

## CONTEST RULES

Revised to reflect new 2012 airdates of Dragons' Den episodes

### ***Dragons' Den "You Be a Dragon" Contest presented by CBC and Scotiabank***

***From September 14, 2011 to March 18, 2012***

Launching a business is no small task. No matter how big an idea you think you have, it still takes a lot of work and a ton of cash. Enter the Dragons' Den, where aspiring entrepreneurs pitch their business concepts and products to a panel of Canadian business moguls who have the cash and the know-how make it happen. They've all been there themselves, so you better not walk into the Den unprepared. It takes more than passion to convince these boardroom giants that your idea is worth their attention. The Dragons are ruthless and rightly so - it's their own personal money on the line.

Now, CBC and The Bank of Nova Scotia ("Scotiabank") are giving you the opportunity to give one of these unsuccessful pitchers a second chance through the "You Be the Dragon" Contest ("Contest").

The Contest allows viewers to give the Dragons' Den ("Dragons") pitchers that **don't** receive a deal from the Dragons a second chance. Each week, viewers can vote on the unsuccessful pitches that they think deserve a deal. At the end of the Season on April 4, 2012, one (previously) unsuccessful pitcher will be awarded \$50,000 from Scotiabank. For voting, one eligible viewer will be selected from amongst all viewers who voted to win \$5,000 and a trip for two to Toronto to meet a Dragon.

#### **1. TO ENTER**

To enter the Contest presented by CBC and Scotiabank (the "Contest Sponsors"), viewers must be a CBC Member Centre account holder ("Eligible Viewers") and watch a Dragons' Den episode on CBC from September 14, 2011 to March 18, 2012 (the "Contest Period") to find out which pitches get deals and which entrepreneurs come out

empty-handed. Eligible Viewers will then have to go to [www.cbc.ca/dragonsden](http://www.cbc.ca/dragonsden), complete the official entry form available only online at [www.cbc.ca/dragonsden](http://www.cbc.ca/dragonsden) during the Contest Period and vote for the pitch that they think deserves a deal from the Dragons from amongst the unsuccessful pitches on an episode of the Dragons' Den which airs during the Contest Period. Those who vote will be automatically entered into the Viewer Grand Prize draw for a chance to win \$5,000 courtesy of Scotiabank and a trip for two to Toronto to meet a Dragon.

Contestants must include their full name, address, daytime telephone number with area code (to facilitate contact with winner on initial contact attempt), age range and e-mail address on the Contest entry form. Voting and entry submission for each episode, respectively, must be completed by the times indicated below.

Contestants will be helping one of the pitchers who were previously unsuccessful on an episode of Dragons' Den that aired during the Contest Period to be awarded \$50,000 from Scotiabank.

To be valid, contestants must vote and submit their entry forms for each episode, respectively, by 11:59 p.m. (EST/EDT) on the Sunday following the original airdate of the episode.

Episode	Original Air Date	Entry Form and Voting for an unsuccessful pitcher on each episode indicated below must be received by:
1	September 14, 2011	September 18, 2011
2	September 21, 2011	September 25, 2011
3	September 28, 2011	October 2, 2011
4	October 5, 2011	October 9, 2011
5	October 12, 2011	October 16, 2011

6	October 26, 2011	October 30, 2011
7	November 2, 2011	November 6, 2011
8	November 9, 2011	November 13, 2011
9	November 30, 2011	December 4, 2011
10	December 7, 2011	December 11, 2011
11	December 14, 2011	December 18, 2011
12	January 11, 2012	January 15, 2012
13	January 18, 2012	January 22, 2012
14	January 25, 2012	January 29, 2012
15	February 1, 2012	February 5, 2012
16 This episode is not participating	No pitches eligible for Viewer Contest	
17	February 29, 2012	March 4, 2012
18	March 7, 2012	March 11, 2012
19	March 14, 2012	March 18, 2012
20 This episode is not participating	No pitches eligible for Viewer Contest	
21 This episode is not participating	No pitches eligible for Viewer Contest	

All valid entries received by the dates indicated above will be eligible to win the prize described below in section 4.1.

Entries received through online voting shall be deemed to be submitted by the person who is the holder of the CBC Member Centre account.

An Eligible Viewer may manually enter the Contest during each voting period (the time between the original air date and the time by which the entry must be received) the (“Voting Period”) by typing in his or her entry each time.

