



## The RBC Black History Month Student Essay Competition Official Competition Rules

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.

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 entering this Competition and submitting an Essay, all entrants agree to be bound by these official competition rules (the “**Rules**”).

### 1. COMPETITION ENTRY PERIOD:

The Competition entry period begins October 15, 2018 at 12:01 am EST and ends Friday, December 7, 2018 at 8:00 pm EST (the “**Competition Entry Period**”).

### 2. ELIGIBILITY:

Competition is open to legal residents of Canada (excluding Quebec), who are students attending Grade 12 high school as of the start of the Competition Entry Period, are applying to a Canadian post-secondary institution for the 2019/2020 academic year, and have reached the age of 16 years as of the start of the Competition Entry Period. An entrant who is under the age of majority within the province or territory in which he/she resides at the time of entry is eligible to enter the Competition and win a Prize provided that the Essay Entry Waiver (described in Section 3 below) submitted upon entering the Competition is signed by his/her parent or legal guardian and the parent or legal guardian accepts any such prize and the terms and conditions hereof for and on behalf of such entrant.

**Not eligible:** Employees, representative or agents (and those with whom such persons are domiciled, whether related or not) of RBC Royal Bank, its affiliates, subsidiaries, advertising/promotional agencies, and any entity involved in the development, production, implementation, administration, judging or fulfillment of the Competition are not eligible to enter.

To be eligible to win a Prize, a selected entrant must show proof of acceptance to a Canadian post-secondary institution, failing which, he/she will be disqualified and forfeit the Prize.

### 3. HOW TO ENTER: NO PURCHASE NECESSARY:

To enter the Competition, during the Competition Entry Period send an email to blackhistorymonth@rbc.com with “RBC Black History Month Student Essay Competition” as the subject line, along with the completed Entry Form & Parent/Legal Guardian Waiver (“**Essay Entry Waiver**”) and Essay (collectively, an “**Entry**”). No mailed entries will be accepted. Entries must comply with the Essay Submission Guidelines (see Section 4 below).

**Entry limit:** Limit one (1) Entry per person/email address permitted during the Competition Entry Period. If it is discovered by RBC Royal Bank (using any evidence or other information made available to or otherwise discovered by RBC Royal Bank) that any person has attempted to: (i) obtain more than one (1) Entry per person/email address during the Competition Entry Period; and/or (ii) use (or attempt to use) multiple names, identities email addresses and/or any automated, macro, script, robotic or other system(s) or program(s) to enter or otherwise participate in or disrupt this Competition; then he/she may be disqualified from the Competition in the sole and absolute discretion of RBC Royal Bank. All Entries 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 your Essay, or part thereof, on its website or in other associated promotional and publishing material.

### 4. ESSAY SUBMISSION GUIDELINES:

To be eligible, each submitted Essay must answer the question *How have black Canadians helped to define Canada’s diverse heritage and identity through their achievements and contributions to the broader society?*, and be:

- (1) the original work of and written by the entrant as its sole creator/author,
- (2) a maximum of 750 words in length,
- (3) type-written, double-spaced with numbered pages,
- (4) in English or French,

- (5) submitted as a Microsoft Word file only (we do not accept documents in .PDF format, or via GoogleDocs or any other file sharing service), and
- (6) 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 libelous, or that promotes bigotry, racism, hatred or harm against any group or individual; or material that includes inappropriate or offensive language.

### 5. JUDGING CRITERIA:

Attached to the Rules as Appendix 1 is the rubric (“**Rubric**”) by which Essays will be graded. The description set out in the Rubric outlines the desired minimum standard for each set of criteria (“**Judging Criteria**”).

### 6. JUDGING/SELECTION OF WINNERS:

**Round One:** Between December 10, 2018 and December 30, 2018 (“**Round One**”) all eligible Entries received during the Competition Entry Period will be judged by one of the six regional panels of judges appointed by RBC Royal Bank (each a “**Panel**”). The six regions will be separated as follows: Alberta and the Territories; Manitoba, Saskatchewan and Northwest Ontario; Northern Ontario and Eastern Ontario; Southwestern Ontario; Greater Toronto; and Atlantic Canada. Entries will be graded by each Panel using the criteria set out in the Rubric. Each Panel will select the top 5 Entries as evaluated against the Judging Criteria for a total of 30 Entries which will move on to the Final Round of judging set out below (the “**Top 30 Entries**”). The odds of an Entry becoming a Top 30 Entry will depend on the number of eligible Entries received during the Competition Entry Period and the application of the Judging Criteria.

