



Bayou Classic Business Challenge

OFFICIAL RULES FOR CAPITAL ONE 2014 BAYOU CLASSIC BUSINESS CHALLENGE

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING.

- **ELIGIBILITY:** The 2014 Bayou Classic Business Challenge is open to the principal owner of any Louisiana domiciled business that has been in operation since or before October 31, 2013, with annual sales/revenues of less than \$1 million as verified by the most recent federal tax return. Participants must also provide evidence that the business has been in operation for at least a year. This may include a Certificate of Occupancy, IRS Tax ID Notification Letter, and/or Louisiana Certificate of Good Standing. Principal owners must be legal residents of the United States who have reached the age of majority in their state of residence at time of entry. Employees of Capital One, its parents, affiliates and subsidiaries, sponsoring organizations, participating advertising and promotion agencies and prize suppliers (and members of their immediate family and/or those living in the same household of each such employee) are not eligible. Void where prohibited by law. Contest is subject to all applicable federal, state, and local laws and regulations.
 - **HOW TO ENTER:** There are two phases of the Bayou Classic Business Challenge: a regional competition and the statewide competition. There will be two categories of competition at each level—
 - Category # 1: Businesses with annual revenues less than \$250,000
 - Category #2: Businesses with annual revenues greater than \$250,000 but less than \$1 million
 - **REGIONAL CHALLENGE CRITERIA:** A series of Bayou Classic Business Challenge regional events will be held in 3 Capital One market areas: Baton Rouge, New Orleans and Shreveport.
 - Participants must complete a mandatory business training seminar offered at the regional sites in order to participate in the regional challenges. The seminar will cover the following topics:
 - 1) Introduction and Business Growth Plan Basics
 - 2) Access to Capital
 - 3) Personal Finances and Your Business
- Participants must submit a letter of intent to compete for cash prizes to by October 31, 2014. Letters of intent should be submitted to: BayouClassicBusinessChallenge@capitalone.com

- Eligible participants must prepare and present a Business Growth Plan; business growth plans must be submitted to the regional training sites by November 7, 2014. Growth plans must include:
 - Cover Page - Include business name, owners' names, complete contact information including mailing address, phone numbers, website and email address. List current annual sales on cover page. (1 page)
 - Brief Business Description, background and current operations. Include services and products offered customers and target market, date business opened, profit and loss from the most recent fiscal year, current number of employees and positions. (1 page)
 - Summary of the management team and/or owners. Why did you decide to go into this business, what is the expertise of each owner or member of the management team, what is the background and experience of the owners/management team? (1 page)
 - Summary of Business Growth plans describing strategy to grow business. How would you use the \$25,000 first prize to implement your growth strategy, and how will this growth impact your business? Demonstrate creativity and innovation in your growth plan. Include the total cost of your growth plan and what you would use the money for. If the total cost is more than \$25,000 describe how you will fund the amount over \$25,000. (2 pages)
 - Mission, Vision, Values (1 page)
 - Business Objectives, Critical Success Factors (1 page)
 - Business Strategies – summary of marketing, management, financial, and operational strategies (3 pages)
 - Explanation of Financial Projections with Assumptions – (1 page)
 - Year 1 and 2 cash flow, expansion budget, sources and uses of funds – (4 pages)
- The number of pages per section is a recommendation only. However the business growth plan must not exceed fifteen (15) 8 ½ ' X 11' pages; with a minimum 10 point font. The growth plan must include each section listed above in the order listed to qualify for judging. Business growth plans that are not complete will be disqualified.

Business Growth Plans will be judged at the regional level by a panel of judges which includes: Capital One Business Bankers, area university faculty, and business executives.

