



**DIRECTOR'S ORDER NUMBER ONE HUNDRED TWENTY-SEVEN (2018)**

**VIRGINIA LOTTERY'S "MADE IN VIRGINIA" PROMOTION FINAL RULES FOR OPERATION.**

In accordance with the authority granted by §§ 2.2-4002B(15) and 58.1-4006A of the *Code of Virginia*, I hereby promulgate the Virginia Lottery's "Made in Virginia" Promotion ("Promotion") Rules to recognize outstanding people educated in Virginia K-12 public schools.

The Promotion, which includes one (1) Entry Period and one (1) selection period, opens September 4, 2018, and closes October 12, 2018, with the selection of four (4) individuals to be featured in a Virginia Lottery commercial campaign. These rules amplify and conform to the duly adopted Virginia Lottery regulations for the conduct of lottery games.

The rules are available for inspection and copying during normal business hours at the Virginia Lottery headquarters, 600 East Main Street, Richmond, Virginia, and at each of the Virginia Lottery offices. A copy may be requested by mail by writing to: Director's Office, Virginia Lottery, 600 East Main Street, Richmond, Virginia 23219.

This Director's Order becomes effective on Tuesday, September 4, 2018, and shall remain in full force and effect unless amended or rescinded by further Director's Order.

/s/ Amy K. Dilworth

August 30, 2018

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Amy K. Dilworth, General Counsel

\_\_\_\_\_  
Date

/s/ Kevin Hall

August 31, 2018

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Kevin Hall, Executive Director

\_\_\_\_\_  
Date



## VIRGINIA LOTTERY'S "MADE IN VIRGINIA" PROMOTION OFFICIAL RULES

- A. PURPOSE:** A Promotion will be conducted to recognize four (4) outstanding Virginians who were educated in Virginia K-12 public schools. With this Promotion, one (1) Selection Period will be conducted to determine the four (4) individuals who will receive the "Made in Virginia" title. Each of those four (4) individuals, and possibly the related Nominator(s), will be featured in a Virginia Lottery commercial to air in January, 2019. Each of those four (4) individuals will be given the opportunity provided with \$9,000 in cash and supplies\* to award to a Virginia K-12 public school of their choice.

\*The Virginia Lottery will provide \$5,000 in cash and The Supply Room Companies will provide \$4,000 in supplies.

- B. PROMOTION PERIOD:** This Promotion will begin September 4, 2018, and will end October 26, 2018, ("Promotion Period"), with the completion of the selection of the four (4) finalists.

- C. DEFINITIONS** (for purposes of this Promotion):

"Director" means the Executive Director of the Virginia Lottery as established in Chapter 40 of Title 58.1 (§58.1-4000 *et seq.*) of the *Code of Virginia* or any other employee(s) to whom the Executive Director's authority is lawfully delegated.

"Entrant" or "Participant" means a Person who is at least eighteen (18) years of age, who validly enters a Promotion according to the approved Entry method stated in the Promotion Rules.

"Entry Period" means the time frame during which Entries for this Promotion will be accepted.

"Lottery" means the Virginia Lottery.

"Lottery Board" means the group of five (5) people, appointed by the Governor of Virginia, with the power to adopt regulations governing the establishment and operation of the Virginia Lottery and to perform other functions that are set out in the *Code of Virginia*.

"Nomination", "Nomination Form", "Entry", or "Entry Form" means a method, whether electronic or paper-based, by which a Person enters a Drawing or Promotion.

"Person" means a natural person and may not extend to or be applied to a corporation, company, partnership, association or other entity.

"Prize" or "Prizes" means the winnings as defined in **Section I** ("Prize Description").

"Promotion" means the "added value" offer to consumers or licensed retailers named in the title at the top of Page 1 of these Rules. A Promotion is not a lottery game.

Teacher Appreciation Promotion Rules – Drawing (Form Entry)  
April 3, 2017

"Promotion Rules" or "Rules" means these rules.

