

2025

eesmarts™ Student Contest Official Rules
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Official Rules **eSmart** Student Contest (The “Contest”)

This Contest is sponsored by The Connecticut Light and Power Company and Yankee Gas Services Company, both doing business as Eversource Energy, Connecticut Natural Gas Corporation, The Southern Connecticut Gas Company, and The United Illuminating Company (collectively, the “Sponsor” or individually, the “Sponsor”). By participating in the Contest, you agree to be bound by these Official Rules and the decisions of the Sponsor(s), which are binding and final on matters relating to this Contest. The Contest is subject to all applicable federal, state, and local laws.

1. **Eligibility.** No purchase necessary to enter or win. A purchase will not increase your chances of winning. Void where prohibited. Open to legal residents of, or students in, the Connecticut communities listed below and who are in grades K-12 at the time of entry

ANDOVER	GREENWICH	PORTLAND
ANSONIA	GRISWOLD	PRESTON
ASHFORD	GROTON	PROSPECT
AVON	GUILFORD	PUTNAM
BARKHAMSTED	HADDAM	REDDING
BEACON FALLS	HAMDEN	RIDGEFIELD
BERLIN	HAMPTON	ROCKY HILL
BETHANY	HARTFORD	ROXBURY
BETHEL	HARTLAND	SALEM
BETHLEHEM	HARWINTON	SALISBURY
BLOOMFIELD	HEBRON	SCOTLAND
BOLTON	KENT	SEYMOUR
BRANFORD	KILLINGLY	SHARON
BRIDGEPORT	KILLINGWORTH	SHELTON
BRIDGEWATER	LEBANON	SHERMAN
BRISTOL	LEDYARD	SIMSBURY
BROOKFIELD	LISBON	SOMERS
BROOKLYN	LITCHFIELD	SOUTH WINDSOR
BURLINGTON	LYME	SOUTHBURY
CANAAN	MADISON	SOUTHINGTON
CANTERBURY	MANCHESTER	SPRAGUE

CANTON	MANSFIELD	STAFFORD
CHAPLIN	MARLBOROUGH	STAMFORD
CHESHIRE	MERIDEN	STERLING
CHESTER	MIDDLEBURY	STONINGTON
CLINTON	MIDDLEFIELD	STRATFORD
COLCHESTER	MIDDLETOWN	SUFFIELD
COLEBROOK	MILFORD	THOMASTON
COLUMBIA	MONROE	THOMPSON
CORNWALL	MONTVILLE	TOLLAND
COVENTRY	MORRIS	TORRINGTON
CROMWELL	NAUGATUCK	TRUMBULL
DANBURY	NEW BRITAIN	UNION
DARIEN	NEW CANAAN	VERNON
DEEP RIVER	NEW FAIRFIELD	VOLUNTOWN
DERBY	NEW HARTFORD	WALLINGFORD
DURHAM	NEW HAVEN	WARREN
EAST GRANBY	NEW LONDON	WASHINGTON
EAST HADDAM	NEW MILFORD	WATERBURY
EAST HAMPTON	NEWINGTON	WATERFORD
EAST HARTFORD	NEWTOWN	WATERTOWN
EAST HAVEN	NORFOLK	WEST HARTFORD
EAST LYME	NORTH BRANFORD	WEST HAVEN
EAST WINDSOR	NORTH CANAAN	WESTBROOK
EASTFORD	NORTH HAVEN	WESTON
EASTON	NORTH STONINGTON	WESTPORT
ELLINGTON	NORWALK	WETHERSFIELD
ENFIELD	OLD LYME	WILLINGTON
ESSEX	OLD SAYBROOK	WILTON
FAIRFIELD	ORANGE	WINCHESTER
FARMINGTON	OXFORD	WINDHAM
FRANKLIN	PLAINFIELD	WINDSOR
GLASTONBURY	PLAINVILLE	WINDSOR LOCKS
GOSHEN	PLYMOUTH	WOLCOTT

GRANBY	POMFRET	WOODBURIDGE
		WOODBURY
		WOODSTOCK

2. To Enter.

A. Pre-Registration. Entrants must pre-register no later than March 21, 2025 by completing a pre-registration form located at <https://j2l.wufoo.com/forms/eesmarts-student-contest-registration-form> (“Registration Form”) and submitting a completed Pre-registration Form through the <https://energizect.com/eesmarts/annual-student-contest> website or mailing a completed Pre-registration form (postmarked no later than March 21, 2025) to **eesmart** Student Contest, ATTN: Joseph Pymm, P.O. Box 206, Fairfield, CT 06824.

