

Official Rules

Build Up! *Building a Brighter Michigan Sustainable Design Competition* 2009-2010

1. NO PURCHASE NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.
2. **Competition Description:** A panel of Judges (as defined in Section 7) will select up to three (3) finalists (the "Finalist(s)") from the Eligible Entries (as defined herein). The Judges will then select one (1) grand prize winner (the "First Prize Winner") and (1) second place winner (the "Second Place Winner") and (1) third place winner (the "Third Place Winner" and collectively with the First Prize Winner and Second Prize Winner, the "Winners") from the Finalists. Entrants should submit their idea for a net zero house design (to meet requirements in "Design Requirements") in the form of a CAD design, video presentation, budget, description of house sustainability and follow the submission instructions below and on the Web Site (as defined herein) for a chance to win the Prizes (as defined herein).
3. **Entry Period:** The Build Up! *Building a Brighter Michigan competition* (the "Competition") commences at 12:00:01 AM (ET) on November 16, 2009 and ends at 11:59:59 PM (ET) on March 7, 2010 (the "Competition Period"). All Submission Materials (as defined herein) must be received by 11:59:59 PM (ET) on March 7, 2010.
4. **Eligibility:** The Competition is open to students who are currently enrolled as a part-time or full-time student at a nationally accredited Michigan college or university at time of entry. Collective teams of at least ten (10) individuals are also permitted to participate together provided that the participating members of each team attend the same college/university, one (1) participating member is designated as the main contact (the "Campus Managing Director"), one (1) participating member is designated as the head of design, and one (1) participating member is designated as the head of outreach, and all participating members of each such team meet the eligibility requirements described in these Official Rules (a "Team"). A Team is considered an entrant and each individual member agrees to be bound by these Official Rules. Each entrant must not be under any third party agreement, which might interfere with entrant's participation in the Competition, and the Prizes awarded, including, but not limited to, the on-air or online publication and distribution of such entrant's Submission Materials. By participating in this Competition, entrant (a) agrees to be bound by these Official Rules and by the decisions Build Up! which are final in all matters relating to the Competition and (b) acknowledges compliance with these Official Rules.

NOTE: If selected as a Finalist, such Finalist must (i) be available to be interviewed by Build Up! on or around April 4, 2010 through on or around October 2010. If any Finalist (or any member of a Team that is a Finalist) is not available on the dates specified by the Sponsors, in their sole discretion, Finalist privileges will be forfeited and an alternative Finalist may be selected from among the Eligible Entries that was the next in contention for Finalist designation, if time permits, in Build Up!'s sole discretion.

5. **To Enter:** Visit the <http://www.letsbuildup.org>, a web site owned and controlled by Build Up! (the "Web Site"), at any time during the Competition Period and follow the online instructions to complete and submit the Competition registration form (the "Form") and specified deliverables (the "Deliverables"). By submitting an entry on March 21, 2010 entrants acknowledge and agree to the terms of Build Up's Privacy Policy and Terms of Use and these Official Rules and submit the Deliverables as instructed.

Entries must be received by 11:59:59 PM (ET) on March 21, 2010. Each Deliverable must contain entrant's original ideas and language (*i.e.*, no plagiarism). Each Form should also include the full name and contact

information (where he or she can be reached during regular business hours (Monday-Friday, 9:30 AM - 5:30 PM (ET)) of the primary entrant as well as of each of the participating Team members. All written and physical materials submitted in connection with an entry become the property of Build Up! and will not be returned.

Limit one (1) Application per university/college. Applications that are incomplete or contain information other than as requested will not be accepted. No responsibility is assumed for incorrect or inaccurate entry information whether caused by any of the equipment or programming associated with or utilized in this Competition or by any human error, which may occur in the processing of entries into this Competition. Sponsors are not responsible for lost, late, delayed, mutilated, illegible or misdirected entries or any problems or technical malfunctions of any telephone network or lines, computer on-line systems, servers or providers, computer equipment, software, failure of email or players on account of technical problems or traffic congestion or the Internet or at any web site or combination thereof, including injury or damage to entrants or to any other person's computer related to or resulting from participating or downloading materials in this Competition. Sponsors reserve the right to cancel, terminate, modify, delay or suspend the Competition due to any reason, including reasons of a technical, creative or other nature. Entries that have been tampered with or altered are void.