"Selected Entry" or "Selected Entry Form" means an eligible Promotion Entry, that has met all eligibility criteria and is selected as one of the four (4) finalist Entries .

"Winner" means each of the four (4) selected nominees.

#### D. ELIGIBILITY:

1. Nomination Forms may be submitted by members of the general public. Persons under eighteen (18) years of age may complete and submit a *Made in Virginia* Nomination, but will need to include the following self-certification on the website at [www.madeinvirginia.com](http://www.madeinvirginia.com): I am under 18, but I have permission from my parent or guardian to submit this *Made in Virginia* Nomination.
2. No officer, employee or Board member of the Lottery; or any officer or employee or board member of any vendor to the Lottery of computer-generated or scratch game goods or services working directly on a contract with the Lottery for such goods or services; or any person residing in the same household of any such board member, officer or employee; or any person under the age of eighteen (18) years, shall be eligible to participate in this Promotion. The Lottery will not award a Prize on an Entry submitted by, for, or gifted to or transferred to anyone under eighteen (18) years of age, or to the transferee of such Person.
3. A Person may submit more than one (1) Nomination Form provided that a different individual is nominated with each submission.
4. There is no limit to the number of Nominations a Person can receive, though the number of Nominations will have no bearing on the selection process.
5. Each Nomination Form must contain an essay of no more than three hundred (300) words.
6. Submitted Nomination Forms become the property of the Virginia Lottery and will not be returned.
7. Only the information pertaining to that which is requested on the Nomination Form will be considered. Any additional information submitted will not be considered..
8. The Virginia Lottery will not be responsible for Nomination Forms that are submitted incorrectly or received before the Promotion start date or after the applicable Entry deadline date. Such Nomination Forms shall be deemed invalid.
9. Only Nomination Forms that are submitted in the manner described in Section E ("Promotion Entry"), and Section F ("Entry Requirements") of these official rules will be eligible for consideration in this Promotion.
10. Each Nomination Form must contain current and valid information. The Virginia Lottery will not change or update information for a Nomination Form that has already been submitted.
11. Each Promotion winner and the nominator(s) who submitted the winning Nomination Form shall agree to participate in publicity efforts. Examples include a broadcast commercial campaign, an interview with television, radio and/or newspaper reporters and/or photographers or cameramen. This information may be used in future Promotion media and/or on the Virginia Lottery's Web page and social media platforms without additional consent or compensation to the winner.

Teacher Appreciation Promotion Rules – Drawing (Form Entry)  
April 3, 2017

**E. PROMOTION ENTRY:**

To participate, a Person must submit a Nomination at [www.madeinvirginia.com](http://www.madeinvirginia.com) via the established Entry method for this Promotion. Nominations for this Promotion will be accepted only via the Internet.

Each Nominator will be required to provide his/her full name [consisting of his/her first name and last name (no initials)], email address, mailing address, telephone number, name of Nominee, Nominee’s city/county, and Nominee’s year of high school graduation.

**F. ENTRY REQUIREMENTS:**

1. Made in Virginia:

- a. Nominations may be submitted by anyone from the general public between September 4, 2018, and October 12, 2018.
- b. Nominees may be anyone
  - educated in a Virginia public school for at least one (1) school year and
  - who graduated high school (whether or not a Virginia school) with a graduation date falling in any of the years 1998 through 2018 .

2. Made in Virginia judging will take place between October 15, 2018, and October 26, 2018, and will focus on a Nominee’s passion for his/her career and community and his/her overall success. One (1) Nominee will be selected from each of the following four (4) regions of the state:

- Central and Southside
- Hampton Roads and Eastern
- Northern and Valley
- Southwest and West Central

**G. ENTRY PERIOD:**

| Entry Period:  |
|--|
| September 4, 2018, through October 12, 2018 (11:59:59 AM ET) |

**H. PRIZE DESCRIPTION:** The following Prize will be awarded as part of this Promotion:

| PRIZE  | # OF PROMOTION WINNERS |
|--|------------------------|
| Prize money to be awarded to a Virginia public school<br><i>Value: \$9,000</i><br><br><i>The Virginia Lottery will provide \$5,000 in cash and The Supply Room Companies will provide \$4,000 in supplies.</i> | 4                      |

**I. PROMOTION WINNER PROCEDURES:**

Each Promotion Winner will be notified by the Lottery .

