

**PRUDENTIAL AND NYU GAME CENTER  
2012 Game Design Workshop**

**“Social Retirement Savings”  
OFFICIAL RULES**

**1. THE WORKSHOP:** NYU Game Center, a program at the Tisch School of the Arts at New York University ("NYU Game Center") plans to conduct an educational workshop (the "Workshop") to take place on the weekend of March 31-April 1, 2012 in New York City. The workshop will be sponsored by The Prudential Insurance Company of America ("Sponsor"). The Workshop will focus on developing an original game concept to be played on social networks, combining lectures and exercises with hands-on creative collaboration. Teams of participants will conceive, prototype, and then pitch ideas to the Sponsor on a theme related to social retirement savings, with the chance to win cash equivalent prizes (as described below) for the winning teams (the "Contest").

**2. ELIGIBILITY:** In order to apply for the Workshop, individuals must (i) have not won the grand prize in any previous contest sponsored by Sponsor, (ii) be legal residents of the United States and (iii) be eighteen (18) years of age or older. Employees, volunteers, interns and agents of Sponsor and other corporate judges and each of their respective parent companies, affiliates, subsidiaries, advertising and promotional agencies, and their immediate families (spouse, parents, children, and siblings) and individuals living in the same households of such persons are ineligible to participate in the Workshop or win any prizes.

**3. HOW TO ENTER; SELECTION CRITERIA:** In order to participate in the Workshop, an individual must complete and submit an online application form, which can be found at [gamecenter.nyu.edu/thewinningpitch](http://gamecenter.nyu.edu/thewinningpitch) (the "Application"), no later than **March 23, 2012**. Applications will be reviewed by the NYU Game Center and participants will be selected based on their background, experience, and skill at making games. This will be determined both qualitatively and quantitatively by evaluating their applications with an eye towards selecting an assembly of participants with complementary skills. Entrants must submit as individual participants and will be randomly assigned to teams by the NYU Game Center. Participants must be prepared to commit to both full days of the Workshop. Once all applicants have been evaluated, approximately six teams of up to approximately five members per team will be approved to participate in the Workshop. The NYU Game Center will notify participants of entry admission by email by March 27, 2012. All participants in the Workshop will be required to sign an Assignment, Consent and Release Form (the "Release Form") in order to participate. Teams will be required to submit a presentation entry (an "Entry") at the Workshop that responds to the issues raised in a business case study to be presented by Sponsor, and the winning teams will receive prizes as set forth below (the "Contest"). Only one entry may be submitted per Team. Entries that are not received by the deadline established during the Workshop will not be eligible for judging.

Incomplete Applications and Entries and Applications and Entries not complying with all rules are subject to disqualification by the NYU Game Center and/or the Sponsor. Applications and Entries will not be returned. "Releasees" (as defined below) are not responsible for late, lost, incomplete, illegible, stolen, damaged or misdirected Applications and Entries (all such Applications and Entries are void).

**4. JUDGING CRITERIA:** All Entries will be judged by a qualified panel of judges on the basis of: creativity, structure and delivery of presentation, analysis of key issues in light of the theme, and likelihood of success of recommendations. The judging panel will consist of 1-2 representatives of Sponsor and 3-4 other judges selected by the NYU Game Center, whose decisions are final and binding in all matters

**5. WINNER SELECTION:** One (1) Team will be selected as the grand prize winner and two (2) Teams will be selected as the Second Prize winner. Winners will be selected and announced on April 1, 2012 at the Workshop after all Entries have been submitted and reviewed.

**6. PRIZES:** (1) Grand Prize: The team selected for the Grand Prize will receive prepaid gift cards in the aggregate amount of Two Thousand – Five Hundred Dollars (\$2,500), to be split among the team members in equal parts. (2) Second Prize: Two teams selected as the runner up will receive prepaid gift cards in the aggregate amount of One Thousand – Five Hundred Dollars (\$1,500) per team, to be split among the team members in equal parts. All taxes and other expenses incurred or to be incurred are the responsibility of the winners. Limit one prize per team. No substitution or transfer of prize permitted, except Sponsor reserves the right to substitute or add prizes of equal or greater value in its sole discretion.

7. **TO CLAIM PRIZE:** Members of the winning three teams will be notified in person and award will be given upon completion of signing the Affidavit of Eligibility and Liability Release and W9 form. If the affidavit and release are not returned within the time period specified, properly executed, the prize will be forfeited.

8. **LIMITATIONS:** Releasees are not responsible for any typographical or other errors in printing, the offering or administration of the Contest, or in the announcement, awarding or acceptance of prizes. Releasees have no liability whatsoever for any injuries, losses, or damages of any kind resulting from acceptance, possession, use or misuse of the prize or participation in this Workshop or the Contest (including, without limitation, any travel related hereto).

9. **GENERAL CONDITIONS:** This Contest is subject to all applicable federal, state, local laws and regulations. By participating, entrants agree to be bound by these Official Rules and accept decisions of the Sponsor and NYU Game Center as final in all matters relating to the Workshop and the Contest.

Sponsor and NYU Game Center, and each of their respective parent companies, subsidiaries, affiliates, advertising and promotion agencies, and all of their respective employees, officers, directors, shareholders, trustees and agents (collectively, "Releasees") are not responsible for incorrect or inaccurate transcription of entry information, or for any human error, technical malfunctions, lost/delayed data transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software, inability to access any Web site or online service, or any other error or malfunction. Entry materials that have been tampered with or altered are void.

If the judges determine, in their sole discretion, that there is any suspected tampering with the Contest, or if other difficulties compromise the integrity of the Contest, the judges reserve the right to void the entries at issue and/or terminate the Contest (or any portion thereof) and judge those eligible entries received as of the action requiring such termination date. Any attempt to deliberately damage the content or operation of this Contest is unlawful and subject to legal action by the Sponsor and/or NYU Game Center or their agents.

By participating, entrants agree (i) that their Entry is original and created by them and the other members of their team; and (ii) to irrevocably assign and transfer all rights, titles and interest in and to their Entry ("Materials"), including but not limited to copyrights, to Sponsor, provided that participants shall have the right to use the Materials as explicitly set forth in the Release Form. Entrants agree that Sponsors and/or NYU Game Center and/or their designees shall have the right, but not the obligation, to publish, use, adapt, edit and/or modify such Materials, or any part thereof, in any way and in any medium, including the Internet, with or without attribution, and without compensation to the entrants. Entrants represent that their Materials, and the Sponsor's and/or NYU Game Center's use thereof, will not infringe upon the rights of any third parties. Winners are responsible for the payment of taxes on prizes and for any other expenses relating to the acceptance or use of prizes. Winners consent to the use of their name, photograph and/or likeness in connection with any of Sponsor's and/or NYU Game Center's advertising or promotional activities, including online announcements, without additional compensation, except where prohibited by law. No purchase necessary. Void where prohibited by law. Neither Sponsor nor the NYU Game Center is liable for any costs or expenses incurred by a contestant in the preparation and submission of any materials in connection with this Workshop

10. **WHO WON?** The names of the winners shall be posted at [gamecenter.nyu.edu](http://gamecenter.nyu.edu) as soon as practicable after April 1, 2012.

11. **SPONSORS:** The Sponsor of this Contest is The Prudential Insurance Company of America. [751 Broad Street Newark, NJ 07102]

12. **QUESTIONS OR COMMENTS ABOUT THIS CONTEST:** If you have any questions regarding this Contest, please contact Dylan McKenzie at [dpm286@nyu.edu](mailto:dpm286@nyu.edu).