Pre-registration Forms for Entrants who are younger than (18) eighteen years of age (“Young Entrant”) must be submitted by a teacher, parent, or guardian on the Entrant’s behalf. Pre-registration Forms submitted by Young Entrants on their own behalf will not be accepted and will be destroyed.

B. Entry Submission. Entry requirements vary depending on the Entrant’s grade category and must be accompanied by an official Consent Form signed by a legal parent or guardian. Consent Forms will be emailed to eligible registrants. Instructions for each grade category (each, a “Grade Category”) are detailed below. Entries and Consent Form must be postmarked or submitted no later than March 28, 2025.

Entries may only be submitted by Entrants who are (18) eighteen years old. Entries for Entrants under eighteen years old must be submitted by a teacher, parent, or guardian on the Young Entrant’s behalf with the required consent form signed by the legal parent or guardian. Entries submitted by Young Entrants on their own behalf will not be accepted and will be destroyed. Each Entrant may only submit one Entry. Entries become the property of Sponsor and will not be returned to Entrants. Each Entry must be labeled with the following information: (a) Entrant’s full name, (b) Entrant’s grade, (c) Entrant’s school, (d) Entrant’s town, and (e) Entrant’s phone number. If the Entrant’s parent, guardian, or teacher submitted an Entry on the Entrant’s behalf, the label must also contain (a) the name of Entrant’s parent, guardian, or teacher (b) the email address of Entrant’s parent, guardian, or teacher and (c) the home or cell telephone number of Entrant’s parent or guardian. The label must be enclosed with the Entry, included in the top left-hand corner of written Entries, or written on the back of poster Entries (as applicable).

By submitting an Entry, Entrant represents and warrants that the Entry is original and that Entrant created and owns all rights to the Entry. Sponsors welcome the participation of all students. If you have a student with a disability who requires additional options, please contact us at scott@motusexp.com for an alternative prompt.

Teacher | Inspirational PSA Video or Song

Teachers, we want to know why saving energy is an important topic for you to teach! Gather your friends or students and create a song or PSA video that will inspire others to start teaching about saving energy in their own classrooms.

- Video must be :30 seconds or less
- Video and consent form can be uploaded on the official contest page
- A proper video submission includes:
 - o Teacher name included in the file name
 - o Completed consent form

Kindergarten and Grades 1-2 | Saving Energy Poster

Create a poster that shows how you can help save energy around your house (for instance, turning off a light or TV when you're not using it). Use your imagination and show what you've learned about saving energy!

- Posters must be between 11" x 17" and 18" x 24" in size.
- There is no restriction on tools used (crayons, watercolor, markers, pastels, etc.).
- Poster and consent form are mailed to:
 - o Motus Experiential, *eSmart* Student Contest, Joseph Pymm, P.O. Box 206, Fairfield, CT 06824
- A proper submission includes:
 - o Student name, school, grade, town, and phone number on back of the poster
 - o Completed consent form stapled to poster

Grade 3 | Limericks

Write two limericks about different ways you can save energy. A limerick is a funny poem that consists of five lines: Lines 1, 2, and 5 have nine syllables and the last words of each line must rhyme, while lines 3 and 4 have six syllables and the last words of each line must rhyme. Your first limerick should be about saving energy in your home, and the second should be about saving energy at school.

- Provide two limericks on one 8.5" x 11" page.
- Entries must be typed.
- A proper submission includes:
 - o Student name, school, grade, town, and phone number on the document
 - o Completed consent form
- Limericks and consent form can be uploaded on the official contest page

Grade 4 | Create a Billboard Promoting Saving Energy

Create the design and messaging for an outdoor billboard that promotes saving energy to your community. Create the imagery and words that will influence your community to improve their energy-consuming habits. In 150 words or less, explain how your billboard promotes saving energy.

- Billboard creative must be created on 11" x 17"
- 150 word or less explanation must be typed and double-spaced.
- There is no restriction on tools used (crayons, watercolor, markers, pastels, etc.).
- Poster and consent form are mailed to:
 - o Motus Experiential, *eSmart* Student Contest, Joseph Pymm, P.O. Box 206, Fairfield, CT 06824
- A proper submission includes:
 - o Student name, school, grade, town, and phone number on back of the poster
 - o Completed consent form stapled to poster

Grade 5 | Create an Energy-Saving Superhero Character

Create an Energy-Saving Superhero and in 150 words or less, explain how your character promotes saving energy. Please create the image of your character on 11" x 17" paper and use 8.5" x 11" paper for the 150 word or less explanation.

