



OFFICIAL RULES: HELP NAME A WATERFRONT STREET

IMPORTANT: PLEASE READ THESE OFFICIAL RULES BEFORE PARTICIPATING IN “HELP NAME A WATERFRONT STREET” ORGANIZED BY WATERFRONT TORONTO IN PARTNERSHIP WITH THE CITY OF TORONTO. BY SUBMITTING A NAME USING OUR ONLINE POLL OR VIA SOCIAL MEDIA (TWITTER OR FACEBOOK) YOU ACKNOWLEDGE THAT YOU HAVE READ AND AGREED TO THESE OFFICIAL RULES.

1. CONTEST PHASES:

1.1 The Contest consists of the following two phases:

(a) The first phase begins on March 13 and closes on March 27, 2014 (the “**Submission Period**”). During the **Submission Period**, individuals may submit one or more street names online or via social media (Twitter/Facebook). At the end of the Submission Period, a selection committee will review all of the submissions and create a shortlist for online voting. The shortlist will be vetted by the City of Toronto’s Land and Property Surveys Division to ensure that all names on the list meet the City’s street naming criteria outlined in the [City of Toronto’s Honourific and Street Naming Policy](#).

(b) The second phase begins on April 23 and closes on May 2, 2014 (the “**Voting Phase**”). During the Voting Phase, members of the public may vote online or via social media (Twitter/Facebook) for one street name of their choice. The name with the most support (as calculated by the aggregated response of the online poll, Twitter and Facebook) will be declared the winning name. The winning name is subject to approval by the City of Toronto.

1.2 The person who submits the winning name will be declared the winner and may be recognized by Waterfront Toronto at a public event. There is no official prize, physical or monetary. If two or more entry forms are received with the same proposed name, the first entry form received will be considered the winner.

2. HOW TO PARTICIPATE

2.1 During the Submission Period, individuals may submit one or more street names online or via Social Media (Twitter/Facebook). When submitting an entry online, individuals are required to: (a) provide their name and email address; and (b) read these Official Rules. Individuals may submit multiple entries.

2.2 During the Public Voting Phase, individuals may vote for the street name of their choice. All voting must be manual. No automated voting is permitted. Only one vote per person is permitted. Waterfront Toronto may, at its discretion, eliminate duplicative votes.

3. ELIGIBILITY:

3.1 This contest is open to all residents of Canada including employees of Waterfront Toronto, the City of Toronto, Hines and Tridel. The winning street name will be selected from the submissions received and must meet the City’s street naming criteria outlined in the [City of Toronto’s Honourific and Street Naming Policy](#). The winning name will be adopted following formal approval by the City of Toronto. The street name suffix (e.g., Drive, Crescent, Way) may be changed as necessary to meet City requirements.

3.3 The sponsor (Waterfront Toronto) and/or the City of Toronto reserves the right to modify and/or use a different name other than the one selected at any time.

4. JUDGING:

4.1 The winning name will be chosen by the public during an online voting contest based on a shortlist determined by the selection committee. To develop the shortlist, online submissions to the contest will be judged by a panel of individuals representing Waterfront Toronto, the City of Toronto, Hines and Tridel. The selection committee will also include two members of local neighbourhood associations. Entries will be judged on the name’s ability to reflect its setting on Toronto’s waterfront in the heart of one of Canada’s newest, most technologically advanced



and sustainable communities. Adherence to contest rules and the City's street naming criteria outlined in the [City of Toronto's Honourific and Street Naming Policy](#) will also factor into the judging.

4.2 The public will vote for a name online and via Social Media during the public voting period. Once the winning name is selected (based on the highest number of votes/support during the voting period) it will be submitted to the City of Toronto for final approval and adoption.

5. TERMS OF USE FOR ENTRIES:

5.1 All submissions become the absolute property of the contest sponsor without any consideration (monetary or otherwise) payable to the contest submissions. Contest submissions will not be returned and may be used by the sponsor for any purpose and in any media in perpetuity. Entrants agree that, by submitting a name online or via social media, you irrevocably assign and transfer to sponsor all rights, title and interest in the street name without limitation. Entrant (or a guardian for entrants under the age of 18) must agree to execute any additional documents deemed necessary to effectuate such an agreement.

6. PRIZES:

6.1 There is no monetary or physical prize for this contest. The winning submission will be recognized by Waterfront Toronto and may be invited to participate in a public event (e.g. groundbreaking). All incidental costs and expenses (e.g. travel and meals) are not included and are the sole responsibility of the winner.

6.2 Waterfront Toronto reserves the right not to select a winner if there is an insufficient number of names received during the contest or for any other reason.

7. SELECTION OF WINNERS:

7.1 After the first round of voting, three finalists will be identified. Those finalists will be contacted by Waterfront Toronto via email or telephone. The finalists will be required to reply within three (3) business to confirm interest should the public choose their submission as the winning name. If a potential winner cannot be reached after a reasonable effort has been exerted, he/she is found to be ineligible, he/she cannot or does not comply with these Official Rules, or if notification is returned as undeliverable, the potential winner will be disqualified and an alternate potential winner may be selected at sponsor's sole discretion.

7.2 Individuals irrevocably consent to the use of such winner's name, likeness, image, voice, performance (in connection with interviews and other recordings), biographical information, and statements relating to the Contest or Sponsor without compensation.

8. PRIVACY:

8.1 By submitting a name to this Contest you: (a) acknowledge that you understand that your personal information is being collected by Waterfront Toronto for the purposes of operating, administering and promoting the Contest; and (b) consent to the disclosure of and access to your personal information, to the extent that your personal information appears in your entry, inside or outside of Canada, for any and all purposes in connection with your participation in, and the operation, administration and promotion of, the Contest. Your personal information is collected pursuant to s. 26(c) of the Freedom of Information and Protection of Privacy Act for the purposes set out above in this section 8.1. Your personal information will not be provided to any third parties, other than as provided in these Official Rules.

9. MISCELLANEOUS:

9.1 Waterfront Toronto reserves the right, without prior notice, to cancel, terminate or modify the Contest, including these Official Rules, if it cannot be operated, conducted or completed as planned, for any reason. If any



term or provision of these Official Rules is invalid, illegal or unenforceable, all other terms and provisions of these Official Rules will nonetheless remain in full force and effect.

9.2 By participating, entrants agree (i) to be bound by these Official Rules, including all eligibility requirements, and (ii) to be bound by the decisions of Sponsor, which are final and binding in all matters relating to the Contest.

9.3 The City of Toronto, reserves the right, without prior notice, to change the name of the street at any time in the future without any liability whatsoever to the winner.