



# Wilton's 2nd Annual "Your Take On Cake" Decorating Contest Entry Form

To enter Wilton's "Your Take on Cake" Contest, please mail the completed entry form (both pages) with two clear 4"X6" photos—one of the top (aerial shot) and one of the front —of the decorated cake to the address specified in the rules below. PLEASE DO NOT MAIL THE ACTUAL CAKE.

\*=Required information

Name*	
Street Address*	
City*	
State/Province*	
Country*	
Zip Code/Mail Code*	
Date of Birth (MM/DD/YYYY)*	
E-mail*	
Daytime Phone*	
Cake Title*	
In which category are you entering your decorated cake?*	<input type="checkbox"/> Kid Birthdays <input type="checkbox"/> Adult Birthdays <input type="checkbox"/> Baby/Wedding Showers <input type="checkbox"/> Weddings <input type="checkbox"/> Other (Bar/Bat Mitzvah, Holidays, Anniversaries, etc.)

<p>In 100 words or less, describe the technique you used to decorate your cake and what you love about cake decorating.</p> <p><i>Attach additional sheets if necessary.</i></p>	
<p>Where did you hear about this contest?</p>	<p><input type="checkbox"/> Friend</p> <p><input type="checkbox"/> Newspaper</p> <p><input type="checkbox"/> Magazine</p> <p><input type="checkbox"/> Television</p> <p><input type="checkbox"/> Website</p> <p><input type="checkbox"/> Other</p>
<p>I have read, understand, and accept the rules.*</p>	<p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p>



# Wilton's 2nd Annual "Your Take On Cake" Decorating Contest

## Official Rules

NO PURCHASE NECESSARY

CONTEST IS OPEN ONLY TO ADULTS OVER THE AGE OF 18 WHO ARE LEGAL RESIDENTS OF THE 50 UNITED STATES, WASHINGTON, D.C., OR CANADA.

SPONSOR: Wilton Industries Inc., 2240 W. 75th Street, Woodridge, IL 60517

**HOW TO ENTER:** Beginning 12:01 AM Eastern Time (ET) 5/1/05 through 11:59 PM ET 9/30/05, visit [www.yourtakeoncake.Wilton.com](http://www.yourtakeoncake.Wilton.com) to obtain an entry form that can either be completed and submitted online, or downloaded, completed and mailed via traditional postal services. All entries must include a completed entry form and two good quality images with clear resolution showing the decorated cake (one of the top-aerial shot-and one of the front). DO NOT MAIL THE ACTUAL CAKE.

- **ONLINE ENTRIES:** Those wishing to submit their entry electronically must complete the entry form in full and attach two high-resolution, electronic photos-one of the top (aerial shot) and one of the front-of the decorated cake. Electronic photos must be submitted in jpg format at a resolution of 300 dots per inch (dpi) for a 4X6" photo. Entries must be submitted by 11:59 PM ET on 9/30/05.
- **MAILED ENTRIES:** Those wishing to submit their entry through traditional postal services should download and print the entry form, and mail the completed entry form with two clear, 4X6" photos-one of the top (aerial shot) and one of the front -of the decorated cake. Photos printed from a computer must be printed onto photo paper with a high resolution, photo printer. Entry forms should be mailed in a hand-addressed envelope with first class postage affixed, to: Wilton's "Your Take on Cake" Contest, 200 East Randolph, Suite #6300, Chicago, IL 60601. Entries must be postmarked by 9/30/05 and received by 10/8/05.

Photographs must be of a cake which has been decorated by the person who is entering the contest and may not be a cake that has been submitted to another regionally or nationally publicized cake decorating contest. Limit one entry per envelope.

**JUDGING:** Entries will be preliminarily reviewed by a judging panel comprised of Edelman employees who have experience in design. Final judging to determine winners will be accomplished by an expert panel of judges with experience in cake decorating and design. All judging decisions are final and shall be based on the following criteria: creativity of cake design - 35%; appearance - 35%; technique - 15%; use of materials - 15%. In the event of a tie, tied entries will be re-judged in accordance with criteria listed above to determine final winners. Edelman reserves the right to disqualify any entry that, in the sole opinion of the judges, refers, depicts or in any way reflects negatively upon the sponsor, the promotion or any other person or entity.

