

New Mexico Lottery Authority

Zozobra 2025 Scratcher Art Competition Rules

THE NMLA AT ITS SOLE DISCRETION MAY END OR CANCEL THIS COMPETITION AT ANY TIME.
COMPETITION AND RULES ARE SUBJECT TO CHANGE AT THE NMLA'S DISCRETION AT ANY TIME.

1. Promotion Description

- a. The New Mexico Lottery Authority (NMLA) will conduct the Zozobra 2025 Scratcher Art Competition (Competition) according to these rules.
- b. The NMLA is seeking New Mexico Lottery players to submit original artwork for a Zozobra Scratcher game.
- c. The selected artwork (Artwork) will be displayed on New Mexico Lottery Zozobra 2025 Scratchers (Scratchers) and be used to promote and support the game.
- d. The NMLA will have full and unfettered use of the Artwork as it deems fit for the Scratchers and all advertising and promotion related to the New Mexico Lottery Zozobra 2025 game.
- e. The NMLA will select up to three (3) Artworks that will each win one thousand dollars (\$1,000) and be featured on the Scratchers.
- f. The NMLA may choose not to select any Artwork.

2. Method of Entry

- a. Entrants must register or be registered for a free CaFÉ Artist account: https://artist.callforentry.org/register_info.php
- b. Entrants must submit Artwork images for jurying via CaFÉ at www.callforentry.org
- c. For help with CaFÉ submission process, visit their "Help" menu.

3. Entry Periods, Deadlines, and Winner Selection Dates

- a. Entry period begins Thursday, October 17, 2024.
- b. Entries must be received no later than 11:59 PM MT on Friday, November 15, 2024.
- c. Entry eligibility will be determined by the time/date of successful submission for the Competition by the Entry and Competition Schedule below.
- d. Winners will be selected on the dates below, or as soon as practicable.

ENTRY AND COMPETITION SCHEDULE

Thursday, October 17, 2024	Entry begins
Friday, November 15, 2024 at 11:59 PM MT	Entry Artwork due
Friday, November 22, 2024 <i>or as soon as practicable</i>	Notifications of Selection to Artists via email
Monday, December 2, 2024 <i>or as soon as practicable</i>	Accepted Artwork due to the NMLA

Tuesday, March 4, 2025 or as soon as practicable	Zozobra 2025 Scratchers Launch
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4. Location of Competition Selection

New Mexico Lottery
4511 Osuna Rd. NE
Albuquerque, NM 87109

5. Eligibility Requirements

- a. Entrants must certify that they are at least eighteen (18) years of age.
- b. Entrants must be New Mexico residents.
- c. Entrants may submit one (1) Artwork, up to ten (10) Artworks maximum.
- d. Artwork must be created by the submitting artist.
- e. If submitting more than one proposed Artwork, please label each one with a number. For example, "Zozobra Contest Art Entry #1," "Zozobra Contest Art Entry #2," etc.
- f. Signatures should NOT be visible on submitted images. Entrants may use tape, sticky notes, or alter their image in a photo editing program to hide or remove their signature from their artwork.
- g. Entrants must include their name, mailing address, email address, and a phone number. (This information should be completed when registering for a free CaFÉ Artist account.)
- h. Artwork should be vertical and scale to fit the display area on the front of the Lottery Scratcher. For a template and example to see how art looks on Scratchers, visit <https://www.nmlottery.com/promotions/zozobra-scratcher-art>
- i. Artwork must be primarily of Zozobra.
- j. Artwork must not include any political or religious icons or messaging.
- k. Artwork must not display any inappropriate hand gestures.
- l. Group Artwork will not be accepted.
- m. Artwork must not violate copyright and/or intellectual property laws. Artwork must be an original concept and created solely by the entering Artist. No Artwork copied from other artist's work or published photos is acceptable.
- n. The NMLA and/or Jurors shall have discretion to eliminate from consideration any work that does not meet the above criteria.
- o. Entrants agree that their Artwork submission does not automatically grant or assume any award or compensation.
- p. By submitting Artwork to this Competition, the Entrant agrees to the following Entry Agreement:
You have created and written a certain "work" which is an original Artwork, a copy of which is submitted as an entry in the Zozobra 2025 Scratcher Artwork Competition. If selected, it will be used for the purpose of Zozobra 2025 Scratcher Artwork and promotion of the game. You represent and warrant to us that:
 1. *The work created by you is original;*
 2. *It does not and will not infringe upon or violate the copyrights or any other rights whatsoever of any person or entity;*
 3. *No adverse claim exists with respect to it;*