**J. DONATION AWARD/PAYMENT:**

1. When paying any cash Prize **in excess of \$600**, the Lottery shall report the winnings or withhold taxes pursuant to rules established by the Internal Revenue Service and the Virginia Department of Taxation and shall file the appropriate income reporting form(s) with the Internal Revenue Service and the Virginia Department of Taxation. The recipient school will complete a claim form and provide its tax identification number.
2. The cash awarded during this Promotion is not transferable or assignable.
3. In addition to the commercial described in Section D.12, each Prizewinner agrees to participate in a press conference and agrees to the use of his/her name and/or photo for publicity at the Lottery's discretion. Examples of publicity include, but are not limited to, news releases, Internet, news media and signs at Lottery retailer locations. In addition, a Prizewinner agrees to participate in Lottery promotional efforts, which may include his/her name, hometown, and the Promotion won, through "social media," which may include, but will not be limited to, YouTube®, Twitter®, Facebook®, Instagram®, LinkedIn or similar efforts, without additional consent from or compensation to the Prizewinner.

**K. CANCELLATION POLICY:**

Canceled or Prize award(s): The Director may, in the Director's sole discretion, cancel Drawings and/or the awarding of Prizes on holidays, days of special importance, or on days when conditions make conducting the Drawings or awarding Prizes impractical or inappropriate and may elect to conduct Drawings and make-up Drawings and/or the awarding of Prizes at such times and dates, and pursuant to such methods, as the Director may determine, all in the Director's sole discretion. Neither the Lottery, the Director, nor any employee of the Lottery or member of the Lottery Board, shall have any liability whatsoever for any such re-schedule/cancellation.

Termination of Promotion: The Director may, at any time, announce a suspension or termination of this Promotion without advance notice and in the Director's sole discretion, at which point no further Entries will be accepted, and no additional Prizes shall be awarded. Neither the Lottery, the Director, nor any employee of the Lottery or member of the Lottery Board, shall have any liability whatsoever for any such suspension/termination.

**L. DISPUTES:** The Director may refrain from awarding/paying a Prize pending final determination under any of the following circumstances:

- a. if a dispute related to any Prize occurred or if it appears that a dispute may occur;
- b. if there is any question regarding the identity of the Claimant; or
- c. if there is any question regarding the validity of any Entry submitted.

No liability for interest arising because of any such delay, or any delay beyond the Lottery's control, shall accrue to the benefit of the Prizewinner pending award/payment of the Prize. The Lottery is neither liable for, nor has it any responsibility to resolve, disputes between or among competing Claimants.

Teacher Appreciation Promotion Rules – Drawing (Form Entry)  
April 3, 2017

In the event of a dispute or other instance of doubt, the decision of the Director shall be final and binding.

**M. GOVERNING LAW:** By participating in this Promotion, each person agrees to comply with and abide by the Lottery statutes, Lottery regulations, all final decisions of the Director of the Lottery, and these and any other applicable Rules established by the Lottery Board and/or Director of the Lottery for the conduct of this Promotion. Any dispute arising that relates to any aspect of this Promotion shall be governed by the laws of the Commonwealth of Virginia, and the venue for the determination of any such dispute shall be in the city of Richmond, Virginia.

**N. WAIVER OF CLAIMS:** By entering this Promotion, each Prizewinner agrees to indemnify, hold harmless, and waive any claims against the Lottery and any of the affiliates, employees, directors, officers, agents, representatives and assigns of any of said entities, arising, directly or indirectly, out of, or in any way connected with, this Promotion or the Prizes awarded in connection therewith.

**O. AMERICANS WITH DISABILITIES ACT ("ADA"):**

The Lottery is not responsible for any third party's compliance with ADA Rules and Regulations where applicable in connection with a Prize.