

### **Contest Rules and Regulations for Oilers Hockey Hackathon**

Please carefully read these Contest Rules and Regulations (the "Rules") in their entirety before entering the Contest. Please do not enter the Contest unless you have read and agree to be legally bound by these Rules. Participation in the Contest constitutes your full and unconditional agreement to and acceptance of these Rules, which are final and binding (without right of appeal) on all matters relating to the Contest.

The Contest is sponsored by the Edmonton Oilers Hockey Club (the "Contest Sponsor")

#### **Contest Period:**

Registration will commence on Friday December 14, 2012 at 12:00:01 a.m. Mountain Standard Time. Registration will conclude on Friday December 21, 2012 at 11:59:59 p.m. Mountain Standard Time ("Registration Deadline"). Submissions will be accepted until Friday February 15, 2013 at 11:59:59 p.m. Mountain Standard Time (the "Contest Closing Time") subject to revision pending the outcome of NHL labour negotiations. If the Contest Closing Time is revised, the revision will be communicated via email to all Entrants who registered before the Registration Deadline.

#### **How to Register:**

No purchase necessary. Registration must be made **online** by following the links and on-screen instructions at [www.oilers.nhl.com](http://www.oilers.nhl.com). To be eligible for prizing, entries must be received by the Contest Closing Time. Entrants who choose to participate in the contest can submit multiple entries, but only their last entry will be judged for a chance to win a prize. Group entries will not be accepted. All entries that are incomplete, tampered with, submitted through illicit means, or do not conform to or satisfy any condition of these rules will be declared invalid. All entries become the sole property of the Contest Sponsor and will not be acknowledged or returned. The Contest Sponsor is not responsible for late, lost, misdirected, delayed, incomplete or incompatible entries.

Upon registering, Entrants will gain access to contest specific data. Entrants are allowed to use outside, publicly available data if they wish, but must indicate where the data came from. Entries will be accepted from Entrants after the Registration Deadline prior to the Contest Closing Time. Entrants will be emailed details on how and where to submit their entries after the Registration Deadline. All entries must be submitted in English.

#### **Who Can Register:**

The Contest is open Entrants aged 18 and older who are residents of Canada, excluding Quebec. Anyone outside the territory is welcome to receive the data and participate for fun, however they won't be eligible to enter the Contest or receive a prize. Registration must be made by the entrant (the "Entrant"), in their legal name. Any Entrant who submits a prize winning entry may be required to show proof of identification that may include a driver's license or other form of picture identification as part of the verification process. The Contest Sponsor reserves the right to require proof of identity and/or eligibility in a form acceptable to the Contest Sponsor to participate in this Contest. Failure to provide such proof may result in disqualification.

You are not eligible if, during the Entry Period, you are an employee or partner of the Contest Sponsor or a member of the immediate family (defined as mother, father, brother, sisters, sons, daughters and husband or wife, regardless of where they reside) or household of any of the above persons, their respective affiliates, agents, licensors, associates, representatives and advertising agencies. All decisions regarding eligibility to enter this Contest will be determined by the Sponsor in its sole discretion. This Contest is void where prohibited by law.

## **Qualifying Entry:**

To be a "qualifying entry", the entry must be in the appropriate format and must be received by the Contest Sponsor by the Contest Closing Time. Additionally, the Contest Sponsor has the absolute discretion to disqualify any entry that it determines is indecent, profane, defamatory, derogatory, offensive, or in any way does not reflect the ideals and principles of the Contest Sponsor.

Once uploaded, entries will not be returned and will become the sole and exclusive property of the Contest Sponsor who may use the submissions or any part thereof in such manner as it sees fit without further attribution or permission from or the payment of compensation to the creator of the submission.

All entries must comply with the Contest Rules. The Contest Sponsor reserves the right to remove any entry from the Contest if the Entrant does not follow the Contest Rules.

Participation in the Contest constitutes acceptance and agreement to these Contest Rules.

## **Prizing:**

There are up to ten (10) prize packages to be won. Only the Entrants who submit an entry will be eligible to win a prize.

