



## **Campaign Title: Brew Your Creativity: Label Creation Contest**

**Introduction:** Welcome to our Label Creation Campaign/Contest!

We're calling on all our talented followers, creative and artistic folks and viewers to unleash their creativity and design the next labels for our **Private Label Organic Coffees**. This is your chance to leave your mark on our brand and be a part of our coffee journey!

### **Coffee Selection:**

1. **Heavenly Horizon:** Light Roast Coffee
2. **Morning Ascent:** Medium Roast Coffee
3. **Ember Embrace:** Medium Roast Coffee
4. **Sunrise Savior:** Dark Roast Coffee

### **How to Participate:**

1. **Design Your Label:** Let your artistic vision soar and create a label for any or all of our four coffees. Whether it's hand-drawn, digitally designed, or mixed media, we want to see your unique style!
2. **Submit Your Entry:** Share your label designs with us via social media using our official hashtag #BrewYourCreativity. Make sure to tag us so we don't miss your masterpiece!
3. **Spread the Word:** Encourage your friends, family, and fellow coffee enthusiasts to join in the fun! The more entries, the merrier.

### **Prizes for Winners:**

- **Grand Prize (4 Winners, 1 per Coffee):**
  - Special Unique Code for 15% off all coffees for the next 6 months.
  - 2 Logo and Personally Monogrammed Coffee Mugs featuring your winning design.
  - \$50.00 Visa Gift Card.
  - Your Name Featured on the Label You Created.
  - Your Label Creation presented on a plaque



### **Judging Criteria:**

- Creativity and Originality
- Alignment with Coffee Theme, Name and Brand Aesthetic
- Visual Appeal and Design Quality

### **Important Dates:**

- **Contest Begins: May 1<sup>st</sup>, 2024.**
- **Deadline for Submissions: May 15<sup>th</sup>, 2024**
- **Winner Announcement: June 1<sup>st</sup>, 2024**

### **Terms and Conditions:**

- By participating, you agree to grant us the rights to use your submitted designs for promotional purposes.
- Entries must be original creations and not infringe on any third-party rights.
- Winners will be selected at the sole discretion of our judging panel.
- See complete Rules and how you can jump in on this amazing opportunity at [www.travelanddiscoveries.com](http://www.travelanddiscoveries.com)

**Let's Get Brewing!** Join us in celebrating the art of coffee and design. We can't wait to see the incredible labels you create! Remember, every cup tells a story, and we want yours to be a part of ours. Get those creative juices flowing and let's brew something amazing together. Cheers to creativity and great coffee! #BrewYourCreativity 🎨☕



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### **Rules for Label Creation Campaign:**

1. **Eligibility:** The Label Creation Campaign ("Campaign") is open to individuals aged 18 and older. Employees of The Essence of Travel and Discoveries & KAMAR Media Film LLC and their immediate family members are not eligible to participate.
2. **Submission Guidelines:** To enter the Campaign, participants may design labels for any or all of the four coffee products mentioned: **Heavenly Horizon, Morning Ascent, Ember Embrace, and Sunrise Savior**. Designs must be original creations and submitted via email to [info@travelanddiscoveries.com](mailto:info@travelanddiscoveries.com) in a **PDF Format only**.
3. **Ownership of Designs:** By submitting a design, creation, or any representation ("Design") to the Campaign, participants agree that they are providing their Design freely and without expectation of compensation, whether selected or not. Participants acknowledge that they retain no ownership rights to their Design once submitted.
4. **No Additional Compensation:** Participants understand and agree that there is no additional compensation at the time of submission or in the future for submitting their Design, regardless of whether it is selected as a winner.
5. **Prior Art Disclaimer:** Designs submitted to the Campaign are and will not be considered "**Prior Art**" in any shape or form. Participants acknowledge that their Design may or may not be used by **The Essence of Travel and Discoveries & KAMAR Media Film LLC** for promotional purposes or as part of the product labeling, and they waive any claims to prior art status. These ideas may not be or intend to be submitted for Trademark or Patent Mark status for a period of 10 years either prior to this campaign or future.
6. **Originality:** Designs must be original creations of the participant and must not infringe on any third-party rights, including but not limited to copyright, trademark, or intellectual property rights.
7. **Multiple Entries:** Participants may submit multiple entries, but each entry must be unique and submitted separately for each coffee. You are only eligible to win on **ONE** coffee label, however, you can submit design creations for all four.



8. **Judging Process:** Entries will be judged based on creativity, alignment with the coffee theme and brand aesthetic, and visual appeal. The judging panel's decision is final and binding in all matters related to the Campaign.
9. **Winner Notification:** Winners will be notified via email within 5-7 days of the submission deadline. If a winner cannot be reached or fails to respond within 10 days of the initial notification, an alternate Grand Prize winner will be selected from the second runner up. However, a new runner up will not be selected.
10. **Prizes:** Prizes for the Campaign include a Grand Prize package and Runner-Up prizes, as outlined in the Campaign announcement. Prizes are non-transferable and may not be exchanged for cash or other alternatives.
11. **Publicity:** By participating in the Campaign, winners agree to allow ***The Essence of Travel and Discoveries & KAMAR Media Film LLC*** to use their name, likeness, and submitted Design for promotional purposes without further compensation, except where prohibited by law. In addition, the winners all agree to permit ***The Essence of Travel and Discoveries along with KAMAR Media LLC*** to publicize their winning submissions and their name by first name and last name on our social media through press release etc.
12. **Term and Modification:** The Essence of Travel and Discoveries & KAMAR Media Film LLC reserves the right to modify, suspend, or terminate the Campaign at any time without prior notice. These Rules may be updated or amended at the discretion of ***The Essence of Travel and Discoveries & KAMAR Media Film LLC***.
13. **Governing Law:** The Campaign and these Rules are governed by the laws of Erie County & the State of New York, and any disputes arising out of or in connection with the Campaign shall be subject to the exclusive jurisdiction of the courts of New York State.

By participating in the Campaign, participants agree to abide by these Rules and any decisions made by ***The Essence of Travel and Discoveries & KAMAR Media Film LLC*** regarding the Campaign.