**Final Round:** Between January 2, 2019 and February 8, 2019 (“**Final Round**”) a panel of judges appointed by RBC Royal Bank (the “**Final Round Judges**”) will review the Top 30 Entries. The Top 30 Entries will be graded using the criteria set out in the Rubric. The Top 30 Entry that receives the highest score will be selected as the potential winner of the First Place Grand Prize, the Top 30 Entry that receives the second highest score will be selected as the potential winner of the Second Place Grand Prize, the Top 30 Entry that receives the third highest score will be selected as the potential winner of the Third Place Grand Prize and the Top 30 Entries that receive the fourth to thirtieth highest scores will each be selected as a potential winner of a Secondary Prize.

Round One and the Final Round are hereinafter defined collectively as the “**Rounds**” and each, a “**Round**”. In the event of a tie in either Round, the Entry (from among all such Entries tied) that scored highest on Writing Style will be deemed to have obtained the higher score.

Judging is scheduled to be completed by February 8, 2019 (“**Judging Completion Date**”). The decision of the Judges shall be final and binding.

On February 11, 2019 at approximately 12:00 pm EST, RBC Royal Bank, acting reasonably, will make a minimum of 2 attempts to contact each potential winner (using the information provided on the Entry Waiver Form) within five (5) business days after the Judging Completion Date. If a potential winner cannot be contacted within five (5) business days after the Judging Completion Date, then he/she will be disqualified and will forfeit all rights to the Prize and RBC Royal Bank reserves the right, in its sole and absolute discretion and time permitting, to select the Entry that obtained the next highest score as an alternate potential winner (in which case, the foregoing provisions of this section shall apply to such newly selected potential winner), and RBC Royal Bank shall be fully and completely released and discharged from any liability or responsibility in this regard. Proof of identification must be provided upon request.

The Toronto Foundation for Student Success (“**TFSS**”) will be administering the Prizes on behalf of RBC Royal Bank and will contact potential winners confirming procedure to follow to claim their Prize. TFSS will release the Prizes upon receipt of proof of acceptance to a post-secondary institution in Canada for the 2019/2020 academic year from potential winners and confirmation that potential winners have executed and returned the Release as set out above. 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.



BEFORE BEING DECLARED A CONFIRMED PRIZE WINNER, each potential winner (or his/her parent or legal guardian if selected entrant is a minor) will be required to: (i) provide proof of acceptance to a Canadian post-secondary institution for the 2019/2020 academic year to TFSS; and (ii) sign and return an affidavit of eligibility and publicity/liability release (“**Release**”) that must be returned within the specified time set out in the Release. In the event that a potential winner: (i) fails to provide proof of acceptance to a Canadian post-secondary institution; (ii) fails to return the properly executed Release within the specified time; (iii) cannot accept (or is unwilling to accept) the Prize awarded for any reason; and/or (iv) is determined to be in violation of these Rules; (all as determined by RBC Royal Bank in its sole and absolute discretion); then he/she may, in the sole and absolute discretion of RBC Royal Bank, be disqualified (and, if disqualified, will forfeit all rights to the Prize) and RBC Royal Bank shall have the right, in its sole and absolute discretion, to select the Entry that obtained the next highest score as an alternate potential winner (in which case the foregoing provisions of this section shall apply to such newly selected potential winner), and RBC Royal Bank shall be fully and completely released and discharged from any liability or responsibility in this regard.

**7. PRIZES:**

There are three (3) grand prizes (“**Grand Prizes**”) and twenty-seven (27) secondary prizes (“**Secondary Prizes**”) available to be won described below (collectively, the “**Prizes**”). Prizes will be administered by the Toronto Foundation for Student Success. All monetary amounts are in Canadian dollars.

Grand Prizes:

First Place Grand Prize: \$5,000 scholarship;

Second Place Grand Prize: \$2,500 scholarship; and

Third Place Grand Prize: \$1,500 scholarship.

Secondary Prizes:

Twenty-seven (27) Secondary Prizes, each consisting of a \$500 scholarship.

Prizes awarded are not transferable. No substitution of Prizes will be permitted. All prizes are awarded as is and without warranty of any kind, express or implied.

**8. 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: (i) 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, for promotional purposes, without further compensation; (ii) he/she will waive, in favour of RBC Royal Bank, any and all moral rights that he/she may have to the Essay; and (iii) he/she (or his/her parent or legal guardian if entrant is a minor if applicable) will be required to sign the Release waiving these aforementioned rights prior to accepting the Prize.

**9. USE OF PERSONAL INFORMATION:**

By entering the Competition, each entrant consents to RBC Royal Bank, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her entry only for the purpose of administering the Competition and in accordance with RBC Royal Bank’s privacy policy (available at: <http://www.rbc.com/privacysecurity/ca/our-privacy-policy.html>). Any other consent that the entrant has given to RBC Royal Bank to receive commercial electronic messages which are currently in effect, and unrelated to the Competition, shall not be affected by the request for consent made pursuant to the Competition.