4. *It has not heretofore been published or exploited in any form anywhere in the world;*
 5. *You own and control said work and all rights in it throughout the world;*
 6. *You have the full and exclusive right and authority to enter into this agreement and to make the grant herein contained; and*
 7. *Any and all materials that are incorporated in the work are works made for hire and free from any reversionary rights therein.*
 8. *You agree to hold New Mexico Lottery and their assigns and licensees, harmless from and against any loss, damage or expense, including court costs and reasonable attorneys' fees, that the New Mexico Lottery and their assigns and licensees may suffer or incur as a result of any breach or alleged breach of the foregoing warranties.*
- q. Entries must not include profanity, hate speech, or inappropriate language.
 - r. Entries should not appeal to or be directed at children.
 - s. The NMLA reserves the right to modify selected Artwork in any way for any use by the New Mexico Lottery.
 - t. The NMLA reserves the right to select an alternate winner for any reason.
 - u. The NMLA reserves the right to cancel the competition at any time for any reason.
 - v. The NMLA is not responsible for Artwork that violates copyright or other laws.
 - w. All required information must be submitted for the entry to be eligible. The NMLA is not responsible for mis-delivery, late delivery, or the failure of receipt of any required information, regardless of the cause of the failure of transmission.
 - x. Entrants who submit more than one (1) Artwork are eligible to win more than one (1) Award.
 - y. Entries mailed or hand-delivered to the NMLA will be disqualified and will not be returned.

6. Prize Details

- a. Three (3) selected Artworks (Winners) will be awarded one thousand dollars (\$1,000) each.
 - o The above reference compensation is the only compensation that will be given to the Winner for the use of their Artwork.

7. Winner Selection

- a. The designated NMLA judging team will select three (3) Artwork winners from the artwork submitted.
- b. Artwork may be judged based on originality, concept, brand fit, appearance, use of color, and ability to fit and replicate on the Zozobra 2025 Scratchers.
- c. If there are not enough submissions for the Zozobra 2025 Scratcher Competition, then the NMLA may, at its sole discretion, cancel all or part of the Competition.
- d. All decisions by the NMLA will be final.

8. Selected Entry Notification

- a. A selected entrant will be notified using the email address used in CaFÉ.
- b. A selected Artwork entrant must acknowledge receipt of the email and submit a completed NMLA Claim Form and reproducible Artwork within the timeframe specified by the NMLA. Failure to submit the Artwork, completed NMLA Claim Form, and any additional forms or releases in the designated timeframe may result in disqualification, in which case an alternate winner may be selected, at the NMLA's sole discretion.

- c. Selected artists agree that they will not reveal their artwork until the New Mexico Lottery has announced the artwork and/or contest winners.

9. Miscellaneous

- a. Exceptions or modifications to these rules must be approved in writing by the NMLA CEO and the NMLA EVP for Security.
- b. NMLA employees, members of the NMLA Board of Directors, and NMLA vendors may not participate as an entrant in the Competition.
- c. Anyone judging the Competition may not participate as an entrant in the Competition.
- d. The Artwork winners will each receive an IRS Form W-2G.
- e. Failure to provide accurate information could cause an entrant selected as a winner to be disqualified.
- f. The NMLA reserves the right to assign a designee(s) to perform the responsibilities of parties specifically assigned duties within these rules.
- g. Upon submitting an entry, the entrant(s) agree that the NMLA may use their Artwork, name, voice, photograph, video, any social media postings, and/or likeness in any form for the purpose of advertising and/or publicizing the NMLA and in consideration for is authorized to use the Artwork on Scratchers in association with NMLA lottery games.
- h. Entrants agree that their Artwork containing an image of Zozobra, or use of the tradenames Zozobra or Old Man Gloom, will not be mass-produced and/or commercially sold or marketed without first obtaining permission from Kiwanis Club of Santa Fe as the owner of copyrights and trademarks associated with the Zozobra brand.
- i. Void where prohibited by law.