Grand Prize to include:

- The opportunity to participate in the Oilers Analytics Working Group
- A behind the scenes game day experience at Rexall Place, which includes the following:
  - a. Two (2) tickets to an Edmonton Oilers regular season home game for the Winner and one (1) guest, as mutually agreed to by the Winner and the Contest Sponsor
  - b. Access to the morning skate of the game for the Winner and one (1) guest
  - c. A tour of the Oilers dressing room for the Winner and one (1) guest
  - d. The opportunity for the Winner and one (1) guest to watch the game from the press box with a member of the Oilers management
  - e. Media and public recognition as the Contest Winner
  - f. Two (2) Oilers jerseys autographed by players of the Contest Sponsor's sole discretion

2<sup>nd</sup> place prize to include:

- Two (2) tickets to an Edmonton Oilers regular season home game for the Winner and one (1) guest, as mutually agreed to by the Winner and the Contest Sponsor, which will include an opportunity for the Winner and one (1) guest to watch the game from the press box with a member of the Oilers management
- Two (2) Oilers jerseys autographed by players of the Contest Sponsor's sole discretion

3<sup>rd</sup> place prize to include:

- An opportunity for the Winner and one (1) guest to watch an Edmonton Oilers team practice with a representative of the Oilers Analytics Working Group
- A tour of the Edmonton Oilers dressing room for the Winner and one (1) guest
- Two (2) Oilers jerseys autographed by players of the Contest Sponsor's sole discretion

4<sup>th</sup>-10<sup>th</sup> place prize to include:

- One (1) Oilers jersey autographed by a player of the Contest Sponsor's sole discretion

The retail value of each Prize is between \$150.00 - \$2,000.00 depending on the nature of the prize that is won.

The prize is not transferable and must be accepted as awarded with no substitutions, except at the Contest Sponsor's sole discretion. Any income taxes and any other expenses not explicitly specified as part of the prize herein, including without limitation travel, accommodation, transportation, parking,

gratuities, entertainment, food and beverages, and other souvenirs and items, are each the Winner's sole responsibility. The Contest Sponsor reserves the right to substitute a prize of equivalent monetary value if it is unable to award the prize as described. The Contest Sponsor will not be responsible, however, if weather conditions, event cancellations, or other factors beyond the Contest Sponsor's reasonable control prevent the prize from being fulfilled. In any such event, the Winner will not be provided with a substitute prize or cash equivalent. The prize will only be granted to the verified Winner.

The chance of winning any of the prizing depends upon the number of eligible entries received and the quality of work submitted.

The Contest Sponsor reserves the right to substitute any prize or a component thereof with a prize or a prize component of equivalent or greater retail value, including, but solely at the Contest Sponsor's discretion, a cash award. By accepting a prize, the winner agrees to waive all recourse against the Contest Sponsor if the prize or a component thereof proves unsatisfactory in whole or in part.

The winning Entrant will be contacted at the email address and/or telephone number provided on the online registration. In order to be declared a winner, the Entrant must respond to the notification email or telephone call within 72 hours of transmission or else the prize will be awarded to the next highest scored Entrant.

### **Contest Questions:**

Each Entrant will be required to answer the following questions (collectively, the "entry"):

1. Predict next regular season's points/game for the players listed in appendix A.
2. Predict next season's even strength save percentage of the goaltenders listed in appendix A
3. Predict the goal differential per regular season game ((goals for less goals against) divided by games played) for all thirty teams for the upcoming season. (20 points)
4. Conduct a predictive analysis of your choice on some dimension of potential value to the Oilers. The analysis must be testable in the upcoming season and judged on its difficulty, accuracy, clarity, and value

Some examples of submissions for question four might be:

- predict how many man-games each team will lose to injury
- predict the shot differential per game of each team
- predict which players who have yet to play 10 games in the NHL will have the highest point total in the next season

### **Judging Process:**

All entries will be judged by the Edmonton Oilers Analytics Working Group. The first three questions will be submitted via web form before the Contest Closing Time. Results will be judged using the mean absolute percentage error (MAPE) of the estimates versus the season actuals. The Entrant with the lowest MAPE will receive the full twenty points and the worst MAPE will receive zero points. The points of other Entrants will be distributed proportionately between zero and twenty.

The fourth question will be submitted online, but will take the form of a PDF executive summary. The summary will be limited to one page of 10 pt font text that outlines the problem solved, data used, methodology, and predicted results. The methodology and predicted results must be sufficiently clear that the judges can replicate and/or verify the results. In addition to the one page executive summary, the Entrant may include up to four pages of annotated visuals or charts further describing their method and results. The source of any outside data must be clearly identified and publicly available.

The fourth question will be judged on four dimensions:

- difficulty/novelty – how difficult and new is the analysis attempted by the Entrant
- accuracy – how accurate were the predictions made by the Entrant

- clarity – how clear is the reasoning, methodology, and results/implications. This includes both the written portion and any visuals in the submission
- value – how valuable is the findings in helping the Oilers achieve their goal of becoming a perennial contender.

Using these dimensions as a guideline, the Oilers Analytics Working Group will grade and rank the fourth question. Entrants may be contacted by the Oilers Analytics Working Group for clarification during the judging process. Below is the point value assigned to each question.

Question 1 (20 pts.)

