



The RBC® Black History Month Student Essay Competition

2 0 1 5 S U M M A R Y

The RBC Black History Month Student Essay Competition (the “Competition”) is coordinated by Royal Bank of Canada (“RBC Royal Bank”) and is designed to encourage students to learn about and celebrate the important achievements that Black Canadians have had in our community.

Every year Canadians are invited to participate in Black History Month festivities and events that honour the legacy of black Canadians, past and present.

RBC Royal Bank® takes this time to celebrate the many achievements and contributions of black Canadians, who, throughout history, have done so much to make Canada the culturally diverse and prosperous nation we are today. During Black History Month, Canadians can gain insight into the experiences of black Canadians and the vital role this community has played throughout our shared history.

Essay Topic:

The hopes and dreams of black Canadians have helped to shape this country.

In 750 words or less, please tell us how black Canadians have helped to define Canada’s diverse heritage and identity through their achievements and contributions to the broader society.

Submission Guidelines:

The essay (“Essay”) must be no more than 750 words in length and must be in response to the following question:

- *How have black Canadians helped to define Canada’s diverse heritage and identity through their achievements and contributions to the broader society?*

Submissions may be mailed to:

RBC Black History Month Student Essay Competition,
RBC Royal Bank, 20 King Street West, 11th Floor,
Toronto, Ontario, M5H 1C4
Or emailed to blackhistorymonth@rbc.com

The top three winning essays, determined on the basis set forth in the judging criteria section, may be included in print or online in support of RBC Royal Bank’s activities related to Black History Month.

Eligibility:

The Competition is open only to legal residents of Canada, not including Quebec residents, who have applied to a post-secondary school in Canada and plan to attend in the 2015/2016 academic year.

Entries must be the original work of and written solely by the entrant. The Essay must be double-spaced, numbered and type-written. Please see official Competition Rules for further information on eligibility requirements.

Deadline:

Submissions must be postmarked or emailed on or before Friday, December 5, 2014.

Judging Criteria:

The Essays will be judged on the following criteria:

- How well the Essay addresses the question or topic
- How well the Essay is organized
- The use of personal and non-personal examples to illustrate your point of view
- Writing accuracy (spelling, grammar and punctuation)

Prizes:

There will be a total of 20 scholarships awarded. Seventeen \$500 scholarships will be awarded, and three grand prizes. First place: \$5000; second place: \$2500; third place: \$1500. Each winner will have to show proof of acceptance to a Canadian post-secondary institution prior to receiving the scholarship funds.

First prize: \$5,000 scholarship
Second prize: \$2,500 scholarship
Third prize: \$1,500 scholarship

Winners will be announced on February 6, 2015.



The RBC Black History Month Student Essay Competition Official Rules

The RBC Black History Month Student Essay Competition (the "Competition") is designed to encourage students to learn about and celebrate the important achievements that black Canadians have had in our community. Students are asked to write and submit an essay (the "Essay") in response to the following question:

- **How have black Canadians helped to define Canada's diverse heritage and identity through their achievements and contributions to the broader society?**

By submitting an Essay, all contestants agree to be bound by these official competition rules (the "Rules").

1. How to enter:

Eligible entrants may submit a completed entry form with their Essay to Sponsorship Manager, RBC Black History Month Student Essay Competition, RBC Royal Bank, 20 King Street West, 11th Floor, Toronto, Ontario M5H 1C4, or email them to blackhistorymonth@rbc.com. Any Essay must align with the described topic, must contain no more than 750 words and must conform to the Essay format guidelines below in order to be eligible for the Competition. Limit one (1) entry per student. Entrants making additional entries will be disqualified. All entries, entry forms and Essays become the property of RBC Royal Bank and will not be acknowledged or returned. By submitting an entry, you agree that RBC Royal Bank shall have the right (but not the obligation) to publish any Essay, or part thereof, on its website or in other associated promotional and publishing material.

2. Eligibility and Essay format:

Open to legal Canadian residents who reside in Canada, not including Quebec residents, and are high school students at the start of the Competition Period and who have applied to a Canadian College or University in the 2015/2016 academic year and have reached the age of majority in their province or territory of residence on or before the start of the Competition Period; or to the extent they have not yet reached the age of majority by such time, such entries must include a completed and signed copy of the Essay Entry Parent/Legal Guardian Waiver Form (attached). Limit one entry per person.

To be eligible, the Essay must be:

- (1) the original work of and written by the entrant as its sole creator/author,
- (2) double-spaced with numbered pages,
- (3) type-written, and
- (4) suitable for publication in a public forum, which means it must not contain material that violates or infringes upon the rights of third parties, living or deceased, including privacy and intellectual property rights; material that is defamatory or disparaging about another party; material that is hateful, tortuous, defamatory, slanderous or libellous, or that promotes bigotry, racism, hatred or harm against any group or individual; or material that includes inappropriate or offensive language.

The Essay may be in English or in French and, if in French, translation will be provided by RBC Royal Bank for the judges if required.

Employees of RBC Royal Bank or any of its affiliate companies, agents, professional advisors, advertising and promotional agencies, and the immediate families of each of such parties are not eligible to enter.

3. Judging criteria:

The Essays will be judged on the following criteria:

- how well the essay addresses the question or topic set forth above;
- how well the essay is organized;
- the use of personal and non-personal examples to illustrate your point of view;
- writing accuracy (spelling, grammar and punctuation).

4. Competition Period:

The Competition opens at 12:01 pm EDT on Monday, October 6, 2014 and ends on December 5, 2014 at 8:00 pm EST (the "Competition Period"). In order to be eligible to win the prize, all entries must be postmarked or emailed by Monday, December 5, 2014 at 8:00 pm EST.