Business Growth Plans will be judged based on the following criteria:

- Business Management—10 points
- Business Growth Implementation Plan—15 points
- Business Mission, Values, Objectives –10 points
- Business Strategies – 20 points
- Financial Data and Assumptions –25 points
- Plan Organization and Clarity—10 points
- Creativity and Innovation –10 points

The top six (6) scoring business growth plans submitted in each revenue category, in each region, will advance to the Regional Presentation Round. Participants in the Regional Presentation Round will deliver a five (5) minute oral presentation of their Business Growth Plan. Only one (1) business owner will be allowed to present at the Regional Presentation Round. In the event of a tie, all participants with the same score will advance to the Regional Presentation Round. The Regional Presentation Round will be judged by a panel of judges that includes: Capital One Business Bankers, area university faculty, and business executives.

Regional Business Growth Plan Presentations will be judged based on the following criteria:

- Business Growth Plan – 20 points
- Business Strategies – 20 points
- Use of Funds –15 points
- Financials –15 points
- Creativity and Innovation –10 points
- Language and Voice –5 points
- Gestures and Movement –5 points
- Effectiveness of Pitch—10 points

Two (2) winners and two (2) runner-ups from each of the Regional Presentation Rounds in Baton Rouge, New Orleans and Shreveport will advance to the Statewide Bayou Classic Business Challenge in New Orleans, LA, on November 28, 2014. One winner and one runner-up from each of the two revenue categories will be selected. In the event of a tie, the person with the highest score in the Business Growth Plan Category will advance to the state competition. If participants are still tied, the person with the highest score in the Use of Funds category will advance. Decisions of the Sponsor are final and binding.

Each Regional Winner and Runner-Up will receive an iPad Mini; two (2) tickets to the Bayou Classic Football Game at the Mercedes Benz Superdome on November 29, 2014, 2-night hotel accommodations at the Hyatt Regency, New Orleans (double occupancy) for November 28 and 29, 2014. Participants are responsible for their own transportation costs to New Orleans, meals, and other incidental costs. All other expenses not specified herein are the responsibility of the regional winner. Sponsor reserves the right in their sole discretion to substitute a prize with one of comparable or greater value. Prize has no

cash value and will not be substituted for cash. LIMIT ONE PRIZE PER BUSINESS ENTITY. Federal, state and local taxes, if any, are the sole responsibility of the winner.

Each Regional Winner will be notified in-person or by phone, e-mail and/or mail and will be required to complete and sign an Affidavit of Eligibility and Liability Release and where legal, a Publicity Release, and a W9. In the event of noncompliance with these Official rules, or if the above mentioned documents are not returned within seven (7) days of attempted prize notification, the prize will be forfeited and may be awarded to an Alternate winner.

- **STATEWIDE CHALLENGE:** The twelve (12) regional winners and runner-ups will advance to the statewide Bayou Classic Business Challenge Competition in New Orleans, LA to be held at 2:00p.m. November 28, 2014, at the Hyatt Regency Hotel. The twelve(12) regional winners and runner-ups will compete for cash prizes which will be awarded in each of the two revenue categories—

Category # 1: Businesses with annual revenues less than \$250,000

Category #2: Businesses with annual revenues greater than \$250,000 but less than \$1 million

The top finisher in each category will be awarded \$25,000. One (1) runner-up in each category will be awarded \$5,000.00. Winners will be announced on the field during the nationally-televised Bayou Classic Football Game on November 29, 2014. Participants must be present to win. LIMIT ONE PRIZE PER BUSINESS ENTITY.

Participants in the State Competition must submit a Business Growth Plan and make an oral presentation at the Bayou Classic Business Growth Plan Competition on November 28, 2014 at 2:00p.m., at the Hyatt Regency Hotel, New Orleans, LA. Business Growth Plans must be submitted in the same format and meet the same criteria as specified for the Regional Challenge competitions. The business growth plans and the oral presentations will be judged based on the same criteria used for the regional competitions.

Written Business Growth Plans will be judged based on the following criteria:

- Business Management—10 points
- Business Growth Implementation Plan—15 points
- Business Mission, Values, Objectives –10 points
- Business Strategies – 20 points
- Financial Data and Assumptions –25 points
- Plan Organization and Clarity—10 points
- Creativity and Innovation –10 points

The Business Growth Plan Presentation round will be judged based on the following criteria:

- Business Growth Plan – 20 points

- Business Strategies – 20 points
- Use of Funds –15 points
- Financials –15 points
- Creativity and Innovation –10 points
- Language and Voice –5 points
- Gestures and Movement –5 points
- Effectiveness of Pitch—10 points

Only one (1) business owner will be allowed to present at the statewide competition. The statewide competition will be judged by a panel of judges that includes: Capital One Business Bankers, area university faculty, and business executives.