6. Submission Requirements: Eligible Entries shall consist of the completed Form and materials which describe an innovative idea for an innovative design that is original, feasible, practical, and meets guidelines (each a "Design"). Designs must describe a net zero home to be built on the specified property on Mackinac Island (A net zero house is a building with zero net energy consumption and zero carbon emissions annually. Zero energy buildings are autonomous from the energy grid supply - energy can be produced on-site.) All content of the Design must be original to entrants, not have been designed previously and not have been released commercially in order to be eligible for a Prize. Submission Materials, which contain elements that are not the original work of the entrant or are illegible or incomplete, will not be accepted. If any Submission Material was created by the result of any collaborative effort, each individual who has any right, title or interest in such Submission Material must be listed as a Team member. Entrants may be required to respond to essay questions and submit a budget for their Business Plans. Entrants are strongly encouraged to submit additional materials (e.g. visual aids) in support of a Design, including, without limitation, a ten (10:00) to twenty (20:00) minute (maximum) video which describes the Design and introduces the entrant and contributing Team members. Please attach it where indicated on the online entry form in one of the following file formats: Windows Media (Windows Media 8 or 9 Codecs, 640x480, 3-5Mbit Video, 192kbps, Audio Sampled at 44.1 or 48kHz Stereo), QuickTime (DV at 720x480, H.264 at 640x480, 3-5Mbit Video, 192kbps Audio sampled at 44.1 or 48kHz Stereo), Flash Video (FLV) or MPEG2 (720x480, 4-7Mbit Video, 192kbps Stereo). When submitting your materials, please add them to the Dropbox folder designated for your school (to be assigned with completion of initial registration form). All filenames should be lowercase. Spaces should be removed and replaced with underscores. **Please note:** Competition judges and sponsors reserve the right to conduct phone interviews with any entrant in order to clarify any information on his or her Application and to request additional materials in support of a Design.

All entries, Applications, materials and content of submissions including the Design will be referred to as "Submission Material" or "Submission Materials". All Submission Materials, submitted in accordance with these Official Rules shall be collectively referred to hereinafter as the "Eligible Entries".

Entrant agrees: (a) that it has all rights to the contents of Submission Materials and all components thereof, and that entrant has obtained all rights, consents and permission, including, but not limited to, those of persons participating in the Submission Material, necessary to grant the rights granted herein; (b) that the Submission Materials do not and will not violate any law, statute, ordinance or regulation; (c) that the Submission Materials are free and clear of any liens or claims with respect to the use of the Submission

Materials in the manner authorized herein and will not give rise to any claims of infringement, invasion of privacy or publicity or claims, or infringe on any rights or interests of any third party, or give rise to any claims for any payment whatsoever, including but not limited to claims for re-use fees or residuals; and (d) that the Submission Materials are not and will not be defamatory, trade libelous, pornographic or obscene.

For All Entrants' Submission Materials: Grant of License

Each entrant agrees that by entering into this Competition he or she is granting Sponsors (and any and all of Sponsors' respective subsidiaries and affiliates and affiliated broadcast stations and networks, successors and assignees and licensees) the non-exclusive, worldwide irrevocable right and license, but not the obligation, to exhibit, broadcast, copy, reproduce, encode, compress, encrypt, incorporate data into, edit, dub, superimpose, rebroadcast, transmit, record, publicly perform and distribute and synchronize in timed relation to visual elements, the Submission Materials and/or any portions or excerpts thereof, in any manner, an unlimited number of times, in any and all media, now known or hereafter devised for any purpose, throughout the world. Sponsors may use the Submission Materials to advertise, promote and publicize Sponsors, and Build Up! and/or the Web Site or any other Build Up! web sites in all media throughout the universe and may authorize others to do so; such advertising, promotion and publicity may include portions and excerpts, in addition to cut-in, synchronized, dubbed and superimposed versions of the Submission Materials. The undersigned acknowledges that Sponsors may use the Submission Materials in accordance with the permission granted herein without any payment to the undersigned or any third party.

