



## 2019 COMPETITION RULES

1. Applicants are required to pay a \$30 applicant entry fee for consideration.
2. Finalists are required to pay a \$100 finalist competition fee.
3. Finalists are **required\*** to attend the following events: Mentor Matching and Kick Off, Big Pitch Workshops, Pitch Practice, and The Big Pitch Event. All dates will be finalized and announced as early in the process as possible; however, REV Birmingham reserves the right to change dates based on planning needs. Tentative 2019 dates include:

Application Deadline	Aug 30
Finalists Notified	Sept 13
<b>Mentor Matching &amp; Kick Off Event*</b>	Sept 26
<b>Telling Your Brand Story Workshop*</b>	Oct 10
<b>Real Estate 101 Workshop*</b>	Oct 17
<b>Finding Funding Workshop*</b>	Oct 24
DRAFT Business Plan Due	Nov 1
<b>Pitch Practice Event*</b> with PNC (3) Member Panel	Nov 15
Final Business Plans Due	Nov 15
<b>THE BIG PITCH Event*</b>	Nov 23

4. The award winnings must be used for the purpose of launching or expanding the stated business in the City of Birmingham, substantially as outlined in the pitch presented by the winning Finalist (or Awardee) and within the guidelines for uses stated in Items 5-6 below.
  - a. If Awardee decides not to launch or expand their business, winners will not be entitled to receive any prize money offered by this contest.
  - b. If Awardee decides to launch their business outside the City of Birmingham, they will not be entitled to receive any prize money offered by this contest.
5. The Awardee will complete activities substantially as outlined in the pitch shared at the event. Award funds will be disbursed by REV Birmingham based on alignment with the activities described and detailed and the guidelines provided herein.
6. Award funds must be used for the purchase of permanent or semi-permanent assets associated with the launch of, or expansion of, the stated business in a brick and mortar location in the City of Birmingham by November 30, 2020. Permanent and semi-permanent assets include building renovations, furniture, fixtures, signage, and equipment. Ineligible expenses include but are not limited to: marketing or marketing

materials, graphic design, advertising, or payroll. Final decisions regarding eligible expenses will be made by REV Birmingham, under the guidelines set forth by Big Pitch funders, who provide the prize money for the purposes stated herein.

7. The Awardee warrants that it will comply with all local, state and federal laws, ordinances and regulations applicable to its activities and agrees that such compliance is an essential condition of accepting the award and associated award funds. Corporate felony convictions and corporate tax delinquencies render applicants and awardees ineligible for competition and awarding of funds.
8. Reimbursements to the business owner(s) and / or related parties are not allowed as eligible uses for Big Pitch funds. This includes contract labor.
9. To gain access to the awarded funds, Awardee must do the following:
  - a. Complete reimbursement request forms to be provided by REV Birmingham.
  - b. Make initial drawdown within the first six (6) months after the event. The obligation of funds may be terminated without further cause unless the Awardee commences the timely drawdown of funds.
  - c. Expend award funds within a contract period ending one (1) year from the date of initial drawdown or December 31, 2020, whichever is earlier.
  - d. Submit applicable receipts (dated December 1, 2019 or later) with each request to REV Birmingham for reimbursement.
  - e. Submit invoices (billed to Awardee's business on or after December 1, 2019), if preferred, for payment to qualified vendors with a request for REV Birmingham to send payment directly to the vendor.
  - f. Should reimbursement present financial hardship to the Awardee, contact REV Birmingham regarding expenditures to be made on your behalf with vendors.
10. REV Birmingham's Board members, employees and family members of REV Birmingham's Board members or employees are not eligible for competition.
11. Publicity is an integral component of the Big Pitch contest. Submission of an application to compete authorizes REV Birmingham to use names, business concepts and images included in the application to promote The Big Pitch. Names, business concepts and images will be used for promotion during and following the Big Pitch, including to share progress of the business owner after receipt of a Big Pitch award.
12. The Awardee shall indemnify, hold harmless, and defend REV Birmingham, its affiliates, and its respective partners, officers, directors, employees, contractors, agents and representatives (each of whom is an "Indemnified Party") against all liability, costs, actions, suits, judgments, damages, and expenses (including reasonable attorneys' fees and court costs) arising out of or resulting from (a) the negligent, reckless or willful acts or omissions of the Awardee, its officers, directors, employees, members, independent contractors, or agents; or (b) the Awardee's breach of contest rules as written, including failure to provide the services and work as set forth in The Big Pitch event or use award funds as approved.
13. Prize winners are selected by a panel of judges. REV Birmingham and its employees are not involved in the final decision-making process during the live event.

Contestants hold REV Birmingham harmless in decisions related to the allocation of prize money.