

MRCOOL®

COMFY CLASH

\$50K **CONTEST**

March 1 - August 16, 2024

Let us know how much you love your MRCOOL® heating and cooling equipment in your own unique way, and you could win up to **\$35,000!**

For complete rules visit: mrcool.com/contest

CONTEST TIMELINE:

March 1, 2024 - August 16, 2024

Entries must be submitted from March 1 - July 12, 2024

July 29 - August 9, 2024

Semi-Finalists are announced

August 14, 2024

Finalists are announced

August 16, 2024

Winners are announced

PRIZE STRUCTURE:

Grand Prize \$35,000, \$10,000 Runner Up, 4 Semi-Finalists get \$1,250 each.

JUDGING CRITERIA:

All eligible contestants are judged on a 1-10 scale on two categories (Brand Light & Fun). No one affiliated with our company in any way is eligible to win. Brand Light is the positivity the brand is put in with the video. Fun is simply how enjoyable the video is to watch.

PAYMENT GUIDELINES:

If the video entry is selected by MRCOOL as a contest winner, you understand that the prize will be made payable only to the person submitting the video entry form.

CONTEST RULES:

1. Post video on Facebook, Tiktok, Youtube or instagram with hashtag #mrcoolcomfyclash
2. Tag MRCOOL's account on that platform (@mrcool for facebook, @mrcoolcomfort for instagram and Youtube, and @mrcooldiy for Tiktok)
3. Submit post through mrcool.com/contest between March 1 - 12:01AM (CST) - July 12 11:59PM (CST)
4. Video must be longer than 15 seconds
5. Video must be PG (devoid of any language or imagery deemed inappropriate by our content moderator)
6. Social media post must remain up for duration of contest
7. All participants agree for their content to be repurposed as marketing material for MRCOOL LLC.
8. Posts must refrain from using copyrighted material of any kind, where the copyright is not owned by the submitter of the video.
9. All semi-finalists must fill out W9 before prize money is paid.
10. All entrants hold the company harmless from any claims, damages, or liabilities arising out of or related to their participation in the contest of the use of their video submissions.