For Finalists' Submission Materials: Grand of License

Each Finalist agrees that by entering into this Competition his or she is granting Sponsors (and any and all of Sponsors' subsidiaries and affiliates and affiliated broadcast stations and networks, successors and assignees and licensees) the non-exclusive, worldwide irrevocable right and license, but not the obligation, to exhibit, broadcast, copy, reproduce, encode, compress, encrypt, incorporate data into, edit, dub, superimpose, rebroadcast, transmit, record, publicly perform and distribute and synchronize in timed relation to visual elements, the Submission Materials and/or any portions or excerpts thereof, in any manner, an unlimited number of times, in any and all media, now known or hereafter devised for any purpose, throughout the world, in perpetuity. Sponsors may use the Submission Materials to advertise, promote and publicize Sponsors, and Build Up! and/or the Web Site or any other Build Up! web sites in all media throughout the universe and may authorize others to do so; such advertising, promotion and publicity may include portions and excerpts, in addition to cut-in, synchronized, dubbed and superimposed versions of the Submission Materials. The undersigned acknowledges that Sponsors may use the Submission Materials in accordance with the permission granted herein without any payment to the undersigned or any third party.

Language contained in Submission Materials will be evaluated by Build Up! based on content and societal acceptability. Build Up! reserves the right to reject any Submission Materials that it deems, in its sole discretion, to violate any of the policies of Build Up!'s "Standards and Practices Guidelines." Sponsors may modify or edit any Submission Materials related to a Competition entry or request entrant to do so, so that such Submission Materials meet such guidelines. Sponsors are not obligated to review, consider, use, publish, display or broadcast any materials submitted with a Submission Material; provided, however, that each entrant acknowledges that Sponsors will rely on such entrant's agreement and compliance with these Official Rules when entrant submits or attempts to submit the Submission Material.

In submitting Submission Materials into this Competition, each entrant agrees to, confirms and represents to Sponsors that neither he/she nor anyone else has engaged or taken part in (or induced or encouraged anyone else to do so) in any activity or conduct in connection with this Competition that (i) may or is likely to harm or create a risk of harm, physical or mental injury, emotional distress, death, disability, disfigurement, or physical or mental illness to any person, other living thing or any property, (ii) may or is likely to create a risk of any other loss or damage to person, living things or property, (iii) is or may constitute a crime,

unlawful or non-consensual activities (*e.g.*, conduct that could lead to criminal prosecution), tortuous conduct (*e.g.*, conduct that could lead to civil prosecution) or the violation or infringement of the rights of any other party or (iv) violates any of the terms or conditions of these Official Rules.

7. **Finalists Judging:** Each Finalist must be a Team of at least (10) students and (1) faculty advisor responsible for the submission of a single entry. The official judging panel will be comprised of representatives from the Sponsors, industry leaders, location specialist, and/or guest celebrity judges, in Sponsor's sole discretion (collectively, the "Judges") and the Eligible Entries will be judged based on the judging criteria set forth in Section 8 below. The final determination of the Finalists and the application of the judging criteria shall be in the sole and absolute discretion of the Judges. In the event of a tie or dispute or for any other reason that Sponsors deem necessary during any round of the Competition, determination of the Finalists shall be made by Sponsors, in their sole discretion. To the extent permitted by law, Sponsors and Judges disclaim any liability from, and all entrants, whether or not a Finalist, agree to waive, any claims against Sponsor Entities and Judges relating to the judging or awarding process. Sponsors reserve the right to delay the announcement of the Finalists in their sole discretion. All Submission Materials, whether or not Eligible Entries, become the property of Build Up! and will not be acknowledged or returned.

