



Capital OneSM

MASCOT

CHALLENGE



**2011 Capital One[®]
All-America
Mascot Challenge**

**CALL FOR
ENTRIES**

Capital One is an Official Corporate Champion of the



Deadline for
nominations: **5.2.11**

GAIN SERIOUS **NATIONAL EXPOSURE** & WIN SCHOLARSHIP AWARDS

2010 National Media Coverage

370,000+ Video views

110 million+ Media impressions

10 million+ Votes cast on capitalonebowl.com

Awards

\$5,000 Award if your mascot is selected to the team

\$20,000 Total award for Capital One National Mascot of the Year

CAPITAL ONE IS AN OFFICIAL CORPORATE CHAMPION OF THE NCAA®

- Capital One is an official Corporate Champion of the NCAA®, strengthening our commitment and investment in support of college athletics.
- The program commercials will not promote Capital One products.
- All information about the program and voting will be housed on capitalonebowl.com, not Capital One's corporate website.
- Capital One doesn't collect names, addresses, e-mail addresses or telephone numbers from anyone who visits capitalonebowl.com or from those who cast votes on capitalonebowl.com.
- Through participation in this program, neither the mascots nor the colleges/universities they represent are asked to directly endorse any specific Capital One products.



OFFICIAL BANK AND CREDIT CARD OF THE 

KEY DATES

May 2, 2011, 5 p.m. EDT
Nominations are due

May 6, 2011
16 mascots will be named to the Capital One All-America Mascot Team

September 2011
Online voting poll opens at capitalonebowl.com

December 2011
Online voting ends at capitalonebowl.com

January 2, 2012
Capital One National Mascot of the Year is announced during the Capital One Bowl on ESPN

January 31, 2012
Winning athletic departments receive their prize money



LET'S GET STARTED...

HOW TO NOMINATE YOUR MASCOT

Please include the following four (4) items:



1

A link/DVD that includes the following two elements:

- Footage of your mascot in action at a game generating crowd enthusiasm and performing his/her antics
- Footage of your mascot performing his/her "signature move"

2

High-resolution photograph of your mascot on CD or USB memory stick

3

A list of the awards (if any) your mascot has won during the past five (5) years

4

Fully completed Consent and Release Form and Nomination Form, signed by someone at your university who can authorize your mascot's participation in this program (usually a Marketing Director, Cheerleading Coach or Athletic Director)

All materials submitted will become the property of Capital One and will not be returned.

HOW TO MAKE THE TEAM

All entrants will be judged based on their ability to demonstrate each of the attributes in the aforementioned categories. The top 16 Mascots will make the Capital One All-America Mascot Team.

To make the team, mascots will be judged on:

- **Interaction with fans** and demonstration of the mascot's originality, ability to create enthusiasm among the fans, and contribution to an exhilarating atmosphere.
- **Originality, creativity and professionalism** of the mascot's appearance/costume.
- **Pedigree**—awards earned by the mascot during the past five (5) years and national prominence.





"The Capital One Mascot of the Year contest provided our campus with a great opportunity to engage our students, alumni, fans, donors and friends of our University. Voting became an issue of pride for our University and the results were clearly seen in the record numbers of votes for Big Blue. Our campus has received tremendous national recognition as a result of the contest and we are extremely proud to have competed in the company of such fine institutions."

John R. Broderick
President
Old Dominion University

FORMS > >



Deadline for nominations:
May 2, 2011



RULES AND REGULATIONS

Entries

All entries must include completed nomination form(s), a link/DVD with footage of your mascot in action and performing his/her signature move, a high-resolution color photo of the mascot on CD or USB memory stick, and supporting documentation of the mascot's ability to meet the judging criteria. Documentation should include but is not limited to: newspaper clippings; television news clips; video footage (DVD format only); and any other material deemed relevant to the nomination process. All entries will become the property of Capital One and will not be returned.

