

Oncology on Canvas 2010 Competition

Grantor: Lilly USA, LLC

Closes: 6/10/2010

Maximum: \$10,000.00

Oncology on Canvas 2010 Competition

Official Rules and Regulations

(1) Eligibility

No purchase is necessary to enter or win. A contest applicant must be: 18 years of age or older; a resident of the United States or Puerto Rico; and a person diagnosed with any type of cancer, or a family member, friend, caregiver or healthcare provider of a person diagnosed with cancer.

Employees, officers, subsidiaries of Lilly and NCCS, as well as those with a contractual relationship with Lilly and/or NCCS, their family members and persons living in their household, are not eligible to participate in the competition.

Healthcare professionals or government officials who wish to enter the competition must check the box in the Submission Form notifying the Art Competition Director of their status, to ensure compliance with applicable laws and regulations with respect to their ability to accept awards, benefits and/or acknowledgements associated with this competition.

Individuals employed by or affiliated with organizations having policies against participation in industry-sponsored programs are asked to refrain from participation.

(2) How to Enter

Step One: Register Your Intent to Participate

Individuals interested in participating in the competition must first complete the Oncology On Canvas Registration Form self-mailer. In order to receive important competition updates, this must be done as soon as possible, but no later than June 10, 2010. You may also register online at www.LillyOncologyOnCanvas.com.

Step Two: Create Your Original Artwork

* Create an original artwork that depicts your cancer journey in one of the following media: watercolor, oil, pastel, photography, acrylic or mixed media (a combination of two or more media). For further clarification of the term "original artwork," please refer to Section 4, "Artwork Originality."

* Your submission must be a flat, one-dimensional artwork that adheres to size requirements—at least 9" x 12" and no more than 18" x 24". Any artwork that does not conform to these size requirements will be disqualified.

* Select a title for your artwork and write it on the reverse side of your entry, as well as your narrative (see Step 3).

* To protect your privacy, please DO NOT write or sign your name on, or add your address or any other personally identifiable information to the artwork (front or back). Each piece of art will be assigned a distinct code number to identify it.

* Please note: (1) Only a single work of art, created by one individual, will be accepted; no art series (more than one entry) will be allowed; (2) Each applicant may enter only once.

Step Three: Create Your Narrative

A written narrative must be included with your art submission. Submissions without narratives will be ineligible for judging.

Create an original narrative that best describes the cancer journey depicted in your art submission. Narratives should be no longer than 100 words. Narratives longer than 100 words may be edited or not displayed in their entirety.

It is preferred that you submit a typed narrative in English. However, narratives that are neatly handwritten will be accepted, as will narratives written in other languages, which will be translated into English whenever possible.

Narratives should not contain any of the following:

* Personal identifying information—e.g., full names. First names are acceptable.

* Specific drug names. The terms "drug" and "treatment" are acceptable.

* Names of specific healthcare facilities or healthcare providers. General terms such as "hospital" and "doctor" are acceptable.

Narratives that do not meet these requirements will be edited as appropriate.

Step Four: Complete Your Submission Form

Please complete all sections and sign where indicated. Include this form with your artwork and narrative and ensure it is postmarked by June 30, 2010. Please note that the Submission Form is different from the Registration Form. The Registration Form indicates your intent to participate.

Step Five: Pack and Ship Your Artwork and Narrative

Your artwork must be original and submitted in the medium in which it was initially created (e.g., paint on canvas, watercolor). A reproduction of your original artwork will be disqualified. Oil paintings must be completely dry and preferably painted on a flat surface such as a stretched canvas, canvas panel or pad, or canvas on a wooden backboard.

Do not frame or mount your artwork, or place it beneath glass.

To protect your artwork during shipping, please follow these steps:

1. Wrap your artwork with paper and place it in plastic sheeting or a plastic bag, and then place it between two pieces of rigid cardboard.
2. Insert your narrative and Submission Form into an envelope.
3. Insert all into a bubble-wrapped or padded envelope or a shipping box.
4. Ship the package to the following address:

Anita Chernewski
Art Competition Director
Lilly Oncology On Canvas
c/o TogoRun
220 East 42nd Street, 12th Floor
New York, NY 10017-5806

5. Ship your package via U.S. Mail, UPS, Federal Express or another service, making sure it is postmarked by June 30, 2010.
6. Obtain a tracking number.
7. Affix sufficient postage. Lilly Oncology On Canvas presenters and TogoRun are not responsible for lost, late, incomplete, illegible, damaged, misdirected or postage-due mail. The applicant assumes full responsibility for properly packing and posting the entry, as well as for any damage incurred to the artwork in transit.

