

# I LOVE TO FLY NONSTOP

## OFFICIAL RULES -- "I LOVE TO FLY NONSTOP" HAIKU CONTEST

**By entering this contest, you agree to be bound by these Official Rules. NO PURCHASE REQUIRED.**

**Assignment:** Create and submit a haiku explaining why you LOVE TO FLY NONSTOP on international air service from Portland International Airport ("PDX") to Amsterdam or Tokyo. A haiku is a type of poetry from the Japanese culture. Haiku combines form, content, and language in a meaningful, yet compact form. The form of haiku required for the I LOVE TO FLY NONSTOP Haiku Contest (the "Contest") uses three short lines. The first line must contain five (5) syllables, the second line seven (7) syllables, and the third line five (5) syllables. Haiku doesn't need to rhyme. A haiku should "paint" a picture in the reader's mind. It's more challenging than you might anticipate – using only 17 syllables in three lines of poetry. Example (not for contest submission):

Wheels up. Headrest back.  
Love to fly Portland nonstop  
Bitterball sushi

**Eligibility:** The Contest is open to legal residents of Oregon and Clark County, Washington, except as otherwise stated in these Official Rules. Contestants must be 18 years of age or older on Sunday, February 14, 2010, to be eligible. All contestants must provide proof of age and residence upon request. The following are not eligible to enter: employees, officers, and directors (including immediate family members and members of the same household) of the Contest Sponsors (as identified below in these Official Rules) and their affiliated companies, subsidiaries, distributors, dealers, retailers, printers, and advertising and promotion agencies, and any others associated with this Contest.

**How to Enter; Deadlines; Minimum Requirements:** Contestants must submit Contest entries online at <http://www.facebook.com/IFlyNonstop> (the "Contest Website") and following all posted instructions and rules. Handwritten or mailed entries will not be accepted. The Contest ends at midnight (PST) on February 14, 2010; all entries must be received by such time. Entries must use three lines totaling 17 syllables structured as described above under "Assignment." Entries must be complete and structurally correct, in the Contest Sponsors' sole discretion, to be eligible. Contest Sponsors reserve the right to finally decide all questions relating to adequacy of submissions. Each contestant will be required to provide first and last name, e-mail address, phone number, and age as of February 14, 2010. Entries that do not comply with these Official Rules or contain inappropriate or unacceptable content, as determined in the Contest Sponsors' sole discretion, will be disqualified.

**Winner Selection:** There will be three levels of judging:

1. The first level will include a preliminary review by the Contest Sponsors' promotion staff; entries not meeting the minimum technical requirements stated above will be eliminated. Decisions of the Contest Sponsors in the first level of judging will be final and binding in all respects.

2. The second level of judging will include an evaluation of the entries' content by a panel of judges selected from amongst one or more Contest Sponsors' personnel. The method used in judging will be scoring using a point scale based on the following criteria (ranked by order of importance):

- (1) Quality of story to illustrate why you LOVE TO FLY NONSTOP internationally out of PDX
- (2) Fulfillment of the assignment
- (3) Quality of writing
- (4) Something special/extra – the "wow" factor

# I LOVE TO FLY NONSTOP

The Contest Sponsors will tally the judging panel's scores and identify ten finalist entries. The ten finalist entries must be by different contestants. If more than one of the ten finalist entries is by the same contestant, the Contest Sponsors will eliminate the contestant's lower-scoring entry or entries from contention. Decisions of the Contest Sponsors and the judging panel in the second level of judging will be final and binding in all respects.

3. The third level of judging will be as follows: On February 22, 2010, the Contest Sponsors will cause the ten finalists' entries to be posted to the Contest Website, with a call for two winning entries to be determined by popular, electronic vote, under applicable Facebook contest rules. Public voting will be conducted February 22 - 28, 2010. The two entries receiving the most public votes will be the winners. Decisions of the voting public in the third level of judging will be final and binding in all respects.

**Prize Notification:** The two prize-winning entries will be announced on the Contest Website during the week of March 1, 2010. Prize winners will be notified by e-mail or telephone by March 8, 2010. **Entrants that do not win will not be contacted.** In order to be named a prize winner, within ten calendar days of notification, potential winners will be required to execute a Prize Eligibility Certificate and Acceptance Agreement in substantially the form set forth below. All results are unofficial until the potential winners execute such agreement. Noncompliance may result in disqualification.

**Prizes:** The Contest will have two winners. Each winner will receive one prize package. Prize packages consist of certificates redeemable as follows: Amsterdam Package: Two (2) economy class tickets on Delta Air Lines for round trip flights from PDX to Amsterdam Schiphol airport (AMS), plus double-occupancy overnight accommodations for up to four nights at a participating hotel in Amsterdam. Tokyo Package: Two (2) economy class tickets on Delta Air Lines for round trip flights from PDX to Tokyo Narita airport (NRT), plus double-occupancy overnight accommodations for up to four nights at a participating hotel in Tokyo. **Winners cannot select which prize package they receive; instead the Contest Sponsors, in their sole discretion, will assign each winner a package. Winners will have no right to select or dispute which prize package is received.** Flights and overnight accommodations are subject to availability.

