

KYOU Caring Connection Rules

1. Initiative Description. This initiative is sponsored by: **KYOU-TV, 820 W. Second St. Ottumwa, IA 52501 and Community 1st Credit Union, 1100 Hutchinson Avenue Ottumwa, IA 52501.** (“Sponsor(s)”). It is an ongoing quarterly initiative built to help local 501(c)(3) non-profits by giving them no-charge on-air promotion for a limited time. Initiative is void where prohibited. By entering, each non-profit accepts and agrees to be bound by these rules.
2. Eligibility. **No purchase necessary to participate.** This initiative is open only to 501(c)(3) non-profit organizations.
3. How to Apply for Promotion. There is one way to enter your non-profit for promotional consideration. Non-profit organizations can enter either their event or their entire organization by visiting our website at <http://www.kyoutv.com/kyoucaringconnection> and submitting an entry form. All entries become the property of KYOU-TV and KYOU-TV reserves the right to use any information submitted by the non-profit organizations.

Entries must be filled out completely in order to qualify, and will be void if they are, in whole or in part, incomplete, illegible, damaged, irregular, counterfeit, altered, or obtained through theft or fraud. No mechanically reproduced, software-generated or other automated multiple entries are permitted. KYOU-TV is not responsible for lost, late, illegible, misdirected or mutilated entries, including due to transmission, technical, and/or network failures of any kind, including, without limitation, malfunctioning of any hardware or software (whether originating with sender or KYOU-TV), telephonic failures, human error, or any other error or malfunction.

By participating in this initiative, the non-profit organization agrees that KYOU-TV and the other Sponsor(s) of this initiative may provide them with promotional materials and that KYOU-TV may release the organization's information to the other Sponsor(s) for that purpose.

4. Promotion for 501(c)(3) Organizations. **4 Non-Profit Organizations each year will receive approximately 1 quarter worth of promotion at no-charge. This includes an on-air schedule on KYOU-TV and possible online promotion. The selected Non-Profits will also receive creative services for one :30 second video. All content for the video must be provided by the Non-Profit Organization.** The promotion may not be exchanged for cash, transferred, or assigned by the non-profit organization. KYOU-TV reserves the right to offer a smaller promotional campaign should circumstances force them.
5. How free promotion is designated. At least one month (30 days) before each quarter begins, one non-profit organization will be selected to be given free promotion during the upcoming quarter. Selection will be based on the non-profit organization meeting 501(c)(3) classification and being a good fit with the station and sponsor(s) values. The non-profit organization will be contacted via phone and/or email. Should the selected non-profit organization not respond, another will be selected in their place.
6. Conditions of Acceptance. Proof of 501(c)(3) Non-Profit classification may be requested upon selection. Non-Profit Organization must be responsive and must also submit content for video in a timely manner.

7. Limitation on Liability. By participating in this initiative, each non-profit organization forever discharges and releases the sponsors, KYOU-TV and its parent companies, subsidiaries, affiliates, and their respective directors, officers, employees, and agents from any and all liability, claims, causes of action, suits, and demands of any kind arising from or in connection with the promotion, including, without limitation, responsibility for property damage, loss of life, or personal injury or death resulting from or in connection with participating in the initiative or from or in connection with use or receipt of the promotion, however caused.

8. Sponsor's Reservation of Rights. These official rules are subject to modification by KYOU - TV. In the event of a dispute, all decisions made by KYOU-TV are final and binding. Sponsor(s) reserve(s) the right, in its/their sole discretion, to disqualify any organization that tampers with the entry process or the operation of KYOU-TV/Sponsors' web site(s), or who otherwise acts in violation of these official rules. KYOU-TV and the sponsor(s) further reserve(s) the right, in its/their sole discretion, to cancel, terminate, or modify this initiative if, for any reason, the promotion is not capable of completion as planned (including, but not limited to, for the following reasons: infection by computer virus, technical corruption, force majeure, or non-authorized human intervention that compromises or affects the administration, fairness, integrity, security, or proper conduct of the promotion).

9. List of Selected Organizations. For a list of selected organizations, send a self-addressed stamped envelope to **KYOU-TV, 820 W. Second St – Ottumwa, IA 52501**