**10. GENERAL CONDITIONS:**

All Entries become the property of RBC Royal Bank. 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 to be bound by the Rules and by the decisions of the Competition Judges, which are final and binding in all respects.

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 at any time.

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.

RBC Royal Bank reserves the right to withdraw, amend or suspend this Competition (or to amend these Rules) in any way, in the event of an error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or any other cause beyond the reasonable control of the RBC Royal Bank that interferes with the proper conduct of this Competition as contemplated by these Rules. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Competition in any way (as determined by RBC Royal Bank in its sole and absolute discretion) is a violation of criminal and civil laws and should such an attempt be made, RBC Royal Bank reserves the right to seek remedies and damages to the fullest extent permitted by law. RBC Royal Bank reserves the right to cancel, amend or suspend this Competition, or to amend these Rules, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever. Without limiting the generality of the foregoing, RBC Royal Bank reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate based on the circumstances and/or to comply with applicable law.

In the event of a dispute regarding who submitted an Entry, Entries will be deemed to have been submitted by the authorized account holder of the email address submitted at the time of entry. “Authorized account holder” is defined as the person who is assigned an email address by an internet provider, online service provider, or other organization (e.g. business, educational institute, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. An entrant may be required to provide proof (in a form acceptable to RBC Royal Bank – including, without limitation, government issued photo identification) that he/she is the authority account holder of the email address associated with the Entry in question.

RBC Royal Bank reserves the right, in its sole and absolute discretion, and without prior notice, to adjust any dates and/or timeframes stipulated in these Rules, to the extent necessary, for purposes of verifying compliance by an entrant or Entry with these Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of RBC Royal Bank, in its sole and absolute discretion, affect the proper administration of the Competition as contemplated in these Rules, or for any other reason.

In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosure or other statements contained in any Competition-related materials, including, but not limited to: the Essay Entry Waiver, Summary and/or any point of sale, television, print or online advertising; the terms and conditions of these Rules shall prevail, govern, and control to the fullest extent permitted by law.

If you have any questions about these Rules, please send written questions to RBC Black History Month Essay Competition, RBC Royal Bank, 200 Bay St, South Tower, 19th Floor, Toronto Ontario, M5J 2J, Attention: Sponsorship Manager.



## APPENDIX 1 RUBRIC

Criteria	Level 1 (0)	Level 2	Level 3	Level 4
<b>Topic &amp; hypothesis (/10)</b>	The author has not chosen an appropriate topic/ subject and/or does not have a focus for their essay.	The author has chosen an appropriate topic/subject and offered a very weak hypothesis regarding the topic's role in the lives of Canadians. (4/10)	The author has chosen an appropriate topic/ subject and outlined a fair hypothesis of the cultural and historical role this subject has played in the lives of Canadians. (6/10)	The author has chosen an important subject/topic and succinctly outlined their hypothesis of the cultural and historical role this subject/topic has played in the lives of Canadians. (10/10)
<b>Formatting &amp; Length (/5)</b>	Essay formatting is poor and demonstrates a lack of care, or essay is over 750 words	Essay is formatted properly and is 750 words or less (2/5)	Essay is formatted well with a few minor inconsistencies and is 750 words or less (3/5)	Essay is formatted properly and 750 words or less (5/5)
<b>Spelling and grammar (/15)</b>	Essay contains several blatant spelling and grammatical errors and has not been well proofread	Essay contains some spelling and grammatical errors (3/15)	Essay contains a few minor spelling and grammatical errors (8/15)	Spelling and grammar are flawless throughout essay (13/15)
<b>Writing style (/20)</b>	Writing is repetitive; sentence and paragraph structure is awkward. There is little discussion of topic, and the author does not demonstrate an understanding of the question.	Essay has some repetition and is unnecessarily wordy. Structure does not flow well. Topic is touched on, but not discussed with any compelling point of view or captivating introduction. (6/20)	Writing is fairly concise, and the flow of the essay makes sense. The topic of the essay is discussed with a captivating introduction, a fairly compelling point of view, and is fairly well-connected with logical segues and connective paragraphs. (12/20)	Writing is concise and well-organized, and the essay has a logical flow. Understanding of topic is apparent; essay begins with a strong and captivating introduction, compelling point of view, well-connected connected paragraphs and strong segues. (18/20)
<b>Research and references (/10)</b>	Few claims are supporting by citations, and references are incomplete, with formatting inconsistencies	Some claims are supported by an in-text citation. Citations are references, with some inconsistencies and errors. (3/10)	Most claim are supported by an in-text citation. All citations are referenced in a consistent format. (6/10)	All claims are supported by an in-text citation. All citations are referenced in a consistent format (9/10)
<b>Total (/60)</b>				



## 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:                                   |  |

\_\_\_\_\_  
\_\_\_\_\_