**Prize Terms and Conditions:** Prize certificates are valid from March 15, 2010, through March 1, 2011 and may not be redeemed after such date. Original certificates must be presented at time of redemption. Prize certificates are not redeemable for cash; no residual (unused) amounts will be distributed. All other expenses, including but not limited to meals, gratuities, service charges, sales tax, and ground transportation are the responsibility of the winner. Lost or stolen travel certificates cannot be replaced. Prize certificates are not transferable. Prize winner and travel companion must travel on the same itinerary. Minors must be accompanied by parent or legal guardian. Additional Air Travel Prize Terms and Conditions:

- Airline ticket prize certificates must be redeemed by March 1, 2011. Travel must occur between March 15, 2010, and March 15, 2011. Restrictions and blackout periods may apply. Certificates may be redeemed for round-trip coach class travel on Delta to the assigned destination only. Certificates may be redeemed only by the person whose name was entered as a contestant and cannot be reissued. Any transportation that is unclaimed, is not awarded, or is otherwise not used by the travel completion date specified above will be forfeited.
- Certificate seats are limited and may not be available on all flights or in all markets. Certificates are non-transferable, are not redeemable for cash, and are void if sold or bartered. The sale or barter of tickets obtained through redemption of certificates is also prohibited. Any tickets obtained through such sale or barter are void and will not be honored for travel. Date, time, and routing changes are permitted after ticketing (subject to the availability of booking class); however, a \$200 fee applies for changes.

## I LOVE TO FLY NONSTOP

- Federal Excise tax of \$3.70, Passenger Facility Charge(s) of up to \$4.50, and the September 11th Security Fee of up to \$2.50 for each flight segment are not included. Fares do not include U.S. International Air Transportation Tax of up to \$32.20 and U.S. and foreign user, inspection, security or other similarly based charges, fees, or taxes of up to \$299, depending on itinerary. All such applicable fees and taxes must be paid when the prize certificate is redeemed for tickets.
- Baggage charges: There is a \$2 USD/CAD surcharge for the first bag, \$3 USD/CAD for the second bag, when checking in via ticket counter, kiosk, or curbside. For all other travel, no fee for 2 checked bags (\$50 USD/CAD/EUR fee for travel to/from Europe for second checked bag) and \$200 USD/CAD/EUR fee for third checked bag. Allowances subject to size/weight limits. Contact a Delta agent for details. \*Fees are CAD exit Canada, EUR exit Europe. These taxes and fees are subject to change, are the responsibility of the passenger and (except for bag fees) must be paid at the time the ticket is booked. Any taxes, fees, or charges paid at the time of ticket issuance will be refunded if ticket is not used. However, once redeemed, certificates are void and will have no further value. Certificate travel will not qualify for SkyMiles mileage. Stopovers/Upgrades/Waitlisting/Open Returns are not permitted for tickets booked with prize certificates. Standby travel is not permitted except for an earlier flight on the same day as flight ticketed, for an additional charge of \$25. Lost, stolen or otherwise destroyed prize certificates will not be replaced. Schedules are subject to change without notice. Additional restrictions may apply. It is the responsibility of the passenger to be in possession of all necessary documentation (e.g., valid passport, visa where applicable) at the time and place of departure. Delta reserves the right to deny boarding to any passengers without proper documentation.

**Prize Value:** The verifiable retail value of the prize packages are as follows: AMS package: \$4,000 USD; NRT package: \$4,000 USD. Actual value may vary based on seasonal fluctuations and booking date. An IRS Form 1099 may be issued for prizes exceeding \$600 in value. The Contest Sponsors reserve the right to substitute prizes of equal or greater value. Substitutions may not be requested. Winners are responsible for all applicable federal, state, and local income and any other taxes, fees, and surcharges. No purchase is necessary to win.

**Odds of Winning:** Odds of winning depend on the number of eligible entries received.

**Use of Contest Information:** All entries become the property of the Contest Sponsors. The Contest Sponsors may edit, adapt, modify, reproduce, publish, promote or otherwise display or use entries in any way the Contest Sponsors may see fit without compensation to contestants, including without limitation posting the ten finalist entries on the Contest Website. Contestants grant to each Contest Sponsor the right to use and publish their name in any media in connection with the Contest. The Contest Sponsors reserve the right to use all information related to the Contest, including information about contestants obtained through the Contest, for promotional purposes or for any other purpose, unless prohibited by law.