8. **Finalists Judging Criteria:** The Judges will judge the Eligible Entries to determine which, most effectively presents an innovative business based equally on originality/creativity (20%), feasibility of execution (20%), lifecycle/sustainability (20%), cost effectiveness (20%), and overall presentation (20%). The Judges reserve the right to conduct phone interviews with any entrant in order to clarify any information in his or her Eligible Entry. The Judges also reserve the right to extend the Competition Period or not to select some or all of the Finalists if they determine, in their sole discretion, that some or all of the Eligible Entries received did not meet the minimum qualification standards based on the judging criteria specified herein.

9. **Finalists Selection/Notification:** Three (3) Finalists will be selected by the Judges on or about April 4, 2010. Build Up! will announce the winners. In addition, Sponsors reserve the right to select an alternative Finalist in the event that any Finalist (or any member of a Team that is a Finalist, if applicable) fails to comply with these Official Rules.

10. **Finalists Verification:** Each member of Team that is a Finalist, if applicable) must prove eligibility, including, without limitation, proof of age and school name and information within three (3) days of being notified as a potential Finalist. In the event of non-compliance by a potential Finalist such potential Finalist shall be disqualified and all privileges otherwise due as a Finalist shall be terminated and an alternative potential Finalist may be chosen from among all of the remaining Eligible Entries received, if time permits, in Sponsors' sole discretion. Each Finalist (and any member of a Team that is a Finalist, if applicable) must sign within three (3) days of receipt of such documents from Sponsors: (a) an affidavit of eligibility and release of Sponsor Entities and their respective officers, directors, employees, agents, members, affiliated companies and subsidiaries, from any and all liability, loss, claims, demands, and causes of action for personal injury and/or damage, theft, loss, or any other harm suffered in connection with this Competition or the use/misuse or acceptance of any Prize and (b) except where prohibited, a promotional release granting Sponsor Entities the right to use their name and likeness, signature, voice and biography for advertising and publicity purpose without additional compensation. Each Finalist agrees to the foregoing and in addition each Finalist agrees to obtain, upon request of Sponsors any additional documentation and releases necessary to prove his/her unrestricted ownership in all materials contained in the winning Eligible Entry and Sponsors' right to use such Eligible Entry, in whole or in part, without limitation in all media and for any purpose whatsoever without compensation or further obligation to the Finalist except the Prize as set forth herein. Entry into this Competition constitutes agreement to sign such releases. Each Finalist must also complete any additional legal documents provided by Sponsors (or third party on its behalf, if applicable)

with respect to the Prize and return them as instructed within the time frame specified by Sponsors or such Finalist may forfeit the Prize at Sponsors' sole discretion. Sponsors expressly reserve the right to delay the announcement of the Finalists for creative or technical reasons or for any other reason Sponsors deem necessary. The affidavit of eligibility must be complete. The information in Finalist's of Eligibility must be correct and must be identical to the information provided in Finalist's Submission Materials or the Finalist will be disqualified.

11. **Finalists Filming:** A Finalist Team is considered one (1) Finalist. If selected as a Finalist, at least (1) Finalist team member must (a) be available to be interviewed and filmed in person at his/her school or home (in Build Up!'s sole discretion) by Build Up! on or around April 4, 2010 through on or around December 31, 2010. The Filming and Filming Dates are subject to change in Sponsors' sole discretion. The Meeting and Meeting dates are subject to change in Sponsors' sole discretion. If any Finalist (or any member of a Team that is a Finalist) is not available for the Filming and/or not able to travel to the Meeting on the dates specified by the Sponsors, in their sole discretion, Finalist privileges will be forfeited and an alternative Finalist may be selected from among the Eligible Entries that was the next in contention for Finalist designation, if time permits, in Sponsors' sole discretion.

