



Comerica Bank New Year's Parade Vote for the Float 2010 Official Contest Rules

Disclaimer

Due to the number of entries for the 2010 Vote for the Float competition, there will be 8 contest finalists instead of 10. Anywhere in the Official Rules where a Top 10 is mentioned should be interpreted as a Top 8 for the 2010 contest.

New Prize Structure

- 1. The schools of the five finalist teams receiving the fewest votes will each be awarded \$500 to be dedicated to the school's visual arts program.*
- 2. The school of the finalist team receiving the third most votes will be awarded \$3,000 to be dedicated to the school's visual arts program.*
- 3. The school of the finalist team receiving the second most votes will be awarded \$6,000 to be dedicated to the school's visual arts program.*
- 4. The school of the finalist team receiving the most votes will be awarded \$12,500 to be dedicated to the school's visual arts program.*

Overview

To show its support for the Dallas community and its schools, Comerica Bank is proud to present the 2nd Annual Vote for the Float Contest.

This unique competition will encourage middle school students from around Dallas County to work together to create parade float designs based on this year's theme, "**Celebrate Entertainment.**"

The Top 10 Finalists will see their designs come to life and then ride the finished float in the 2010 Comerica Bank New Year's Parade. Parade attendees and TV viewers will then vote on their favorite float, and \$24,000 in cash prizes from Comerica Bank will be divided among the winning schools.

Contest Rules

The contest is open to any individual, class, team, group or association made up of students currently enrolled in a middle school in a public school district in Dallas County and sponsored by a middle school staff member.

Entry Details:

1. Float design **MUST** be original artwork. All entrants will certify on the entry form that the artwork and design are their original artwork.
2. Entries may be created in any way or program in which the team feels comfortable; pencil, pen, colored pencil, markers, paint, paper mache, computer design programs, etc.
3. Float design must be submitted on the standardized, provided template. The template is to scale of the actual float base size.
4. Design must be accompanied by a 200-word description of any extra elements (i.e. music, costumes, graphics, etc.) that will be part of the float and how the design captures the parade theme of “Celebrate Entertainment.”
5. Each middle school will be limited to one entry, encouraging collaboration and teamwork from each middle school to decide on and design their float. Multiple entries from any school are not permitted.
6. All entries will become property of Comerica Bank and will not be returned to the teams.
7. Comerica Bank is not responsible for loss of entries.
8. In the unlikely event that two or more entries are so similar that they are indistinguishable from one another, the entry that was received first will be considered and the entry (or entries) that were received after the first will be rejected.
9. Comerica Bank, Curtis J. Sanford Parade Committee and Clyde Watts (Owner of Lone Star Parade Float Company) reserve the right to modify any and all aspects of the submitted designs, specifically for ease of construction. Also, any entries may be used in the media, public relations efforts or collateral materials without recognition of or compensation to the design team. Comerica Bank, Curtis J. Sanford Parade Committee and Clyde Watts reserve the right to void an entry that is lost, late, incomplete, invalid, unintelligible, illegible, misdirected, or postage-due.

Publicity

By submitting an entry into the Vote For The Float Design Contest, you agree to allowing your design, your design’s likeness, your team and your school and any graphic identity used to represent any of these entities to be included in any media coverage, future collateral materials or publicity for the Comerica Bank New Year’s Parade, the Vote for the Float Design Contest, Comerica Bank, participating ISDs, Lone Star Parade Float Company, Fox 4 and the City of Dallas.

Agreement to Official Rules

By submitting an entry, either via the website or through the mail, the entrant agrees to all rules of the contest and all decisions made by the contest officials.

How To Enter

Online: Submissions may be entered via the contest website: www.voteforthefloat.com. File attachments must be in PDF, JPG or TIF file formats and not exceed 5MB in size. Submissions entered via the website must be received no later than Midnight on October 15, 2009.

Mail: Submissions may also be entered by mail to:

Vote for the Float Design Contest
Comerica Bank, MC 6503
P.O. Box 650282
Dallas, Texas 75265-0282

Submissions entered by mail must be postmarked no later than October 15, 2009. All entries must include the following:

- Vote for the Float Design Contest Entry Form
- Design on official entry template
- 200-word description of any extra elements (i.e. music, costumes, graphics, etc.) that will be part of the float and how the design captures the parade theme of “Celebrate Entertainment”

The Judges

Comerica Bank has assembled a celebrated panel of judges from the Dallas community, including representatives from business, media, civic affairs, education and design. This panel will select the Top 10 finalist designs that will be constructed and appear in the Comerica Bank New Year’s Day Parade.

Connie Beck
EVP, The Retail Bank, Comerica Inc.

John Crawford
Chief Executive, DowntownDallas

Steve Eager
Anchor, Fox 4 Evening News

Brian Fridge
Dallas-based Contemporary Artist

Phillip Jones
President, Dallas Convention and Visitors Bureau

Mary Suhm
City Manager, City of Dallas

Voting & Prizes

How To Vote

During the parade, each float will display a unique number provided by AT&T that will allow callers to register their votes via text message. Voting will also be conducted at the Comerica Bank New Year's Parade website: www.comericabankparade.com.

Voting will begin at the start of the parade on January 1, 2010 and conclude at 11:59 p.m. on January 2, 2010. The votes will be tabulated by AT&T, certified by the independent accounting firm of Ernst & Young, and the winner will be announced on January 8, 2010.

Recognition

The 10 finalist designs will be built by the Lone Star Parade Float Company and entered into the Comerica Bank New Year's Parade. These designs will also be on display at all participating Comerica Bank banking centers in Dallas County from November 30, 2009 through January 9, 2010.

Prize Structure

1. The schools of the seven finalist teams receiving the fewest votes will each be awarded \$500 to be dedicated to the school's visual arts program.
2. The school of the finalist team receiving the third most votes will be awarded \$3,000 to be dedicated to the school's visual arts program.
3. The school of the finalist team receiving the second most votes will be awarded \$6,000 to be dedicated to the school's visual arts program.
4. The school of the finalist team receiving the most votes will be awarded \$12,500 to be dedicated to the school's visual arts program.