Eligible Viewers may enter the Contest only once (through online voting or manually) during each Voting Period.

Online voting each week during the Contest Period will open on Wednesday night at 7:00 pm (EST/EDT) and close the following Sunday at 11:59 p.m. (EST/EDT). Voting will follow this pattern throughout the Contest Period.

Online entry forms become the property of the CBC and will not be returned to contestants. The odds of winning the prize are directly related to the total number of eligible entries received during the Contest Period.

No purchase required.

## **2. ELIGIBILITY**

### **2.1 – Viewer Eligibility**

This Contest is open to all Canadian residents who have reached the age of majority in the province/territory that they reside in at the time of entering the Contest who did not appear in any of the original episodes of CBC Dragons’ Den, season 6 airing between September 14, 2011 and April 4, 2012 and who are CBC Member Centre account holders.

The prizewinner and the prizewinner’s guest must sign all required documents within seven days after the date a contestant is declared a winner.

### **2.2 – Pitcher Eligibility**

The Contest is open to every pitcher who appeared on a broadcast show of CBC Dragons’ Den, season 6 who does not receive an offer

of investment from any of the Dragons during the taping of CBC Dragons' Den, season 6 ("Eligible Pitchers"). CBC, may, in its absolute and sole discretion, determine which pitches will be broadcast on CBC Dragons' Den, season six.

All Eligible Pitchers will be automatically entered into the Contest. If an Eligible Pitcher would like to withdraw entry, they must notify their Dragons' Den contact through email or send a letter of withdrawal which must be received by March 18, 2012 to:

*You Be the Dragon Contest*

*Attention: Dragons' Den*

*CBC Television*

*205 Wellington St West*

*Toronto, ON*

*M5V 3G7*

No purchase required.

### **3. PROCEDURE FOR AWARDING PRIZE**

#### **3.1 – Viewer Prize Awarding**

One selected Eligible Viewer will be selected from amongst all eligible entries received during the Contest Period.

On Monday March 19, 2012 at 10:00 a.m. (EST/EDT), a random draw will be conducted by the Contest hosting company in Toronto, Ontario from amongst all eligible entries received as of the Contest Period.

The selected contestant will be contacted by telephone by Wednesday, March 21, 2012. If contact cannot be made with the selected contestant within five days after the initial contact attempt, the right to the prize will be forfeited and a new random draw will be held and a new contestant will be selected.

### **3.2 – Pitcher Prize Awarding**

One Eligible Pitcher from each Participating Episode will be deemed a weekly finalist (“Finalist”) by having the highest percentage of votes for the episode in which they appeared. In the case of a tie situation, votes will be manually re-counted. If there is still a tie after the re-count, both parties will be Finalists.

On Monday March 19, 2012 at 10:00 a.m. (EST/EDT), a panel of judges (“Panel”) consisting of representatives from Scotiabank, Dragons’ Den and CBC will be presented with a list of the Finalists for the Episodes indicated above (i.e. except for episodes 16, 20 and 21).

One winner will be chosen at the sole discretion of the Panel from all weekly Finalists presented to the Panel based upon innovation of their proposal, creativity, presentation and business viability of their idea. The decision of the Panel is final.

The winning Pitcher will be contacted by phone by March 21, 2012 prior to 5pm (EST/EDT). If contact cannot be made with the winning Pitcher within five days after the initial contact attempt, the Panel will have the right to choose another Pitcher from amongst the Finalists.

The name of the winning Pitcher will be made public in a broadcast commercial spot to air on April 4, 2012 in the last episode of Dragons’ Den season 6.

## **4. DESCRIPTION OF PRIZE**

### **4.1 – Viewer Prize**

The winner will receive a trip for two to Toronto, Ontario, including:

1. Prize money of \$5,000 courtesy of Scotiabank
2. Return economy airfares for two persons to Toronto, Ontario
  - Departure will be from the Canadian international airport closest to the winner’s residence from which the designated airline flies;
3. Two nights’ hotel accommodation. CBC will determine the hotel and the category of the services offered in Toronto.

4. Meeting with at least one of the Dragons, to be decided by CBC in its sole discretion and is subject to the availability of the Dragon.