The Art Competition Director will acknowledge receipt of your artwork and narrative in writing within 10 business days of receipt.

Note: As with many other art competitions, by submitting your artwork to the Oncology On Canvas Art Competition you are transferring to Lilly Oncology On Canvas full ownership of and all rights you have to the artwork and narrative, such as all copyrights and the right to use, reproduce, display or publish all or any portion of the art and text in: any medium (e.g., online, print, television, electronic displays at medical meetings, or any other public forum); collateral materials (including, but not limited to, media materials, brochures, art books, postcards, Web sites, etc.); and exhibits. In addition, in coordination with Lilly and NCCS, non-profit cancer-related organizations may use Oncology On Canvas artwork as part of their fundraising efforts, without any payment to you or any financial benefit to Lilly and/or NCCS.

(3) Deadlines

In order to receive important competition updates, we strongly recommend sending in your Registration Form as soon as possible, but no later than June 10, 2010.

Have your entry (Submission Form, artwork and narrative) postmarked by June 30, 2010.

(4) Artwork Originality

All artwork must be original and submitted in the medium in which it was initially created (e.g., paint on canvas, watercolor). A reproduction of your original artwork will be disqualified.

The artwork must not be an exact replica of (or very similar in appearance to) any existing art or other work created by someone else (e.g., photograph, painting, drawing, sketch, advertisement) and must not infringe upon any other artist's copyright or other property or ownership rights.

The competition presenters rely in good faith on the contestants' express representations as to the originality of the art submitted to this competition; the presenters make no representations about the authenticity and originality of that art.

If competition presenters, including Lilly or NCCS, determine, in their sole discretion, that any of these rules have been violated, the entry may be disqualified, and other steps they deem appropriate may be taken.

(5) Selection of Winners

Judges and Judging Criteria

A total of 24 winners will be selected by a panel of independent judges. Past panels have included cancer survivors, oncologists, journalists, artists, representatives from patient advocacy groups and past winners. Judges will seek artwork that best portrays inspiring cancer journeys and accompanying narratives that effectively illustrate those journeys.

Categories

Overall Best of Exhibition Winners (3):

- * 1st-Prize Winner
- * 2nd-Prize Winner
- * 3rd-Prize Winner

Best of Participant Category Winners (3):

- * Person diagnosed with cancer
- * Family member, friend or caregiver
- * Healthcare professional

Best of Participant Category Winners in Each Medium (18):

- * Best watercolor, oil, pastel, photography, acrylic and mixed media entries by: persons diagnosed with cancer (6)
- * Best watercolor, oil, pastel, photography, acrylic and mixed media entries by: family members, friends or caregivers (6)
- * Best watercolor, oil, pastel, photography, acrylic and mixed media entries by: healthcare professionals (6)

In the event of a tie in any of the categories, judges will vote a second time to determine whether the tie can be broken. If there is a second tie, judges will give duplicate awards to both applicants and they will be designated co-winners of the

category.

(6) Prizes

Prizes consist of contributions made to each winner's cancer charity of choice. Donation amounts are as follows:

Overall Best of Exhibition Winners (3):

- * 1st-Prize Winner: \$10,000 donation to the winner's cancer charity of choice, plus expense-paid trip for the winner and a guest to attend the finale event announcing the top winners
- * 2nd-Prize Winner: \$5,000 donation to the winner's cancer charity of choice, plus expense-paid trip for the winner and a guest to attend the finale event announcing the top winners
- * 3rd-Prize Winner: \$2,500 donation to the winner's cancer charity of choice, plus expense-paid trip for the winner and a guest to attend the finale event announcing the top winners

Best of Participant Category Winners (3):

- * \$1,000 donation to each winner's cancer charity of choice

Best of Participant Category Winners in Each Medium (18):

- * \$1,000 donation to each winner's cancer charity of choice

In order to receive a donation, charities chosen by the winners must be legally designated as 501(c)(3) tax-exempt, non-profit organizations, and a significant portion of their mission must be cancer-related.

A Best of Exhibition Winners event is currently being planned and, if you are selected, the following guidelines apply:

- * Travel-related expenses covered for the Best of Exhibition Winners and one guest include: economy airfare, bus fare or train fare; ground transportation to and from airport, bus terminal or train station; hotel for one to two nights and reasonable meals.
- * All expenses must be related to participation in the Best of Exhibition Winners event. Competition organizers will coordinate all travel and accommodations; any travel and lodging expenses incurred by winners that are not resulting from arrangements made by competition organizers may not be reimbursed.
- * These prizes are nonexchangeable and nontransferable. The competition and prizes are subject to U.S. law and regulations, which may prevent some individuals (e.g., healthcare practitioners and government officials) from accepting the awards, benefits and/or acknowledgements of this program.

