

2019 “On The Map” Community Pitch Competition

1. Eligibility:

The Consumers Energy “On The Map” Community Pitch Competition is open to representatives of rural municipalities who are at least eighteen (18) years of age within the Consumers Energy Company (“Consumers Energy”) gas or electric service territory.

Entrants who are or whose immediate family members, parents or guardians, or persons living in the same household are employees, officers, directors and agents of Consumers Energy, its parent company, affiliates, subsidiaries, advertising, promotion and fulfillment agencies, and program implementation contractors and persons living in their same household are not eligible to participate in the Contest.

The Contest is subject to all applicable federal, state, and local laws and regulations. Void where prohibited by law. Participation constitutes entrant’s unconditional agreement to these Official Rules and Sponsor’s and Administrator’s decisions, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein. Any entry information provided will be used solely for the purposes of the Contest and in accordance with Sponsor’s Privacy Policy.

2. Sponsor:

The Contest is sponsored by Consumers Energy Company, One Energy Plaza, Jackson, MI 49201. The Contest is administered by Community Economic Development Administration of Michigan (CEDAM), 118 S. Washington Avenue, Lansing, MI 48910 (“Administrator”).

3. Timing:

The Contest begins on January 8th, 2019 at 9:00 a.m. ET, with CEDAM online submissions due March 1st, 2019 by 11:59 P.M. ET with finalists notified on March 8th, 2019, and PowerPoint presentations due to acmoody@cedam.info at CEDAM on March 29th, 2019. Final presentations will be held with a winner declared on April 17th, 2019 by 11:59 p.m. ET.

4. How to Enter:

To enter the contest, register your personal information on the Contest Entry form found at <http://bit.ly/consumerspitch>. By submitting an application and other required materials, you indicate your agreement and compliance with the Official Rules. Your Entry must be in accordance with the specific requirements listed herein.

5. Winner Selection:

The First, Second, and Third Place winners will be selected by a panel of judges and awarded based on the following criteria:

- Probability project will be launched and sustained over time
- Degree of innovation and potential to disrupt the status quo
- Community collaboration with a strong public/private component
- Demonstrated energy to build momentum and engage the community
- Likelihood project will be replicated in other rural communities
- Community served by Consumers Energy

6. Disqualification, Modification and Cancellation:

Any entrant who attempts or encourages, either directly or indirectly, the entry of multiple or false contact information under multiple identities, or uses any device, service or artifice to enter multiple or false entries, as determined by the Administrator, will be disqualified and any and all prizes to which the entrant may have been awarded or entitled will be canceled.

7. Contest Prizes

- First Place: \$7,500
- Second Place: \$5,000
- Third Place: \$2,500

8. Privacy:

By participating, you acknowledge that the Sponsor and its Contest Administrator have the right to use and/or publicize your name and likeness for promotional purposes.

9. Limitations of Liability:

By participating, entrant releases the Sponsor and its Contest Administrator, officers, directors, shareholders, and employees from any and all liability for any claims, costs, injuries, losses or damages of any kind caused by participation in the Contest, including unauthorized or illegal access to personally identifiable or sensitive information or acceptance, possession, use, misuse, or nonuse of the prize that may be awarded; acknowledges that said parties have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, expressed or implied, in fact or law, relative to the prize; and waives any rights to claim ambiguity with respect to these Official Rules.

10. Winners List: A list of winners will be published on Contest Administrator and Sponsor platforms and issued to various media outlets.