The winner and his/her travel companion will be required to travel between April 1, 2012 and May 31, 2012. The prize includes only what is specifically described above and no other allowance or substitutions will be granted. All other expenses, including, but not limited to:

- Meals and beverages;
- Round-trip transfers between the winner's and his/her travelling companion's) residence and the airport and between the airport and hotel in Toronto;
- Travel insurance (cancellation, medical, etc.);
- Gratuities, tips, taxes of any kind;
- Personal expenses

are for the account of the winner and his/her travel companion.

If the winner and his/her travelling companion are unable to travel because they lack proper documentation, or on the dates as specified above, the prize will be forfeited without compensation, and *a new draw may be held*.

**NOTE:** Certain travel restrictions apply. All travelers must depart from and return to the same Canadian city. One party involved in the trip being awarded must have reached the age of majority within his/her province or territory. A valid credit card (or cash deposit, as set out by the hotel) will be required at hotel check-in to cover incidentals. If the winner resides in Toronto or within 250 km from Toronto, the airfare part of the prize will be forfeited, and alternate transportation may be provided at the sole discretion of CBC.

#### **4.2 – Pitcher Prize**

The winning Pitcher of the Contest as chosen by the Panel will receive a \$50,000 cash prize from Scotiabank.

## 5. GENERAL RULES

5.1 To be declared a winner in either of the Viewer or Pitcher contests-, a contestant must first correctly answer, mathematical skill-testing question.

5.2 Winner of the prize, as well as his/her travelling companion, must agree to have their names and/or pictures, including their photographs, and/or their voices used or to appear in a televised shoot, for advertising purposes related to this Contest and/or the Dragons' Den program, without compensation.

5.3 Winner must sign a document attesting to his/her eligibility as stipulated in these Contest Rules and releasing CBC, Scotiabank and their affiliates, as well as their respective directors, officers and employees, from all liability for any damage or loss arising from participation in this Contest or from the awarding, acceptance or use of the prize, as awarded. Travel companion of the winner shall sign a document releasing CBC, Scotiabank and their affiliates, as well as their respective directors, officers and employees, from all liability for any damage or loss arising from the awarding, acceptance or use of the prize.

5.4 Prize shall be accepted as is and may not be exchanged for an amount of money, nor sold nor transferred. No substitutions will be allowed.

5.5 If any prize cannot be awarded as described in these rules, CBC, Scotiabank and their affiliates, as well as their respective directors, officers and employees, reserve the right to substitute a prize or prize component with another of comparable value.

5.6 Refusal to accept the prize releases CBC, Scotiabank and their affiliates, as well as their respective directors, officers and employees, of any and all responsibility and obligation toward the winner.

5.7 Should any contestant make a false statement, he/she shall be automatically disqualified from the Contest.

5.8 CBC, Scotiabank and their affiliates, as well as their respective directors, officers and employees, shall assume no liability resulting



from losses, delays, mistaken addresses on mail or e-mail received, typographical errors, technical, computer or telephone malfunctions, loss or theft of computer or telephone data, damage to software or computer equipment, fraudulent calls or any other mistake.

5.9 CBC, Scotiabank and their affiliates, as well as their respective directors, officers and employees, shall assume no liability whatsoever for any situation in which their inability to act results from an event or situation unforeseeable or beyond their control, including a strike, lockout or any other labour dispute at their location or the locations of the organizations and businesses whose services are used to hold this Contest.

5.10 By entering this Contest, each contestant expressly consents to the Contest Sponsors, and their agents and/or representatives, storing, sharing and using the personal information submitted with his/her entry for the purpose of administering the Contest and research directly related to this Contest and in accordance with CBC's Privacy Policy which can be found at <http://www.cbc.ca/aboutcbc/discover/privacy.html>.

5.11 By entering this Contest, contestants agree to abide by the Contest rules. The decisions the Contest Sponsors and the Panel are final.

5.12 Directors, officers and employees of the CBC, Scotiabank and of their respective advertising and promotional agencies, members of the judging organization as well as their respective immediate family (father/mother, brother/sister, son/daughter) or persons living under the same roof with them are not eligible to enter this Contest.

5.13 Contest rules can be found at <http://www.cbc.ca/dragonsden>

**August 12, 2011**

**Bryan Ward**

**CANADIAN BROADCASTING CORPORATION**