12. **Winners Judging:** The Winners must be a Team of at least (10) students and (1) faculty advisor responsible for the submission of a single entry. The Finalists will be judged based on the judging criteria set forth in Section 13 below. The final determination of the Winners and the application of the judging criteria shall be in the sole and absolute discretion of the Judges. In the event of a tie or dispute or for any other reason that Sponsors deem necessary during any round of the Competition, determination of the Winners shall be made by Sponsors in their sole discretion. To the extent permitted by law, Sponsor Entities and Judges disclaim any liability from, and all entrants, whether or not a Winner agree to waive, any claims against Sponsor Entities and Judges relating to the judging or awarding process. Sponsors reserve the right to delay the announcement of the Winners in their sole discretion.

13. **Winners Judging Criteria:** The Judges will judge the Finalists to determine which, most effectively presents an innovative design based equally on originality/creativity (20%), feasibility of execution (20%), lifecycle/sustainability (20%), cost effectiveness (20%), and overall presentation (20%). The Judges also reserve the right to extend the judging period or not to select some or all of the Winners if they determine, in their sole discretion, that some or all of the Finalists did not meet the minimum qualification standards and/or requirements based on the judging criteria specified herein.

14. **Winners Selection/Notification:** One (1) First Place Prize Winner, (1) Second Place Prize Winner, and (1) Third Place Prize Winner will be and announced by the Judges on or about April 4, 2010 (the "Winners Selection Date"). In addition, Sponsors reserve the right to select an alternative Winner or not select some or all of the Winners in the event that any Winner (or any member of a Team that is a Winner, if applicable) fails to comply with these Official Rules.

15. **Prizes:**

(a) **First Place Prize:** There will be one (1) First Prize Winner. The First Prize Winner will receive: (a) the opportunity to work with Meadowlark Builders of Ann Arbor on or around April 4, 2010 until November 1, 2010 and (b) prize subject to Sponsors' sole discretion (collectively, the "First Prize").

(b) **Second Place Prize:** There will be one (1) Second Place Winner. A Second Place Winner Team is considered one (1) Second Place Winner. The Second Place Winner will receive: (a) prize subject to change in Sponsors' sole discretion (collectively, the "Second Place Prize").

(c) **Third Place Prize:** There will be one (1) Third Place Winner. A Third Place Winner Team is considered one (1) Third Place Winner. The Third Place Winner will receive: (a) prize subject to Sponsors' sole discretion (collectively, the "Third Place Prize").

If an Eligible Entry submitted by a Team is chosen as a Winner, the Team member designated as the entrant and leader by the Team will accept the Prize in total as listed above on behalf of the Team. The other Team members of the winning Team will not receive separate Prizes nor will the Prize be more than as specifically stated above. Sponsors disclaim any and all liability based on any failure by the designated Team member to distribute the Prize among the other Team members.

Sponsors reserve the right to interview and film the Winners, upon reasonable request and subject to Winners' availability, any time during the two (2) year period from the Winners Selection Date, which shall end on April 4, 2011.

16. **General Prize Terms:** Arrangements for fulfillment of the Prizes will be made by Sponsors. The dates for the fulfillment of the Prize and for the Cash Prizes will be on or around August 4, 2010, subject to programming requirements and such dates are subject to change in Sponsors' sole discretion. All costs and expenses not specifically listed above are solely Winner's responsibility. The value of each Prize may be taxable to Winners as income. All entrants into this Competition are solely responsible for consulting with qualified professionals and investigating, understanding and complying with any and all federal, state and local laws, codes, regulations and ordinances which may apply to entrants, the Design, and the activities and/or business in which such entrants may engage. There may be tax consequences associated with the Prizes awarded and with any income received by a Winner, which may include, without limitation, an obligation to report as income and to pay taxes on such funds/income to federal, state and/or local authorities. It is up to the Winners to determine the tax consequences of such funds/income, and to comply with all applicable laws in all respects, if applicable. Upon receipt of the Prize, Winners are required to comply with any and all applicable federal, state, and local laws, rules, and regulations. All federal, state and local taxes, and any other costs not specifically provided for in these Official Rules are solely Winners' responsibility. Sponsors shall have no responsibility or obligation to a Winner or potential Winner who is unable or unavailable to accept or utilize the Prizes as described herein.