Capital One is not responsible for damaged, late, lost or misdirected entries or postage-due mail. Illegible, incomplete, fraudulent, and unverifiable entries will be disqualified. By entering the contest, you are agreeing that your mascot may be used for promotional and advertising purposes, without additional compensation, for the 2011 Capital One All-America Mascot Team only. You also agree that your mascot will be available five (5) days for production of the television commercial, media relations, and other promotional opportunities. Participation in the aforementioned promotions, advertising, and media relations activities is required of the 16 members of the Capital One All-America Mascot Team unless otherwise prohibited by law. Production and filming for campaign will take place during Spring/Summer 2011. Exact dates to be determined. Capital One will pay all travel and related expenses for each mascot.

Please direct all questions to: mascots@capitalone.com

Selection

Capital One All-America Mascot Team

Judges from Capital One will select 16 finalists based upon the following criteria:

- Interaction with fans and demonstration of the mascot's originality, ability to create enthusiasm among the fans, and contribution to an exhilarating atmosphere.
- Originality, creativity and professionalism of the mascot's appearance/costume.
- Pedigree—awards earned by the mascot during the past five (5) years and national prominence.

The selections of the judges are final.

Capital One National Mascot of the Year

The National Mascot of the Year will be selected from the 16 members of the Capital One All-America Mascot Team. The winner will be based upon the results of the online poll conducted on capitalonebowl.com beginning September 2011 and ending in December 2011. Official contest rules and regulations available at capitalonebowl.com.

(over)

RULES AND REGULATIONS *(continued)*

Notification

Each entrant will be notified of the receipt of his/her nomination via e-mail. Mascots selected to the Capital One All-America Mascot Team will be notified no later than May 6, 2011 via e-mail. Mascots and school administrators will be requested to sign a confidentiality agreement.

Awards

Each school that has a mascot selected to be a member of the Capital One All-America Mascot Team will be awarded \$5,000, payable to his/her school's athletic department, for use in scholarships and funding of the mascot program.

In addition, one of these 16 will be named the Capital One National Mascot of the Year through the online poll at capitalonebowl.com, and their school will receive an additional \$15,000 (total of \$20,000). Winning athletic departments will receive their awards no later than January 31, 2012. All taxes are the sole responsibility of the winners.

The Contest

The contest covers the period of activity of the institution's mascot from Sept. 1, 2010, through June 1, 2011. The contest covers all students who played the role of the mascot during the period of Sept. 1, 2010, through June 1, 2011.

All students who played the role of the institution's mascot during the time period of Sept. 1, 2010, through June 1, 2011, must have been full-time students, according to the standards of the institution. Contest is only open to mascots representing football programs at FBS and FCS institutions. Capital One anticipates that there could be as many as 242 entries. There is no cost associated with entering this contest. Any cost incurred by the institution in preparing this nomination is the sole responsibility of the nominating institution. All entries are due no later than 5 p.m., EDT on May 2, 2011.

Entries should be mailed to:

Capital One — Mascot Nominations
Attn: 12075-0450
15050 Capital One Drive
Richmond, VA 23238

The 16 mascots named to the Capital One All-America Mascot Team will be notified no later than May 6, 2011. By participating in this contest, the winners agree that neither Capital One nor its representatives or agencies, affiliates, subsidiaries, officers, directors or employees have any liability for any injuries, losses or damages of any kind caused by any prize or resulting from acceptance, possession or use of any prize.



NOMINATION FORM

(Please fill out and return to Capital One.)

NAME OF MASCOT: _____

UNIVERSITY OR COLLEGE: _____

CONFERENCE AFFILIATION: _____

PERSON AUTHORIZED TO SUBMIT NOMINATION

NAME: _____

TITLE: _____

PHONE NUMBER: _____ FAX NUMBER: _____

E-MAIL ADDRESS: _____

Below, please list each member of your Mascot Team who participated during any time from Sept. 1, 2010 – June 1, 2011. Please indicate the dates that he/she participated.