(7) Use of Personal Information

Each applicant's personal identifying information provided in the Registration and Submission Forms—including full

name, address and telephone number—will only be observed by the independent Art Competition Director and the Director's assistants and/or agents, as needed, for the purpose of administering this art competition. The Art Competition Director and the Director's assistants and/or agents, who are privacy trained, will record applicants' information in a password-protected database. All personal identifying information provided in the Registration and Submission Forms will be processed and maintained in the United States.

Additionally, the Art Competition Director, the Director's assistants and/or agents may contact you for more information about your submission. Applicants may be offered the opportunity to participate in media interviews concerning the competition and can accept or decline this offer.

If the entry (e.g., photography) shows the likeness of any person(s), you warrant that any such person(s) has given permission for this creative work to be entered. If the entry is a photograph or any other recognizable likeness of a person who is under the age of 18, you warrant that you have written permission of the person's parent and/or guardian for this creative work to be entered and utilized as described in these Rules and Regulations. Please note: should the applicants' artwork include recognizable or abstract facial images, or narratives that reveal personal information, it will be utilized, stored and transported in the same manner as non-identifiable submissions. It may embark on a national tour, including cancer centers, hospitals and patient advocacy group events. Artwork and narratives may be televised nationally and/or showcased in Internet, print and other types of media.

If an applicant's artwork is made public in any way, only the applicant's state or territory, artwork title, participant category, art and narrative will be revealed, unless additional written consent is obtained from the applicant.

All correspondence between applicants and the exhibit organizers will be destroyed on or about December 30, 2012. An independent lawyer will witness the process.

Overall Best of Exhibition Winners

The 1st-, 2nd- and 3rd-place winners will be asked to participate in a media event in the fall of 2010 and, possibly, to share stories of their cancer journeys with the media. In addition, these overall winners, as well as the category winners, may be asked for more information by the Art Competition Director and the Director's assistants and/or agents pertaining to their age and ways in which they were touched by cancer. This information will not be shared with any party without the applicant's written consent and will be stored in a password-protected database.

Narratives from any of the entries may be incorporated — in whole or in part — in press materials; however, the applicants' personal identifying information will not be included, unless otherwise agreed to.

(8) Other Terms and Conditions

Transfer of Rights

As with many other art competitions, by submitting your artwork to the Oncology On Canvas Art Competition you are transferring to Lilly Oncology On Canvas full ownership of and all rights you have to the artwork and narrative, such as all copyrights and the right to use, reproduce, display or publish all or any portion of the art and text in: any medium (e.g., online, print, television, electronic displays at medical meetings, or any other public forum); collateral materials (including, but not limited to, media materials, brochures, art books, postcards, Web sites, etc.); and exhibits. In addition, in coordination with Lilly and NCCS, non-profit cancer-related organizations may use Oncology On Canvas artwork as part of their fundraising efforts, without any payment to you or any financial benefit to Lilly and/or NCCS.

Post-Competition Use of Art

Following the announcement of winners, the artwork and narratives will not be returned to applicants. Much of the artwork will be incorporated into a traveling exhibition, touring cancer centers, hospitals and patient advocacy groups across the country. Artwork and narratives may be televised nationally and/or showcased in Internet, print and other types of media. Following the tour, some of the artwork may be donated to cancer centers, hospitals and cancer advocacy groups nationwide. In addition, some of the entries will be featured in the Oncology On Canvas art book and Web site—www.LillyOncologyOnCanvas.com—and in other media designated by the competition presenters.

(9) Information and Guidance

Information on the competition is available from the Art Competition Director, who may be reached as follows:

Telephone:

(866) 991-LOOC (5662)

E-mail: artdirector@mylooc.com

Mail:

Anita Chernewski
Art Competition Director
Lilly Oncology On Canvas
c/o TogoRun
220 East 42nd Street, 12th Floor
New York, NY 10017-5806

Potential participants can register online and/or access responses to frequently asked questions about the competition at www.LillyOncologyOnCanvas.com.

Link: http://www.lillyoncologyoncanvas.com/Pages/2010Competition_Details.aspx

Categories: Art Therapy, Arts in Health Care, Cancer, Oncology, Oncology Nursing, Psychosocial, Quality of Life, Social Work in Medicine, Survivorship

Audience: Art Therapist, Artist, Oncologist, Oncology Nurse, Patient, Social Worker