No substitution, transfer or cash equivalent of the Prizes or any portion thereof permitted, except by Sponsors in its sole discretion, in which case a prize of comparable or greater value may be awarded.

17. **Build Up! Produced Programming:** All video materials and programming (including, but not limited to Filming) created by Build Up! at or in connection with the Competition will be referred to as "Programming". Build Up! shall be the exclusive owner of the copyright and other rights in and to the Programming and Build Up!, its subsidiaries, affiliates, affiliated broadcast stations and networks and licensees will be able to use the Programming forever and throughout the world, and to license others to use it, in any manner Build Up! wishes and in any and all media now known or hereafter discovered or developed without notice, including, but not limited to, for advertising, promoting and publicizing any of their products or services, and such use may include portions and excerpts, in addition to cut in, synchronized, dubbed and superimposed versions of the Programming. By participating in the Competition, entrants acknowledge that Build Up! may use the Programming in accordance with the permission granted herein without any compensation, royalty, payment, liability or obligation to eligible entrants or any third party. Build Up! is under no obligation to broadcast or otherwise exploit the Programming.

18. **General Terms:** Noncompliance with any of these Official Rules may result in disqualification. ANY VIOLATION OF THESE OFFICIAL RULES BY A WINNER OR ANY BEHAVIOR BY A WINNER THAT WILL BRING SUCH WINNER OR SPONSORS INTO DISREPUTE (IN SPONSORS'

SOLE DISCRETION) WILL RESULT IN SUCH WINNER'S DISQUALIFICATION AS A WINNER OF THIS COMPETITION AND ALL PRIVILEGES AS A WINNER WILL BE IMMEDIATELY TERMINATED. All interpretations of these Official Rules and decisions by Sponsors are final. The Sponsor Entities assume no responsibility for incorrect or inaccurate entry information whether caused by any of the equipment or programming associated with or utilized in this Competition or by any human error, which may occur in the processing of the Submission Materials in this Competition. The Sponsor Entities are not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or players on account of technical problems or traffic congestion on the Internet or at any web site, or any combination thereof, including any injury or damage to participant's or any other person's computer related to or resulting from participation or downloading any materials in this Competition. The Sponsor Entities are not responsible for any typographical or other error in the printing of the offer, administration of the Competition, or in the announcement of the Prizes/Winners. If, for any reason, the Competition is not capable of running as planned, including, without limitation, changes in Build Up! programming, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor Entities which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Competition, the Sponsor Entities reserve the right in their sole discretion to cancel, terminate, modify or suspend the Competition. Should the Competition be terminated prior to the stated expiration date, notice will be posted on the Website and the Prizes may be awarded to Winners to be selected from among all Eligible Entries received up until the time of termination, in Sponsors sole discretion. No software-generated, robotic, programmed, script, macro or other automated online or text message Submission Materials are permitted and will result in disqualification of all such Submission Materials. The Sponsor Entities reserve the right in their sole discretion to disqualify any individual they find to have tampered with the entry process or the operation of this Competition; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person or to have provided inaccurate information on any legal documents submitted in connection with this Competition. CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE COMPETITION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSORS RESERVE THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. THE NEW YORK COURTS (STATE AND FEDERAL) SHALL HAVE SOLE JURISDICTION OF ANY CONTROVERSIES REGARDING THE COMPETITION AND THE LAWS OF THE STATE OF NEW YORK SHALL GOVERN THE COMPETITION. EACH ENTRANT WAIVES ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THESE COURTS AND HEREBY SUBMITS TO THE JURISDICTION OF THOSE COURTS.