TEAM MEMBER	DATES OF PARTICIPATION

Previous years on Capital One Mascot Team: _____

CONSENT AND RELEASE

(Please fill out and return to Capital One.)

1. _____ (hereinafter referred to as the "School") hereby grants to Capital One Services, LLC, its affiliates, subsidiaries and parent companies (hereinafter collectively referred to as "Capital One"), and any agents and others working for them or on their behalf and their respective licensees, successors, and assigns (hereinafter collectively called the "licensed parties") the absolute right and permission to use, publish, broadcast, and copyright the name, picture, and likeness of the School's mascot, any materials submitted by the School as part of the nomination process for the Capital One All-America Mascot Team Contest, or any material based upon or derived therefrom, or the right to refrain from so doing, in any manner or media whatsoever for purposes of advertising and promoting and publicizing Capital One's All-America Mascot Team and/or the Capital One Bowl on a nationwide basis.
2. The School agrees that any picture or likeness of the mascot, or anything derived therefrom created by or submitted to the licensed parties, is owned by them. If the School should receive any print, negative, or other copy, it shall not authorize its use by anyone else.
3. The School agrees to make the mascot available to appear in television advertisements relating to the All-America Mascot Team and at other specified publicity opportunities relating to the promotion of the All-America Mascot Team unless prohibited by law. Capital One shall be responsible for paying reasonable travel and related expenses incurred by the mascot in making such appearances.
4. The School shall have no right of inspection or approval, no claim to additional compensation, and no claim (including, without limitation, claims based upon invasion of privacy, defamation, or right of publicity) arising out of any use, alteration, distortion, or illusionary effect, or use in any composite form. The School also hereby releases, discharges, and agrees to hold harmless Capital One and its representatives, assigns, employees or any person or corporation acting under its permission or authority from and against any and all liability resulting from its use of the School mascot's name, picture or likeness, the use of any other materials submitted by the School in its nomination materials, and/or the mascot's appearance in advertisements or at other publicity events.
5. The School acknowledges that the decision of the judges is final.
6. The School acknowledges that Capital One has not arranged for, nor does it carry, any insurance of any kind in connection with participation in this contest.
7. The School agrees that this release does not in any way conflict with any existing contract or other commitment on its part.

I have read this release and the full rules and regulations before affixing my signature below, and warrant that I fully understand the contents thereof and that I have the authority to bind the School in this manner.

By: _____

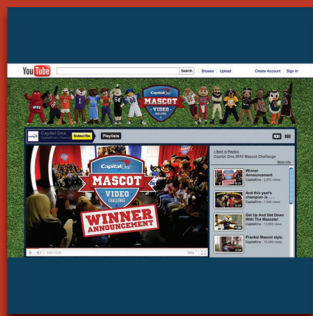
Name: _____

Title: _____

Name of School: _____



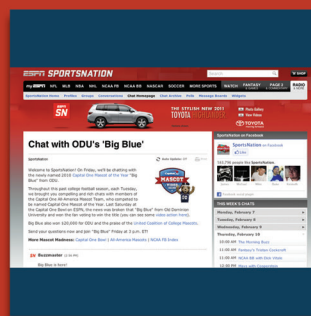
GET NATIONAL EXPOSURE FOR YOUR MASCOT!



YouTube

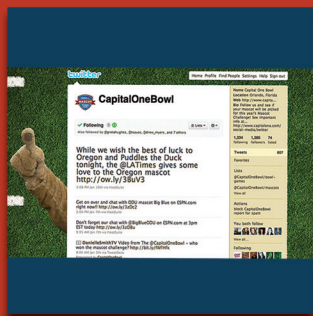


Text-to-vote



ESPN

Deadline for nominations:
5.2.11



Twitter



Facebook



iPhone application for fans





Deadline for nominations:

5.2.11

