Average retail value: _____

Average retail value: _____

Level: _____

Level: _____

Prize: _____

Prize: _____

Number of prizes: _____

Number of prizes: _____

Average retail value: _____

Average retail value: _____

Level: _____

Level: _____

Prize: _____

Prize: _____

Number of prizes: _____

Number of prizes: _____

Average retail value: _____

Average retail value: _____

Level: _____

Level: _____

Prize: _____

Prize: _____

Number of prizes: _____

Number of prizes: _____

Average retail value: _____

Average retail value: _____