19. **Ownership:** Past experience has confirmed that contests and other competitions generate substantially similar submissions or Submission Materials which closely resemble concepts and ideas that have been independently developed by Sponsor Entities before or after the Competition. Accordingly, entrants may subsequently see a Sponsor Entity presentation, which seemingly incorporates an idea or concept or includes materials similar to that contained in their Submission Materials. Any similarity is purely coincidental and unavoidable in light of the volume of ideas, which Sponsor Entities routinely consider in the course of its program development. Because of this possibility, entrants hereby agree to submit their Submission Materials under the following terms and conditions: (a) that Sponsor Entities may use any ideas, concepts, material, or expression in whole or in part, contained in an Submission Materials, for any purpose whatsoever, without any compensation; (b) that all Submission Materials submitted become the property of Build Up! and will not be returned; (c) entrants have obtained all rights, permissions and licenses necessary to use the Submission Materials submitted in connection with an Application for any purpose; (d) that no Application, or any part thereof, infringes any trademark or copyright or otherwise violates anyone's right of

privacy or publicity; (e) by submitting an Application, entrants consent to Build Up! exhibiting all materials contained therein in all media; (f) entrants indemnify and hold harmless Build Up!, and their respective affiliates, from any claims, suits, losses damages and expenses (including reasonable attorneys' fees) that arise from any breach of the foregoing conditions. All entrants agree to the foregoing and in addition agree to obtain, upon request of Sponsor Entities, any documentation and releases necessary to prove (i) their unrestricted ownership in all materials contained in their Submission Materials and (ii) Build Up!'s right to use such Submission Materials, in whole or in part, without limitation in all media and for any purpose whatsoever without compensation as specified in Section 6.

20. **Request for Winners Names and Official Rules:** For the names of the Winners and/or Official Rules, visit the Web Site and/or send an email to contest@letsbuildup.org

All requests for a copy of the Official Rules must be made by January 31, 2010 and requests for names of Winners must be made by December 31, 2010.

21. **Sponsors:** This Competition is sponsored by Build Up!, Meadowlark Builders, and more to be announced.

Building a Brighter Michigan Sustainable Design Competition

Build Up! is looking to uncover Michigan's brightest talent who are poised to make a positive impact on society through their inventive sustainable design concepts. For the avoidance of doubt, all capitalized terms used herein shall have the meanings provided for them in the Official Rules unless such terms are otherwise expressly defined herein.

A judging panel of executives, building professionals, world-renowned university faculty, and representatives from Build Up! will review all applications and the top 3 submissions will become our finalists. The Finalists will be announced on or around April 4, 2010 and will be profiled in depth online and in associated media. The winning design team will receive \$10,000.00 in scholarship money. Second Place Prize Winner will receive \$5,000.00 and Third Place Prize Winner will receive \$2,500.00, but subject to change in Sponsors' sole discretion.

Current graduate and undergraduate students are eligible. Projects must be original to the entrants to be eligible. Students must submit team projects (minimum 10 students and 1 faculty advisor involved) and everyone must agree to the Official Rules.

In order to be eligible to participate, entrants must complete the "Building a Better Michigan" Application below and email it along with their Design, Budget, Statement of Sustainability, videos and any other submission materials to contest@letsbuildup.org. Entrants are strongly encouraged to submit additional materials (e.g. visual aids) in support a Design, including, without limitation, videos and pictures of team collaboration, a PowerPoint document that discusses the design, and/or any other additional materials. Please see the Official Rules for video specifications. When submitting your materials, please upload the files to the appropriate Dropbox folder (will be assigned upon registration form). All Filenames should be lowercase. Spaces should be removed and replaced with underscores.

Make sure you read the Official Rules before entering. **PLEASE NOTE: by submitting an entry each member of a Team accepts the Official Rules, Build Up!'s Terms of Use and Privacy Policy.**

Once you have completed the requirements, email deliverables to contest@letsbuildup.org, along with any other materials, by no later than 11:59:59 PM (ET) on the deadlines specified in the application.