**PRIZES & APPROXIMATE RETAIL VALUES:** Prizes will be awarded in five categories -Kid Birthday, Adult Birthday, Baby/Wedding Shower, Wedding and Other Occasions as follows: (1) Grand Prize of \$5,000 cash to top scoring cake from any category and trip to attend two-week Masters Course at Wilton School in Darien, Ill. (trip includes round trip coach airfare for one person from the major airport nearest the winner's home to Chicago, Ill., lodging for 12 nights at a hotel of sponsor's choice, transportation of sponsor's choice to and from airport and to and from Wilton classes and Wilton School tuition -estimated value of total prize: \$9,000); (1) Category Winner Prize of \$100 in Wilton products selected by Wilton in each category (Total: 5 Category Winner Prizes). (1) Category Runner-up Prize of \$50 in Wilton products selected by Wilton in each category. (Total: 5 Category Runner-Up Prizes.) (3) Honorable Mention prizes

of \$25 in Wilton products selected by Wilton. Prizes consist of only the items specifically listed as the prize. All expenses not listed are the responsibility of the winner.

### **GENERAL RULES:**

#### ELIGIBILITY:

- This contest is open only to legal residents of the 50 United States, Washington, DC and Canada who are 18 or older at time of entry.
- Employees of Edelman, Wilton Industries, Inc., their affiliates, subsidiaries, advertising, promotion and Internet agencies and their immediate family members and/or those living in the same household of each are not eligible.

#### ENTRIES:

- Cakes must be no larger than 2 ft. high x 2 ft. wide x 2 ft. deep.
- Cakes must be created for Wilton's 2005 "Your Take on Cake" Decorating Contest. Cakes entered in previous contests will not be considered.
- Persons may submit multiple entries, however, limit one prize per person/household.

#### WINNERS/PRIZES:

- The Sponsor reserves the right at its sole discretion to disqualify any individual who tampers with the entry process or otherwise violates the rules.
- By accepting the prize, winners agree to hold Sponsor, its respective directors, officers, employees and assigns, harmless against any and all claims and liability arising out of use of prize.
- Acceptance of prize constitutes permission to the Sponsor and its agencies to use winner's name and/or likeness and submitted pictures for purposes of advertising and promotion without further compensation, unless prohibited by law. All entries and other material submitted becomes the sole property of Sponsor and may be used by Sponsor in any manner it deems fit without compensation to the participant without limitation.
- By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the judges.
- Sponsor reserves the right not to award prizes if there are no eligible entries in the contest or in any category receiving a score of 60% or above. Sponsor reserves the right to substitute prizes of equal or greater value.
- Potential Grand Prize winners will be required to complete an Affidavit of Eligibility/Release of Liability, a registration for the Wilton Masters Course and, if legally permissible, a publicity release within 10 days of attempted notification. Affidavit must certify that the cake decorating shown in submission was completed by the entrant, that entrant holds all rights to the picture, that picture has not been previously published and that entrant has followed the rules of the contest. Noncompliance within the above time period or return of any prize notification/prize as undeliverable may result in disqualification and an alternate winner may be selected. Winners will be notified by phone/mail.
- Winners may not contact media until contest results have been announced by Wilton.
- No transfer or substitution of prize permitted. Award of grand prize is contingent upon acceptance of, and registration for, Wilton Master Course.

#### OTHER:

- All federal, state and local laws apply. Void where prohibited by law.
- All taxes are the sole responsibility of the winner.
- Sponsor is not responsible for incomplete, lost, late mail or postage due or for any technical problems, malfunctions of any telephone lines, computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or

delayed computer transmission or any combination thereof. Sponsor is not responsible for any liability for damage to any computer system resulting from participation in or accessing or downloading information in connection with this promotion.

- Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the contest or in the announcement of the prize.
- For names of winners, send a self-addressed stamped envelope, to: The Wilton "Your Take on Cake" Winners, 200 East Randolph Dr., Suite #6300, Chicago, IL 60601, to be received by 10/31/05.