- Posters must be 11" x 17"
- The 150 word or less explanation must be typed and double-spaced. Please adhere to the word limit.
- There is no restriction on tools used (crayons, watercolor, markers, pastels, etc.).
- Poster and consent form are mailed to:

- Motus Experiential, *eSmart* Student Contest, Joseph Pymm, P.O. Box 206, Fairfield, CT 06824
- A proper submission includes:
 - Student name, school, grade, town, and phone number on back of the poster and document stapled to poster
 - Completed consent form stapled to poster

Grade 6 | Letter to Parents

Write a letter to your parent(s) or guardian(s), challenging them to change their energy habits and become more energy efficient. Bring up topics such as energy conservation (for example, turning off the lights), using energy-efficient technologies like LED bulbs and purchasing Energy Star Appliances

- Entries must be 500 words or less, double-spaced and typed.
- A proper submission includes:
 - Student name, school, grade, town, and phone number on the document
 - Completed consent form
- Letter and consent form can be uploaded
- Letter and consent form can be uploaded on the official contest page

Grade 7 | Comic Strip

Create a three-celled, image-based comic strip that represent energy efficiency and shows the “main character” saving energy.

- Comic strips can be hand drawn or digitally created and printed on an 8.5 x 11 or 8.5 X 14 sheet of copy paper
- Comic content must be relevant to saving energy and applying knowledge that they have been learning in school about different kinds of energy. This is a more open assignment but still, students have to focus on the energy aspect of the comic. Sponsors will be focusing on the content more than the artwork.
- Comics have to contain three or more cells and three or more drawn/sketched ideas or images.
- No restrictions on tools used; can be digitally created or hand drawn with colored pencils, pencils or crayons.

Comic Strip and consent form are mailed to:

- Motus Experiential, *eSmart* Student Contest, Joseph Pymm, P.O. Box 206, Fairfield, CT 06824
- A proper submission includes:
 - Student name, school, grade, town, and phone number on the document
 - Completed consent form

Grade 8 | X (Twitter) Posting

Students are asked to write (3) three posts as if they are part of the marketing team for Eversource and The United Illuminating, The Southern Connecticut Gas Company, and Connecticut Natural Gas Corporation. The posts will consist of tips to save energy and associated images and hashtags should be included.

- Must be typed on an 8.5’’ x 11’’ paper sheet
- Relevant image regarding the post (if students are not able to get a printed picture they can draw it)
- The posts must be regarding three different topics about saving energy
- Must be 280 characters or less per post
- Post and consent form can be uploaded on the official contest page
- A proper submission includes:
 - Student name, school, grade, town, and phone number on the document
 - Completed consent form

Grade 9-12 | Persuasive Image

Produce a persuasive image, in words or pictures, that advocates for an energy topic. Write a short poem (125 words or less), draw a cartoon strip (12 cells or less), on energy efficiency, an alternate energy source, or environmental concern. Picture yourself meeting with a friend whose attitude on the issue you wish to change to match your opinion. Entries will be evaluated based on scientific validity and concise and convincing imagery. Every word counts; remember that a picture is worth a thousand words.

- 125-word poem must be typed and double-spaced.
- A proper submission includes:
 - o Student name, school, and grade on the document
 - o Completed consent form
- Poem and consent form can be uploaded here ([hyperlink to database](#))
- Cartoon strip must be 11" x 17" or larger.
- There is no restriction on tools used (crayons, watercolor, markers, pastels, etc.).
- Poster and consent form are mailed to:
 - o Motus Experiential, *eesmart* Student Contest, Joseph Pymm, P.O. Box 206, Fairfield, CT 06824
- Poem and consent form can be uploaded on the official contest page
- A proper submission includes:
 - o Student name, school, grade, town, and phone number on back of the poster and document stapled to poster
 - o Completed consent form stapled to poster

3. Entry Requirements. Each Entry must comply with the following requirements:

A. Originality. Entries must be original and solely created by the Entrant. They must not contain any elements that were not created by Entrant. All sources must be clearly cited. Plagiarism or other use of any elements or materials that are not original may result in disqualification of the Entry, in Sponsor's sole discretion.