5. Prizes:

On or about February 6, 2015 one student will be selected as the first place winner of the Competition; a second student will be selected as the second place winner of the Competition; a third student will be selected as the third place winner of the Competition; and seventeen additional students will be selected as winners of the Competition. All monetary amounts are in Canadian dollars.

First Place: Five thousand dollars (\$5,000) will be awarded to the student selected as the first place winner of the Competition.

Second Place: Two thousand five hundred dollars (\$2,500) will be awarded to the student selected as the second place winner of the Competition.

Third Place: One thousand five hundred dollars (\$1,500) will be awarded to the student selected as the third place winner of the Competition.

Seventeen additional prizes of five hundred dollars (\$500) will be awarded to the fourth to twentieth place winners of the Competition.

The Toronto Foundation for Student Success (TFSS) will be administering the cash bursaries on behalf of RBC. The Toronto Foundation for Student Success helps students in need. They help nourish students, addressing issues of poverty, hunger and poor nutrition and their effect on education. They continually search for new ways to help children overcome barriers to success in school. The TFSS will release the bursary once the student has confirmed attendance to Post Secondary School in Canada.

The winner will be notified in writing by email or by phone shortly after the selection of the winner. If any grand prize is not claimed within 15 days after notification, such prize will be forfeited and awarded to an alternate winner. Any prize awarded hereunder is not transferable. No substitutions or exchanges (including for cash) of any prizes will be permitted. All prizes are awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND, express or implied.

6. Winner's name:

To obtain the name of the winner after February 6, 2015, send a self-addressed, stamped envelope to RBC Black History Month Student Essay Competition, RBC Royal Bank, 20 King Street West, 11th Floor, Toronto, Ontario, M5H 1C4, or email blackhistorymonth@rbc.com

7. Assignment/Waiver of Rights and Release:

As a condition of entering the Competition and accepting a prize, each entrant agrees that if he/she is selected as the winner:

- he/she will irrevocably assign to RBC Royal Bank all rights, including copyrights, that he/she may have to the Essay, to be used by RBC Royal Bank for any purpose it deems appropriate. Without limiting the generality of the foregoing, RBC Royal Bank will be allowed full usage of the Essay, including for, but not limited to, promotional purposes, without further compensation;
- he/she will waive, in favour of RBC Royal Bank, any and all moral rights that he/she may have to the Essay;
- he/she will be required to sign an assignment and release waiver of these aforementioned rights prior to accepting the prize.

8. Miscellaneous:

The Competition will be governed, construed and interpreted in accordance with the federal, provincial and municipal laws and regulations applicable in Canada. By participating in the Competition, entrants agree (i) to be bound by the Rules and by the decisions of the Competition judges, which are final and binding in all respects; and (ii) to the use of the personal information supplied by the entrant by RBC Royal Bank, its subsidiaries and affiliates within Royal Bank of Canada and certain websites affiliated with RBC Royal Bank for the purposes of promoting this Competition and for other marketing and advertising purposes.

RBC Royal Bank reserves the right to suspend or cancel the Competition or any entrant's participation in the Competition at any time or should any cause beyond the control of RBC Royal Bank affect the administration, security or proper play of the Competition. Entrants who violate these Rules, tamper with the operation of the Competition or engage in any conduct that is detrimental to RBC Royal Bank, the Competition or another entrant (determined by RBC Royal Bank in its sole discretion) are subject to disqualification. The winner will be required to sign and return an affidavit of eligibility and publicity/liability release that must be returned within 15 days of notification attempt or the prize may be awarded to an alternate. RBC Royal Bank reserves the right to reject entry forms from persons whose eligibility is in question or who have been disqualified or are otherwise ineligible to enter the Competition. If you have any questions about these Rules, please send written questions to RBC Black History Month Essay Competition, RBC Royal Bank, 20 King Street West, 11th Floor, Toronto, Ontario M5H 1C4, Attention: Sponsorship Manager.

RBC Royal Bank does not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, effect or failures of any telephone or computer line or network, computer equipment, software or any combination thereof. Entry materials/data that have been tampered with or altered are void.

The administration of the student bursaries will be done by the Toronto Foundation for Student Success: **The Toronto Foundation for Student Success (TFSS) helps students in need. They help nourish students, addressing issues of poverty, hunger and poor nutrition and their effect on education. They continually search for new ways to help children overcome barriers to success in school.**



The RBC® Black History Month Student Essay Competition (the “Competition”) Essay Entry Parent/Legal Guardian Waiver Form

Student Name: _____

Grade Level: _____

Age: _____

Essay Title: _____

Word Count: _____

Name of School: _____

Home Mailing Address: _____

Home Telephone Number: _____

Email Address: _____

Release Statement:

As the parent or guardian of the above-named student, I acknowledge that I have read the Competition Rules and agree with the terms thereof and that my child has written the attached essay (the “Essay”). Should he or she win the Competition, I permit the Essay and reference to my child as the author thereof as well as his or her image or likeness to be distributed and displayed publicly without any further compensation. I also understand that if it is discovered that my child plagiarized or that the thoughts expressed are not his or her own, the Essay will be subject to disqualification.

Signature, parent/guardian name and contact phone number:

Parent/Guardian Signature

Parent/Guardian Name (print)

Parent/Guardian Telephone Number

Please tell us how you heard about the RBC Black History Month Student Essay Competition (check all that apply):

- | | |
|---|--|
| <input type="checkbox"/> Through in-print media advertising | <input type="checkbox"/> Through my school |
| <input type="checkbox"/> Through online media, such as Facebook, Twitter or a website | <input type="checkbox"/> Through a friend or family member |
| <input type="checkbox"/> Other: Please tell us how: | |

