THE LAND OF STORIES FAN ART CONTEST

OFFICIAL RULES

1. ELIGIBILITY: Open only to residents of the 50 United States and Washington, D.C., who are 18 years of age and older as of June 6, 2014. Employees of Hachette Book Group, Inc. ("Sponsor"), Chris Colfer, Tumblr, Inc., their respective affiliates, subsidiaries, advertising and promotion agencies (collectively, the "Promotion Entities") and the immediate family members and/or those living in the same household of each are not eligible. Void where prohibited by law.


3. HOW TO ENTER: Entrants must have a Tumblr account before June 6, 2014 to enter; “follow” The Land of Stories Tumblr page at http://thelandofstories.tumblr.com (the "Tumblr Page") through the end of the Promotion Period; include their first and last name, date of birth, and email address in the Entry form at http://thelandofstories.tumblr.com/submit; upload an original illustrated piece of artwork (as described in Section 4 below); and tag it TLOSFANARTCHALLENGE. A person can use only one Tumblr account to enter.

4. ENTRY REQUIREMENTS: Create a piece of original, illustrated, artwork inspired by Chris Colfer’s The Land of Stories. The Entry must include 1 of the following elements: (i) the phrase “The Land of Stories” in the artwork piece; (ii) an illustration of one of the characters from The Land of Stories; or (iii) an illustration of a fairy tale character or scene referenced in The Land of Stories books 1-2.

Each Entry that is entered into the Contest must meet ALL of the requirements set forth below:

   a. Use paint, pencils, crayons, charcoal, pastel, markers, ink, paper collage, digital art, photography, fabric, or any combination of the foregoing to create the Entry. No photography and/or animated GIFS (only static imagery that is original illustration);
   b. Entry must be submitted in via the following formats: JPG/JPEG, PNG or BMP with the following specifications 300DPI, 10 MB maximum file size;
   c. Use only original artwork - no 3rd party owned copyrighted and/or trademarked material, photos or other materials, such as images from the internet and no digital alterations or derivatives of 3rd party materials; and
   d. No photos or drawings of real people or names of real people may be used on the Entry.

Additionally, by submitting an Entry, Entrants represent, warrant and agree that they are the sole creator of the Entry. Entrants must have all rights, approvals and/or consents necessary to submit their Entry on the terms provided and represent and warrant that their Entry does not violate these Official Rules, or the rights of any other person or entity or any law. Entries must comply with and are subject to all Tumblr Terms of Service, federal, state and local laws, rules and regulations including, but not limited to, those concerning defamation and invasion of privacy, and must not infringe on the copyrights or trademarks of another party, as determined by Sponsor. If an Entry includes such material or an element contained in an Entry is deemed by
Sponsor unsuitable for public presentation (e.g., contains personally identifiable information, gratuitous violence, inappropriate acts or language, etc.), unfavorably depicts Sponsor, defame brands or individuals, contains hate speech or is inconsistent with the theme or image of the Contest, Sponsor reserves the right, in its sole discretion, to disqualify the Entry. By uploading an Entry, Entrant grants Sponsor and its licensees, successors, assigns, affiliates and partners the non-exclusive, royalty-free, right (but not the obligation) to use, display and exhibit (and to alter, edit, modify or create derivative works from) the Entry in any manner, including in advertising, promotion and publicity materials, in any medium now known or hereafter devised, throughout the world, in perpetuity. Sponsor reserves the right in its sole discretion to disqualify any Entry that, in its sole opinion, does not comply with these Official Rules. BE SURE TO KEEP COPIES OF YOUR ENTRY, AS ENTRIES WILL NOT BE RETURNED.

5. JUDGING: Entries will be judged by Chris Colfer and representatives selected by Sponsor based on the following judging criteria: Originality and Creativity – (40%), Relevance to The Land of Stories by Chris Colfer – (40%), and suitability of Entry to be printed as poster art – (25%). Judges will select the top 10 Entries. The judges will select the top 3 potential prize winners based on the judging criteria. Potential winners will be contacted by Sponsor via Tumblr Direct Message (DM) beginning on/about June 27, 2014. The required response to such Direct Message must be received within 5 business days after initial DM was sent or potential winner will be disqualified and an alternate potential winner will be determined. Sponsor assumes no responsibility for undeliverable DMs/emails resulting from any form of active or passive filtering by Tumblr or for insufficient space in user's account to receive DM. Return of any DMs/emails as undeliverable will result in disqualification and an alternate will be selected.

6. PRIZES AND APPROXIMATE RETAIL VALUE (ARV): Three (3) prizes are available. Each prize consists of:

   a. An autographed hardcover set of The Land of Stories books: The Land of Stories: The Wishing Spell; The Land of Stories: The Enchantress Returns; and The Land of Stories: A Grimm Warning (ARV: $54.00);

   b. An 11” x 14” framed copy of winner’s winning artwork, autographed by Chris Colfer (ARV $50); AND

   c. The winner’s submission displayed as a blow-up piece of art at one event at Chris Colfer’s The Land of Stories: A Grimm Warning Book Tour in July 2014 (24x36” blow-up). (ARV: $500).