Entries must not have been previously entered into a contest or published and must not have won previous awards.

Entrant agrees to not use the Entry for any purpose other than participation in the Contest, without prior express consent of Sponsor in each instance.

B. Content Restrictions. Entry must not contain (a) any photographs or other recordings of individuals other than the Entrant, except with the permission of such individuals, (b) any commercial content or logos, (c) any personally identifiable information (other than as required pursuant to the Entry requirements), (d) any content that is lewd, obscene, disparaging, defamatory, obscene, or that otherwise contains inappropriate content or objectionable material as determined by Sponsor in its sole discretion. Entry must not infringe on the copyright, trademark, privacy, publicity, or other rights of any person or entity.

C. Contest Integrity. Sponsor reserves the right, in its sole discretion, to (a) reject, disqualify, or modify any Entry without explanation, (b) verify any element of any Entry or related materials, and (c) disqualify any Entrant whose participation does not comply with Official Contest Rules or may subject the Contest, Motus Experiential, Sponsor, or Sponsor's advertisers, clients, or customers to controversy, negative publicity, scorn, and/or ridicule.

4. Selection of Winners. A first, second, and third place winner, or a team of winners (each, a “Potential Winner”) will be selected from eligible entries from a Connecticut community served by the Sponsors for each Grade Category, no later than April 14, 2025. The Potential Winners will be selected by a panel of judges appointed by the Sponsor (“Judges”). Judges will select the Potential Winners based on the Judging Criteria described in Section 5. Sponsor will notify each Potential Winner that he/she has been selected via email and phone. Each Potential Winner will be required to execute and return an Affidavit of Eligibility no later than three business days after receiving such document from Sponsor. If a Potential Winner fails to return such document to Sponsor within the specified time period, prize notification is returned as undeliverable, or Potential Winner is not in compliance with these Official Rules, the Prize will be forfeited and, at Sponsor’s discretion, an alternate Potential Winner may be selected. A Potential Winner is not an official winner (“Winner”) until Sponsor receives Winner’s Affidavit of Eligibility and notifies him/her that he/she is a Winner.

5. Judging Criteria. Judges' selection of Winners in each Grade Category will be based on the following criteria ("Judging Criteria"):

- A. Creativity: 15%
- B. Spelling & Grammar: 15%
- C. Clarity of Message: 20%
- D. Accuracy of Facts: 50%

In the event of a tie, the Judges will cast a deciding vote by re-applying the Judging Criteria. The decisions of the judges are final and not open to discussion.

6. Prizes. A first, second, and third place winner (each, a “Winner”) will be chosen in each Category. The student and teacher Winners will receive the following prizes (each, a “Prize”). If a winning Entry was submitted by a group of students, each student in that group will receive a Prize equal to the total prize amount for the placement earned.

Student Winners will receive:

- A. First Place Winner: \$400 Amazon gift card
- B. Second Place Winner: \$250 Amazon gift card
- C. Third Place Winner: \$100 Amazon gift card

Teacher Winners will receive:

- A. First Place Winner: \$250 Really Good Stuff gift card
- B. Second Place Winner: \$250 Really Good Stuff gift card
- C. Third Place Winner: \$250 Really Good Stuff gift card

Prize is awarded “as is” with no warranty or guarantee, either express or implied, and is subject to availability and expiration dates. Details of the Prize may change, based on availability. Sponsor reserves the right to substitute the Prize or portions thereof if Prize cannot be awarded as described. Sponsor will determine all elements of Prize in its sole discretion. Sponsor disclaims all and any liability for the actual provision, quality, or nature of any third-party product or service related to the Prize. Sponsor is not liable for injuries, losses, or damages of any kind arising from participation in this Contest and use of the Prize. Winner must comply with any third-party terms and conditions applicable to the redemption and use of the Prize.

Winner may not substitute, assign, or transfer the Prize or redeem the Prize for cash. Winner is responsible for all applicable federal, state, and local taxes, as well as any other costs and expenses associated with the

Prize. Winner forfeits any unused portions of the Prize. The awarding of any Prize is contingent on full compliance with these Official Rules. If a Winner is found to have violated the Official Rules or otherwise does not meet eligibility criteria, that Winner will forfeit the Prize and the Prize may be awarded to an alternate winner.