In the event of a tie, the person with the highest score in the Business Growth Plan Category will be declared the winner. If participants are still tied, the person with the highest score in the Use of Funds category will be declared the winner. Decisions of the Sponsor are final and binding.

- **ADDITIONAL TERMS:** By accepting a prize and by completing and signing the Affidavit of Eligibility and Liability Release and where legal, a Publicity Release, and a W9, winners consent to the use of their names, likenesses, voices and/or biographical information for advertising and promotional purposes without additional compensation, except where prohibited by law. All winners, by acceptance of prize, agree to release and hold Sponsor, its affiliates, subsidiaries, and each company’s respective officers, directors, employees, independent contractors, representatives, and agents (“Releasees”) harmless from and against any claim or cause of action arising out of participation in the sweepstakes or the receipt, redemption or use of a prize, including any injuries or damages of any kind sustained in connection with the use, acceptance, possession or awarding of any prize. By participating in this Challenge you agree to be bound by the Official Rules and by the decisions of Sponsor and the judging agency, which are final and binding on all matters. Sponsor reserves the right to modify prize award procedures at its discretion.
- **LIMITATION OF LIABILITY:** Releasees are not responsible for printing, typographical, human or other errors of any kind in any Bayou Classic Business Challenge-related materials; , damaged, incomplete, illegible entries; or for entries that are lost, misdirected, or fail to enter into the processing system; or are processed, reported, or transmitted late or incorrectly; or are lost for any reason, including computer, telephonic, paper-transfer, or human error, or electronic, computer, or telephonic malfunction, damage, error, omission, interruption, defect, delay in operation or transmission, or any combination thereof. If, for any reason, this Challenge is not capable of running as planned, or infection by computer viruses, bugs, or tampering, unauthorized intervention, fraud, actions of entrants, technical failures, or any other causes corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Challenge, Sponsor reserves the right at its sole discretion to disqualify any entry or entrant and/or to modify, or suspend the Challenge and award prizes from among all eligible entries validly received prior to the action requiring such modification. By entering, all entrants agree that this Challenge is governed by laws of the state of Louisiana for the resolution of all claims and disputes (excluding any claims against or disputes involving parties

other than Sponsor relating to any prize awarded in the Sweepstakes), and consent to jurisdiction in the federal and state courts of Virginia for the resolution of any such claims and disputes.

- **INTELLECTUAL PROPERTY:** Any materials produced by participants as part of the Bayou Classic Business Challenge are deemed to be the Intellectual Property of the Participant. Business Growth Plans and materials submitted to the Bayou Classic Business Challenge, however, will not be returned. Participant represents and warrants that: (1) all Business Growth Plan contents are the original work of the Participant, unless otherwise clearly and specifically noted in the Business Growth Plan, (2) that none of the Business Growth Plan's contents infringe upon the intellectual or property rights of any other party; and that (3) all statements are, to the best of Participant's knowledge, true and accurate.
- **OFFICIAL RULES REQUESTS:** For a copy of these full Official Rules, mail a self-addressed, stamped envelope to: Capital One Bayou Classic Business Challenge 201 St. Charles Avenue, Floor 23, Office 2312, New Orleans, LA 70170. Requests must be received by November 28, 2014.
- **WINNERS LIST:** For the names of the prize winners, mail a self-addressed, stamped envelope to: Capital One Bayou Classic Business Challenge 201 St. Charles Avenue, Floor 23, Office 2312, New Orleans, LA 70170. Requests must be received by December 31, 2104. The winners list will be sent after all winners have been verified.

Sponsor: Capital One, N.A., 1680 Capital One Drive, McLean, VA 22102