

**THE HALL AT PATRIOT PLACE PRESENTED BY RAYTHEON**  
**2012 BLACK HISTORY MONTH ESSAY CONTEST**

**OFFICIAL CONTEST RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.**

1. **Contest:** The Hall at Patriot Place Presented by Raytheon 2012 Black History Month Essay Contest (this "Contest").
2. **Contest Period:** This Contest begins at 9:00 a.m. (ET) on February 1, 2012 and ends at 5:00 p.m. (ET) on February 29, 2012 (the "Contest Period"). **ENTRIES MUST BE POSTMARKED BY FEBRUARY 29, 2012.**
3. **Rules:** These Official Contest Rules, together with the General Rules for all sweepstakes and contests sponsored by any of the Kraft Group Companies, comprise the entire set of Official Rules governing the Contest. By entering the Contest, entrants and their parents or legal guardians agree to accept and be bound by all terms of these Official Rules.
4. **Eligibility:** Contest open only to individual legal residents of CT, MA, VT, NH, or RI who are currently enrolled in grades 6 -12 of a public or private school as of the date of entry into the Contest. Employees of Sponsor and each of its respective affiliates, officers, directors, employees, agents, advertising, public relations and promotion agencies, the judges, and members of each of their immediate families (i.e. spouses, parents, children and siblings, and their respective spouses) and those living in the same household of each are not eligible to enter.
5. **How to Enter:** There is one (1) method of entry for the Contest - essay submission. To enter, you must submit (i) a completed entry form (an "Entry Form") containing all requested personal and/or school information, along with parental consent (including consent to Sponsor's collection of such child's personal information); and (ii) an essay (an "Essay"), complying with the Essay Guidelines more particularly described below, to your schools contest coordinator (the "Essay Contest Coordinator") during the Contest Period.

No illegible, incomplete, forged, or altered entries will be accepted. Limit: One (1) entry per person. All Essays become the exclusive property of the Sponsor and will not be returned.

6. **Essay Submission Guidelines:**

A. All Essay entries must comply with the following guidelines:

1. **Topic:** Write about an African American who influenced life in government, science, medicine, education, entertainment, sports, literature, business, or the arts. Tell us about their contributions to our country, the positive character traits they possessed, why character is important for success in reaching personal and professional goals, and why it's important to judge others by the content of their character. Moreover, tell us about

someone in your family, school, or community who reminds you of the African American featured in your essay. Please tell us why.

2. Length: Essays must be seven hundred (700) words or less.
3. Format: Essays may be handwritten or typed on a computer. Essays typed on a computer must be in a 12-point font size, double spaced, and in an easy to read font (no bold faced fonts). Handwritten Essays may be either printed or written in cursive, and must be legible. Essays must be printed or written on plain white or lined paper. Essays printed on colored paper will not be accepted.
4. Title: The title of the Essay must be printed on the top of the page.
5. Entry Form/Anonymous Judging: Each Essay must be accompanied by a completed Contest Entry Form. All identifying information (e.g., the student's name) must be on the Entry Form, not the Essay itself.

B. Essay entries shall NOT:

1. Include trademarks, logos, or copyrighted material not owned by entrant or used without permission (such as company names, music, photographs, works of art or images published on or in websites, television, movies or other media);
2. Reveal any personal information about an individual, including such person's name, address, phone number, or email address, or any other information that may be used to track, contact, or impersonate that individual;
3. Contain or depict profanity, pornographic, or sexual content, content promoting alcohol, illegal drugs, tobacco, firearms, or weapons, hateful content of any kind, or any other offensive, indecent, obscene or inappropriate content;
4. Defame, misrepresent or contain disparaging remarks about other people or companies; or
5. Contain materials embodying the names, likenesses, photographs, or other identifying elements of any person, living or dead, without permission.

Essays that do not comply with these Official Rules will be disqualified from the Contest. By submitting an Essay entry to Sponsor, entrant represents that (i) the Essay is his or her original work, and (ii) that such Essay does not infringe upon any third party's proprietary or other rights. Upon entry, entrant unconditionally assigns and transfers to Sponsor any and all rights which entrant now has or may in the future have to such Essay, including without limitation, the copyright therein, in any medium whatsoever. Sponsor will have the unrestricted right to use, publish, reproduce, display or otherwise distribute the Essay however Sponsor deems fit without further approval of, or payment to, the entrant. Upon entry, entrant waives all rights of "Droit Moral" or "Moral Rights of Authors" or any similar rights or principles of law that winner may now or later have to his or her Essay.

7. Prizes:

<i>Prize</i>	<i>No. of Winners of Each Prize</i>	<i>Prize Description</i>	<i>Approximate Retail Value</i>
1	2	Two (2) tickets to the New England Patriots home opening game for the 2012 NFL season, to be held at Gillette Stadium. Game date, time, and opponent to be announced subsequent to the Contest Period. If under the age of 18, winner's parent or guardian must accompany winner to the game.  <i>Transportation and parking not included in prize.</i>	\$[500.00]
<b>Total Approximate Retail Value of All Prizes</b>			<b>\$[500.00]</b>

8. Judging Criteria/Winner Selection: Judging will occur two phases: (1) school judging, and (2) Sponsor judging. Only those Essays selected for Sponsor judging are eligible to win a prize. During both phases, Essays will be judged based on the following factors (collectively, the "Judging Criteria"):

<i>Judging Criteria</i>	<i>Percentage of Score</i>
How original and compelling is your Essay?	50%
How well does your Essay reflect cultural understanding and research?	35%
How well-written and organized is your Essay?	10%
Does your Essay have spelling and/or grammatical errors?	5%

- A. School Judging: Using the Judging Criteria, the Essay Coordinator for each school will select the best Essay from each grade (6-12) from all eligible entries to be submitted to the Sponsor for Sponsor Judging.
- B. Sponsor Judging: Using the Judging Criteria, the Sponsor will select two (2) winners following the close of the Contest Period. Sponsor will select one (1) winner from grades 6-8, and one (1) winner from grades 9-12. Winners will be contacted on or before **April 2, 2012**. If winner cannot be contacted, an alternate winner will be selected.

In the event of a tie, Sponsor will select an additional independent judge who, using the Judging Criteria, will break the tie. Selection decisions are final on all matters relating to this Contest.

9. Prize Acceptance: Each winner's parent or legal guardian will be required to sign an affidavit of eligibility/release of liability and publicity if the winner is under the age of 18. By accepting the prize, Winner consents to use of such Winner's name, biography and likenesses for promotional purposes without limitation and without additional compensation, in any form of media, worldwide, except where prohibited by law.
10. Winner's List: To obtain a list of prize winners, send a self-addressed, stamped envelope to the Sponsor at the address listed below. Requests must be received within two (2) weeks of the close of the Contest Period.
11. Questions: If you have any questions regarding this Contest, send an email to [thehall@patriot-place.com](mailto:thehall@patriot-place.com) with the phrase "Contest Question" written in the subject line of the email.
12. Sponsor: NPS LLC, One Patriot Place, Foxborough, MA 02035.

Abbreviated Rules:

The Hall at Patriot Place Presented by Raytheon 2012 Black History Month Essay Contest  
**NO PURCHASE NECESSARY.** Void where prohibited or restricted by law. Contest open only to individual legal residents of CT, MA, VT, NH, or RI who are currently enrolled in grades 6 -12 of a public or private school as of the date of entry into the Contest. This Contest begins at 9:00 a.m. (ET) on February 1, 2012 and ends at 5:00 p.m. (ET) on February 29, 2012. For Official Rules, see [www.thehall@patriot-place.com](http://www.thehall@patriot-place.com).