Winner will receive the Prize in May or June, at a date and time to be specified by Sponsor.

7. Privacy and Publicity. Except where legally prohibited, by entering and providing the required entry information, Entrant consents to be photographed by or on behalf of the Sponsor and permits Sponsor, Motus Experiential, and their parent corporations, subsidiaries, affiliates, agents, and assigns, to use Entrant's name, likeness, photograph, city or town of residence, Entry, and any materials Entrant submits to Sponsor ("Entrant Materials") in all media, throughout the World, in perpetuity, and for any purpose (including advertising, publicity, and/or trade purposes), without notice to Entrant and without further compensation.

Entrants further agree that Sponsor and Motus Experiential may use their Entrant Materials and any other personally identifiable information collected or used in connection with the Contest in accordance with the Sponsors' privacy policy. Entrants agree that Sponsor has the right to use the Entrant Materials in combination with such other material as Sponsor in its sole discretion shall determine, and that Entrants have no right of approval, claim to compensation or 7 benefits claim, including without limitation, claims based upon invasion of privacy, defamation, or right of publicity arising out of any use of Entrant Materials.

8. Use of Entries. By submitting an Entry, Entrant grants to Sponsor, Motus Experiential, and to its licensees, successors and assigns, and any person or entity acting on its behalf, the irrevocable license to use, publish, display, exploit, modify, edit, transmit, distribute, and otherwise use the Entry (including, without limitation, the submitted written and visual materials and video and audio recordings) in all media, throughout the World, in perpetuity, and for any purpose (including advertising, publicity, and/or trade purposes), without notice to Winner and without further compensation. By submitting an Entry, Entrant also represents and warrants that he/she has the right and authority to grant the license as described above.

9. Release. Released Parties (as defined below) are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered, or garbled entries or email for whatever cause or other errors whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by Website users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. Released Parties are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this Contest or downloading materials from or use of the Website. Persons who tamper with or abuse any aspect of the Contest or Website, who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated Entries will be void. Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Contest at any time and for any reason, including, but not limited to, if any portion of the Contest is, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of Entries, and, if terminated, Sponsor may select the Potential Winner based on the Judging Criteria from among all non-suspect, eligible Entries received for such drawing prior to action taken or as otherwise deemed fair and appropriate by Sponsor.

By participating, Entrants agree that Sponsor, Motus Experiential, suppliers of the Prize, and their respective parents, affiliates, subsidiaries and advertising and promotion agencies and all of their respective officers, directors, employees, representatives and agents (collectively, "Released Parties") will have no

liability whatsoever for, and shall be held harmless by Entrants against, any liability, for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize or participation in this Contest. In the event of a dispute regarding Entries received from multiple users having the same email account, the authorized subscriber of the email account at the time of entry will be deemed to be the Entrant and must comply with these Official Rules. Authorized account subscriber is the natural person who is assigned the e-mail address by the internet service provider (ISP), online service provider, or other organization responsible for assigning e-mail addresses. Released Parties are not responsible for any unauthorized use of Entries by third parties.

Any and all claims, judgments and awards will be limited to actual out-of-pocket costs incurred, including costs associated with participating in this Contest but in no event attorneys' fees and under no circumstances will any Entrant be permitted to obtain awards for, and hereby waives all rights to claim, punitive, incidental, and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.

10. Governing Law/Jurisdiction. The Contest and these Official Rules are governed by and shall be construed in accordance with the substantive laws of the State of Connecticut and the United States of America applicable to contracts made and performed entirely in Connecticut and where the relevant contacts are with such state. Except where prohibited, as a condition of participating in this Contest, Entrants agree that any and all disputes, claims and causes of action arising out of or connected with this Contest, the prizes awarded, or the determination of the Winner shall be resolved individually, without resort to any form of class action. Entrants further agree that in any cause of action, the Released Parties entire liability will be limited to the cost of entering and participating in the Contest, and in no event shall the Released Parties be liable for attorneys' fees and/or experts' fees and costs. By entering, Entrants waive the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages and further waive all rights to have damages multiplied or increased.

11. Winner's Name. For the name of the Winner(s), send a self-addressed stamped envelope to: *eesmart* Student Contest, Joseph Pymm, P.O. Box 206, Fairfield, CT 06824. Requests for Winner names must be received no later than 60 days from the Winner selection date described in paragraph 4.