

## Official Entry

My First Name:

---

My Age:

---

My School:

---

Advertiser Name:

---

Find each advertiser's "wish list" at  
[HolidayFun.BerkshireEagle.com](http://HolidayFun.BerkshireEagle.com)  
Then enter your ad to win!



Please design your ad to fit inside these borders above.

## **COMPLETE RULES and CONTEST GUIDELINES:**

**Contest Sponsor:** The Berkshire Eagle: 75 S Church Street, Pittsfield, MA 01201

**Contest Name:** 12-Days of Holiday Fun DESIGN-AN-AD Contest.

**Contest Dates:** November 24, 2021 through December 17, 2021

### **Purpose of this DESIGN-AN-AD contest:**

Students, under the age of 15, in Berkshire County and surrounding counties may opt-in to 'design an ad' for participating advertisers. Participants make their ad selection from the advertisers available online ([holidayfun.berkshireeagle.com](http://holidayfun.berkshireeagle.com)).

Participants are highly encouraged to include words and pictures that favorably showcase the advertiser with the intention to increase consumer traffic to the advertiser for the 2021 holiday season. Therefore, participants are encouraged to use holiday themes.

Participants should consider: consumers like to read ads that have objects, products and/or merchandise displayed; include the advertiser's name, logo, address, telephone number, website and hours of operation. Be creative!

### **Entries:**

Electronic entries will be accepted online after 12:01 11/24/2021 and before 23:59 12/17/2021 OR as published in-paper & digitally. Dates are subject to change. Electronic entries are accepted via [holidayfun.berkshireeagle.com](http://holidayfun.berkshireeagle.com) or [contests.berkshireeagle.com](http://contests.berkshireeagle.com) using the online submission form.

Contest entrants must be the legal guardian or parent of the artist. All photos must be original depicting the artist's work, taken by the entrants over the age of 21 who grant by their submission the use of the photograph and the creative art drawing. No third party may own or control any materials the photo contains, and the photo must not infringe upon the trademark, copyright, moral rights, intellectual rights, or rights of privacy of any entity or person.

### **Other Rules:**

- The submission must be in its original state and cannot be altered in any way, including but not limited to removing, adding, reversing, or distorting the drawing within the frame.
- Parents or guardians may assist the minor artist with their drawing, but should not draw it for the artist. Assistance includes advice or ideas, and providing tools like markers, crayons, highlighters and paper.
- The submission of the drawing must be in the file format of a JPG or PNG.
- The submission of the drawing must be no larger than specified on the template. Portrait (not landscape)

- The submission may not be submitted by anyone under the age of 21 years or who is not the legal guardian of the participant.
- Entries will not be accepted unless submitted via the official contest channel OR dropped off at The Berkshire Eagle's main lobby. Entries not submitted through the proper channel will be discarded.
- Entries will be judged by The Berkshire Eagle Selection Committee. All decisions are final. The Berkshire Eagle reserves the right to disqualify any entry that is deemed inappropriate or does not conform to stated contest rules.
- Submissions will not be accepted once the deadline lapses.
- Any submission that includes any form of cannabis is not eligible for entry.
- Questions may be directed to The Berkshire Eagle's classifieds department during operating hours: 800-245-0254 (Option 2)

**Attention to parents and legal guardians:**

**Use of art:**

Acceptance of entry constitutes permission to use the artist-winners' first names, photograph of the drawing or art, school, grade and age of the artist who will be under 15 years of age and who resides in the newspaper's designated and audited circulation area. The drawings may be used by the advertisers who are featured in the drawing or advertisement for the purpose of advertising and promotion without additional compensation, unless prohibited by law.

Your entry submission constitutes your consent to participate in this contest and for the Sponsors to obtain, use and share the name, email address and other information collected. Entries may be showcased in The Berkshire Eagle or any of its related publications, whether in print, digital or social, without financial consideration.

All winners are responsible for taxes as required by local, state, and federal regulations. Winners must be willing to sign any legal or tax-related documents required by Sponsors or deemed necessary by the State of Massachusetts.

The Berkshire Eagle is not responsible for lost, incomplete, illegible and late entries, or any error, omission, interruption, defect or delay in transmission: electronic, technical or otherwise.

**Winner Selection:**

The Berkshire Eagle will notify the winners on the website [berkshireeagle.com](http://berkshireeagle.com) within seven days of the end of the contest and/or via social media. Winners will receive a winner certificate. Values may be determined, and/or changed, at the sole discretion of The Berkshire Eagle. Winners receive notoriety

on the pages of the print edition and on the newspaper's website. Each winner will receive a certificate to frame. There will be two FIRST PLACE WINNERS and FOUR RUNNER-UP FINALISTS.

This program is NOT luck-based, NOT chance-based, and NOT based on a random drawing. The contest is NOT a sweepstakes, NOT a lottery, NOT tobacco-related, and NOT gambling.

No purchase necessary to participate.

**Prizes:**

Certificates of recognition and gift cards as deemed appropriate by The Berkshire Eagle.

**Eligibility:**

The contest is governed by Massachusetts law.

The contest is open to MA legal residents, 21 or older, located within the delivery markets of The Berkshire Eagle. Delivery markets are defined by The Berkshire Eagle Circulation departments.

Contest NOT open to legal residents of NY, RI, ME, CT or where contests are prohibited.

Employees of NENI, and their respective affiliates, subsidiaries, directors, officers and agents, and their immediate family or those living in the same household, are ineligible to enter. Employees of WEHAA, and their respective affiliates, subsidiaries, directors, officers and agents, and their immediate family or those living in the same household are also ineligible.

**General Conditions:**

For the names of winners, send a stamped, self-addressed envelope after December 15, 2021 to: "The ShopLocal Contest", c/o The Berkshire Eagle, Attn: Winners List, 75 S Church Street, Pittsfield, MA 01201. Requests received without a self-addressed, stamped envelope will not be completed.

The Sponsors reserve the right to cancel this contest at any time without obligation or written notice. Sponsors reserve the right to change dates based on local, state and federal regulations providing guidance during the Covid-19 Pandemic.

All entrants agree to be bound by these official rules.

All images shown are conceptual representations, details are subject to change. NENI, The Berkshire Eagle, NENI Digital and related products, logos and names are the property of New England Newspapers Inc. and may not be used in any form without the written consent of NENI's Board of Directors. All rights reserved.