Please direct any questions to contest@letsbuildup.org

Good luck!

**Building a Brighter Michigan Sustainable Design Competition
REGISTRATION FORM – Due January 31, 2010
(Already registered teams do not need to complete this page)**

General Information

Name of College/University: _____

Primary Contact for Project

Name: _____

Last

First

Middle

School Address: _____

Permanent Address: _____

E-mail Address: _____

Telephone (*day*): _____

Telephone (*evening*): _____

Major: _____

Year: _____

Other team members (a Team must include at least 10 students and 1 faculty advisor):

Name	Phone Number	Email Address	Major	Year

Faculty Advisor

E-mail Address: _____

Telephone (*day*): _____

Telephone (*evening*): _____

How did you hear about Build Up!?

Building a Brighter Michigan Sustainable Design Competition

SUBMISSION REQUIREMENTS & DEADLINES

Progress Report

A midway report to outline the team's accomplishments thus far, challenges, questions, etc. The report is not to exceed 500 words. A template will be made available at least 2 weeks prior to the deadline.

DUE: 11:59:00 PM EST February 28, 2010.

Design

Each team must submit a computer aided design (CAD) file, screenshots of the various views of the house, and explanation of the design, sustainability of materials, and overall functionality of the home (not to exceed 500 words). Additional considerations: Animated walk-through of the house, Calculations of the power load, water use, and other applicable loads of the house.

Specifications

- The home will be built on a 55' x 100' lot in Stonecliffe Manor.
- Architectural style must be Victorian or turn-of-the century.
- Minimum square footage requirements are 2000 sq. ft. (three-story house).
- Construction start-up is limited to spring, winter and fall. Work may be done throughout the summer season. Construction can start in October 2010.
- Mackinac Island Airport is near the home sites. The airport is open year around and charter services are available.
- The Grand Hotel's Woods Golf Course is adjacent to most of the lots.
- Domestic pets are allowed but must be leashed and registered with the association.
- Concrete must be done manually.
- Some dimensional restrictions: 35' high, 25' away from front and rear, and 5' on one side and 10' on the other side.

DUE: 11:59:00 PM EST April 4, 2010.

Budget

Please create a budget that explains how you plan to use the \$250,000 for building materials (see below for recommended format). Please detail the costs associated with materials for the design. Types of expenses vary, but may include: energy equipment, appliances, etc. Applications without budgetary analysis will not be considered.

DUE: 11:59:00 PM EST April 4, 2010.

Video

Teams must submit a ten (10:00) to twenty (20:00) minute (maximum) video, which describes the Design. Please email the video to contest@letsbuildup.org in one of the following file formats: Windows Media (Windows Media 8 or 9 Codecs, 640x480,3-5Mbit Video,192kbps, Audio Sampled at 44.1 or 48kHz Stereo), QuickTime (DV at 720x480, H.264 at 640x480, 3-5Mbit Video, 192kbps Audio sampled at 44.1 or 48kHz Stereo), Flash Video (FLV) or MPEG2 (720x480,4-7Mbit Video,192kbps Stereo). Video may include presentation of PowerPoint that provides an overview of the design concept.

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Essays

1. What is unique and interesting about your project?
2. What is the implementation timeline of your project?

3. Please describe your team's collaboration process. How were roles assigned? How often did your team meet? Etc.

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Additional

Any additional materials (i.e. pictures, videos, models, lifecycle assessment of home, additional considerations, etc.) may be submitted for further consideration.

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I certify that the information provided in this application is complete and accurate to the best of my knowledge. Falsification of any information will cause disqualification from the competition. This application becomes the sole property of Build Up! I furthermore certify that I have read and hereby agree to the Official Rules of the Building a Brighter Michigan Competition and the terms Build Up!'s Terms of Use and Privacy Policy.

Name: _____

Signature: _____

Date: _____