**Legal:** The Contest, these Official Rules, and all related pages, contents, and code are copyright ©2010 Port of Portland. Copying or unauthorized use of any copyrighted materials, trademarks, or any other intellectual property without the express written consent of its owner is strictly prohibited. Any attempt to deliberately damage a Contest Sponsor's website may be a violation of criminal or civil laws; should such an attempt be made, the aggrieved Contest Sponsor may seek damages to the fullest extent permitted by law. Winners assume liability for losses or injuries caused or claimed to be caused by participating in the Contest, or by the acceptance, possession, use of, or failure to receive any prize. No Contest Sponsor will be responsible for any incorrect or inaccurate information in the Contest caused by any technical or human error that may occur in the processing of Contest entries. No Contest Sponsor assumes any responsibility for an error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft, or destruction of authorized access to, or alteration of, entries. No Contest Sponsor is responsible for any

# I LOVE TO FLY NONSTOP

problems or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, or failure of e-mail on account of technical problems or traffic congestion on the Internet or at any Web site or combination thereof, including injury or damage to Contestants' or to any other person's computer related to or resulting from participating or downloading materials in the Contest. By entering, contestants release and hold harmless all Contest Sponsors and their commissioners, directors, employees, and agents from any and all liability for any injuries, loss, or damages of any kind arising from or in connection with the Contest or any prize. The Contest is subject to all federal, state, and local laws and regulations and is void where prohibited by law. The laws of the State of Oregon will govern the Contest. Any action or proceeding arising out of the Contest will be litigated in courts located in Multnomah County, Oregon. The Contest Sponsors reserve the right to modify these Official Rules at any time, to waive minor informalities in entries in their sole discretion without liability, or to otherwise suspend or terminate the Contest at any time.

## Contest Sponsors:

Portland International Air Service Committee  
Portland International Airport  
7000 NE Airport Way  
Portland, OR 97218

Delta Air Lines  
1030 Delta Blvd  
Atlanta, GA 30354

Azumano Travel  
320 SW Stark, Suite 600  
Portland, OR 97204

Port of Portland  
PO Box 3529  
Portland, OR 97208

GoSeeTell Network, Inc.  
3108 NW Luray Terrace  
Portland, OR 97210  
(Copies of Official Rules available at such address; or  
contact [info@iflynonstop.com](mailto:info@iflynonstop.com) for information)

Avanti Destinations  
1629 SW Salmon St  
Portland, OR 97209

### **Prize Eligibility Certificate and Acceptance Agreement [\* NOT REQUIRED FOR ENTRY – SAMPLE ONLY \*]**

In consideration of my acceptance of the prize in the I LOVE TO FLY NONSTOP Haiku Contest (the “**Contest**”), I certify and agree as follows:

**Official Rules:** I confirm my previous agreement, made by my participation in the Contest, to comply with and be subject to all terms, conditions, and obligations set forth in the Official Rules of the Contest.

**Eligibility:** I am a legal resident of Oregon or Clark County, Washington (address below). As of February 14, 2010 I was at least 18 years of age. I will provide proof of residence and age upon request. I am not an employee, officer, director, or a member of the household of an employee, officer, director, or member of the Portland International Air Service Committee, the Port of Portland, Delta Air Lines, GoSeeTell Network, Inc., Azumano Travel, or Avanti Destinations (collectively, the “**Contest Sponsors**”), or their affiliated companies, subsidiaries, distributors, dealers, retailers, printers, or advertising and promotion agencies, or of any others associated with this Contest.

**Image Consent:** The Contest Sponsors and all others acting with the permission of the Contest Sponsors (collectively, the “**Grantees**”) may use without restriction or limitation (including but not limited to reproduction, display, broadcast, television, publishing, posting and distributing) my name, signature, biographical information, performance, voice, portrait, photograph and/or any other likeness of me, either in whole or in part, in any form, style, size or color, as edited by a Contest Sponsor or its designee (collectively, my “**Image**”) for any purpose whatsoever without additional compensation in any and all media.

**Release of Liability and Indemnification:** I release the Grantees from all liability arising out of my participation in the Contest or the use of my Image by the Grantees. I waive any right that I may have to inspect or approve any promotional

# I LOVE TO FLY **NONSTOP**

materials relating to the Contest, or to determine the use to which my Image may be put. I assign to the Grantees all my copyrights, rights of privacy, publicity, or any other property rights, if any, as necessary relating to my Image. I will indemnify and hold harmless the Grantees from and against any and all losses, claims, damages, expenses or liabilities of any kind, including court costs and reasonable attorneys' fees, arising from my participation in the Contest or the Grantees' use of my Image.

**X** \_\_\_\_\_  
Signature

\_\_\_\_\_, 2010  
Date signed

\_\_\_\_\_  
Full name of prize winner (print legibly)

Residence Address: \_\_\_\_\_  
Phone: \_\_\_\_\_