Question 2 (20 pts.)

Question 3 (20 pts.)

Question 4 (40 pts.)

The top ten entries receiving the most points will be awarded prizes with the Entrant who has the most points receiving the grand prize, the Entrant who has the second most points receiving the 2<sup>nd</sup> place prize and so on down to the 10<sup>th</sup> place prize awarded to the Entrant with the tenth most points. Ties will be broken in the discretion of the judges based on the grade and rank of the fourth question submitted. An Entrant can only win one (1) prize. The Entrant whose entry is selected by the judges (the “Selected Entrants”) and has complied with these Contest Rules will be the winner of the prize (the “Winners”). Winners will be notified via phone/email no later than 30 days after the award of the Stanley Cup. In order to be declared a Winner, the Entrant must respond to the notification email or telephone call within 72 hours of transmission or else the prize will be awarded to another Entrant.

If necessary, should the prize be unclaimed, or should the Selected Entrant be unwilling, unable or ineligible to win the prize as set out in these Contest Rules, the prize will be forfeited and the Contest Sponsor shall have the right to choose, as replacements only, additional entries. Those Entrants, if any, who’s entries, are chosen, as replacements will be contacted by email by the Contest Sponsor.

#### **Consent to Personal Information Use and Disclosure:**

By entering the Contest, participants consent to the Contest Sponsor’s collection, use and disclosure of the personal information provided in Contest entries for the administration of the Contest and in aggregated, non-personal form in order to create reports regarding Contest Entrant demographics. The Edmonton Oilers will adhere to the terms and conditions of their Privacy Policy which can be found at [www.oilers.nhl.com](http://www.oilers.nhl.com).

#### **Disclaimer and Liability Exclusion:**

The Contest Sponsor and its employees, officers, directors, volunteers, agents, representatives, successors and assigns, the suppliers of prizes or services related to the Contest, and their respective advertising, promotion and production agencies and other agents or representatives will not, under any circumstances, be responsible for, or liable to any Contest Entrant or any other person for:

- any lost, damaged, late, incomplete, misdirected, deleted, defective, or altered Contest entry, regardless of the cause;
- any failure for any reason whatsoever of the selected Entrant to receive a prize notification email;
- any changes in email addresses or email address assignments after Contest entry forms are submitted;
- any computer, online, telephone, or technical malfunctions or errors that may occur, regardless of the cause; or
- any damage or loss, including any loss of use, loss of production, loss of profits (anticipated or otherwise), arising from, connected with, or relating to the Contest or the submission of entries to the Contest or participation in the Contest or the Contest prize, or the use of the Contest Sponsor’s website ([www.oilers.nhl.com](http://www.oilers.nhl.com)) or contest registration/submission website (including the downloading of any materials from that web site).

Each Entrant, by entering the Contest, agree to release the Contest Sponsor and its employees, volunteers, agents, representatives, successors and assigns, the suppliers of prizes or services related to the Contest, and their respective advertising, promotion and production agencies from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with the receipt, ownership or use of a prize or while preparing for, participating in, and/or traveling to any prize-related activity and agrees to fully indemnify the Contest Sponsor and its employees, volunteers, agents, representatives, successors and assigns, the suppliers of prizes or services related to the Contest, and their respective advertising, promotion and production agencies from any and all claims on the part of any third party or parties related in any way and for any reason to the Contest or to the prize including, without limitation, death, or personal or property damage or injury

**Other Matters:**

If for any reason the Contest is not capable of being conducted as intended, including due to computer viruses, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other cause that corrupts or interferes with the administration, security, fairness, integrity or proper conduct of the Contest, the Contest Sponsor may, at its sole discretion, disqualify any Entrant responsible for such misconduct and cancel, terminate, modify, or suspend the Contest.

**ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR INTERFERE WITH THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND THE CONTEST SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND/OR OTHER RELIEF FROM ALL RESPONSIBLE PERSONS TO THE FULLEST EXTENT PERMITTED BY LAW.**

Return of any prize notification email as undeliverable may result in disqualification, and an alternate winner may be selected. Any potential prize winner's refusal or inability to accept a prize awarded shall release the Contest Sponsor from all obligations. In no event will the Contest Sponsor be required to award more prizes than what is mentioned in the Rules and Regulations or to award prizes otherwise than in compliance with these Rules and Regulations.

By entering this Contest and accepting the prize, each Entrant whose entry is selected hereby grants to the Contest Sponsor, without further compensation, the unrestricted rights to publish, in the collective or individual discretion of the Contest Sponsor, the name, picture, portrait, likeness, voice and ideas of that Entrant for advertising and promotional purposes, without any further compensation to the winner.