The ARV for each prize is $64.00. The total ARV for all prizes is $1,812.00.

Prizes consist of only the items specifically listed as part of the prize. Sponsor reserves the right to substitute prize of equal or greater value. Potential winners may be contacted by Sponsor via Tumblr DM/email if a higher resolution of their Entry is needed for printing purposes.

7. WINNERS WILL NOT RECEIVE ANY MONETARY COMPENSATION FOR THE USE OF THEIR ENTRY. Entrant agrees to waive all claims to and shall receive no money, fee or royalties of any kind now or in the future from Sponsor and its respective affiliates, or their licensees, successors and assigns for use of Entry in the Contest or otherwise, and you represent,
warrant and agree that no other party is entitled to claim money, fees or royalties from the use of the Entry as set forth in these Official Rules, and that the Entry is not subject to any collective bargaining agreements. Entrant agrees to indemnify, defend and hold harmless the Promotion Entities and all of their respective officers, directors, agents and employees (collectively, "Released Parties") from and against any and all liability, losses, costs and expenses (including attorneys' fees) incurred as a result of any Entry submitted or transmitted through the Tumblr Page in violation of these terms or any rights granted herein. By uploading an Entry, entrant acknowledges and agrees that Sponsor and/or any of its respective affiliates or any of their respective licensees, successors or assigns may create their own materials and/or obtain many Entries through the Contest and that such materials or Entry may be similar or identical in theme, idea, plot, format or other respects to your Entry and you waive and release the Released Parties from any and all claims you may have had, may have, and/or may have in the future related to or arising out of your Entry in the Contest. Entrant acknowledges and agrees that neither Sponsor nor any of its licensees, successors or assigns has now, or shall have in the future, any duty or liability, direct or indirect, vicarious, contributory or otherwise, with respect to the infringement or protection of any copyright in and to your Entry, and that Sponsor, and its respective licensees, successors or assigns are not responsible for the loss, deletion, failure to store or misdelivery of any Entry submitted to or transmitted in the Contest.

8. GENERAL RULES: Potential prize winners must sign and return an Affidavit of Eligibility/Release of Liability within seven (7) days (including Weekends and Postal Holidays) of attempted notification. Noncompliance within this time period may result in disqualification without further notice and an alternate will be selected. Return of any prize/prize notification as undeliverable will result in disqualification without further notice and an alternate will be selected. All income taxes are the sole responsibility of prize winners. All federal, state and local laws and regulations apply. No substitution or transfer of prize by winner permitted. Acceptance of prize constitutes permission to Sponsor and its Promotion Entities to use winner's name, voice and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. Proof of submission is not proof of receipt of entry. Sponsor not responsible for incomplete, lost, late, damaged, illegible or misdirected mail/e-mail or for any technical problems, malfunctions of any telephone lines, telephones, computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Sponsor not responsible for any damage to any participant's computer system/software related to or resulting from participation or downloading any materials in this promotion. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAW. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY AND SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. If an entrant submits more than the stated number of entries permitted, and/or if the Sponsor suspects that an entrant attempted to obtain additional entries by using multiple Tumblr accounts, identities or any other method, all entries submitted by the entrant will be declared null and void. Any suspected use of robotic, automatic, programmed, or the like methods of participation will void all such submissions by such methods. Contest may be cancelled, modified, terminated or suspended if infected by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes
outside control of Sponsor which impairs or affects the administration, security, fairness, integrity, or proper conduct of the Contest. Sponsor reserves the right at its sole discretion to disqualify any individual who is suspected of tampering with any entry process and to cancel, modify, terminate or suspend the Contest. In the event of termination, a notice will be posted on the Tumblr Page and all eligible entries received prior to the time of termination will be judged to determine the winners. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of Sponsor and Sponsor's designees, which shall be final and binding in all respects. By participating in the Contest and/or accepting a prize, entrant agrees to hold Released Parties harmless against any and all claims and liability arising out of participation in this Contest or use/misuse of prize. Entrants assume all liability for any injury or damage caused, or claimed to be caused by participation in this promotion or use or redemption of any prize. Released Parties are not responsible for typographical or other error in the printing of the offer, administration of the Contest or in the announcement of the prize. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Contest materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control.


10. WINNER’S LIST: To obtain a list of the winners, send a self-addressed, stamped envelope within six (6) weeks after the end date of the Contest to: Hachette Book Group, Inc., 237 Park Avenue, New York, NY 10017, Attn: AD 15-160G.

This Promotion is not sponsored or endorsed by Tumblr. If you have any questions about this Promotion, please contact Sponsor.