



## OFFICIAL RULES: RIPPLES VALENTINE'S DAY CONTEST

**Sponsored by Ripples Ltd** – hereafter known as “Ripples” or “we”

**Contest Name:** The Ripples Valentine’s Day Contest – hereafter known as “the contest”

**Entry Deadline:** February 14, 2021 at 9 am EST

**Eligibility:** Ripples Ltd. employees, their immediate family members, and direct customers are ineligible to win. Participants must be 13 years old or over.

The Ripples Valentine’s Day Contest is in no way endorsed by, administered by, or associated with Instagram. No purchase necessary to participate or win. To enter without purchase follow the *Screenshot Entry* instructions below.

## HOW TO ENTER – SCREENSHOT ENTRY

**Between Feb 1st and Feb 14 at 9 am EST:**

**Step 1:** Use the Ripples Web App to create a stunning visual, and take a screenshot.

**Step 2:** Add a romantic message or story and post it on Instagram.

**Step 3:** Tag @drinkripples and use the hashtag #ripplesoflove.

**Step 4:** Encourage friends and family to like your picture. Help make sure we see it! We may print your design on a drink.

**Step 5:** Follow @drinkripples on Instagram.

## HOW TO ENTER – IN-STORE PHOTOGRAPHY

**Between Feb 1st and Feb 14 at 9 am EST:**

**Step 1:** Use the Ripples Web App at your favorite Ripples-enabled coffee shop to create a stunning visual for your drink.

**Step 2:** Once you receive your order, take a picture of your drink.

**Step 3:** Add a romantic message or story and post it on Instagram.

**Step 4:** Tag @drinkripples and use the hashtag #ripplesoflove.

**Step 4:** Encourage friends and family to like your picture. Help make sure we see it! We may print your design on a drink.

**Step 5:** Follow @drinkripples on Instagram.



## JUDGING CRITERIA

1. Ripples-ability – when coffee or cocktails are your canvas, bold, high-contrast designs work best. Winning designs must be perfectly printable.
2. Beauty, wit, and creativity – Inspire us with your love!
3. Best comments – we're suckers for a good story. Tell us why this quote is meaningful, or why this person is your 2021 Valentine.

By participating in the contest, you are confirming you have full rights over the content submitted, and are consenting to give Ripples non-exclusive permission to share the photos, drawings, and text, with credit, on their website, social media, and in sales material, as examples of user-generated contest submissions.

First prize of \$150, second prize of \$100, and third prize of \$50 in the form of Amazon Gift cards will be announced at or near 10:00 am Eastern on Sunday, February 14<sup>th</sup>. Ripples will make every effort to individually notify the winners at that time on Instagram. Winners will have 48 hours to respond in order to verify their identity and claim their prize, otherwise an alternate winner may be selected. Prizes will be delivered electronically.