



**This Contest is Sticking Around: Stuck at Prom® Contest in its Fourth Year Duck® brand duct tape Stuck at Prom® Scholarship Contest will award one High School Couple with \$5,000**  
**HENKEL CONSUMER ADHESIVES, INC.**  
**DUCK BRAND DUCT TAPE “STUCK AT PROM®” CONTEST 2004**  
**OFFICIAL RULES**

NO PURCHASE NECESSARY. MUST BE A LEGAL U.S. OR CANADIAN RESIDENT, 14 YEARS OF AGE OR OLDER. VOID IN PUERTO RICO, THE PROVINCE OF QUEBEC AND WHERE PROHIBITED BY LAW.

**TIMING.** The Henkel Consumer Adhesives, Inc. (Henkel) "Duck® Brand Duct Tape Stuck at Prom® Contest" ("Contest") begins at 12:01:00 a.m. Eastern Time ("ET"), March 1, 2004, and ends at 11:59:59 p.m. ET, June 11, 2004 ("Contest Period"). Entries postmarked, or e-mailed, after June 11, 2004, will not be considered.

**SPONSOR.** The Contest is sponsored by Henkel Consumer Adhesives, Inc., 32150 Just Imagine Drive, Avon, Ohio 44011-1355 ("Sponsor").

**ELIGIBILITY.** The Contest is open to legal residents of the United States and Canada, including the District of Columbia, but excluding Puerto Rico and the Province of Quebec, 14 years of age or older at the time of entry who are attending a high school prom in the spring of 2004. Employees of Sponsor, their family members, and persons living in the same household as employees or their family members are NOT eligible. All federal, state and local laws apply.

**AGREEMENT TO OFFICIAL RULES.** Participation in the Contest constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules. By entering the Contest, entrant warrants that the submission is an original work, has not been previously published or won any award, and that entrant is aware of no conflicting rights in the submission including but not limited to copyright or other intellectual property right. Entrants agree that Sponsor, its affiliates, parents, subsidiaries, agents or contractors and their employees, officers and directors shall not be liable for injury, loss or damage of any kind resulting from participating in this promotion.

**HOW TO ENTER.** Contest participants must enter as a couple (two individuals) ("Entrant Couple"). Each couple must attend a high school, or home school association, prom held in the spring of 2004, wearing complete attire or accessories made from duct tape. Each couple must submit (1) one color photograph (professional or amateur) of the couple together in prom attire; (2) each individual's full name, address, telephone number, e-mail address (if applicable) age/grade level, and the name of the closest major city to the individual's hometown; (3) a Release form signed by each individual and, if any entrant is a minor, that individual's parent or guardian; and (4) the name, address, and telephone number of the high school, or home school association, which is hosting the prom, and the date the prom was held (collectively "Contest Entry"). Those Couples wishing to be considered for the Top of the Tape Award must designate their entry within one of three categories of attire: (1) Traditional Prom Attire; (2) Theme/Costume Attire; and (3) Just Plain Silver Attire ("Attire Categories"). Couples cannot change their Attire Category once they have submitted their Contest Entry. Sponsor reserves the right to switch a Contest Entry from one Attire Category to another where appropriate. Incomplete submissions or submissions sent outside the Contest Period will not be considered. Contest Entries, including photographs, become the sole property of Sponsor and will not be returned. By submitting Contest Entries entrants agree that Contest Entries may be displayed at the Duck Tape Club website, located at [www.ducktapeclub.com](http://www.ducktapeclub.com) without further compensation.

**LIMIT ONE SUBMISSION PER COUPLE.** Subsequent submissions made by the same Couple will NOT be considered. All submissions must be in English. Sponsor is not responsible for incomplete, invalid or illegible submissions, which will be disqualified. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the operation of the Contest or to be acting in violation with these Official Rules. Submissions may be sent via U.S. Mail to:

"Stuck at Prom" Contest  
 Henkel Consumer Adhesives, Inc.  
 32150 Just Imagine Dr.  
 Avon, OH 44011-1355

Contest Entries may be electronically submitted by submitting an email containing the required information, verifiable Parent Release form if a minor, and photograph to [prom@ducktapeclub.com](mailto:prom@ducktapeclub.com)

**CONTEST AWARD.** There will be Three (3) Overall Prizes: One (1) Overall First Place, One (1) Overall Second Place and One (1) Overall Third Place Potential Winning Couples, selected from among all eligible Contest Entries. Those Couples wishing to be considered for the Top of the Tape Award must designate their entry within one of the three Attire Categories: (1) Traditional Prom Attire; (2) Theme/Costume Attire; and (3) Just Plain Silver Attire. All Contest Entries, regardless of submission category, will be judged collectively according to the same judging criteria, and those three Contest Entries with the highest scores will be awarded a prize. Overall Prizes may be awarded within a single Attire category or among the Attire categories – winning an Overall Prize is determined solely based on the highest scores achieved under the Judging Criteria. Each entry will be reviewed by a panel of judges and the potential winners will be selected based on a composite score using the following criteria ("Judging Criteria"):

- Workmanship (30%)
- Originality (30%)

- Use of Category Appropriate Colors (15%).
- Accessories (15%)
- Quantity of Duct Tape Used (10%)

A panel of objective judges selected by Sponsor will score all eligible Contest Entries based on the Judging Criteria and will select the Potential Winners at 12:00:00 p.m. ET on June 29, 2004 at Henkel Consumer Adhesives, Inc., 32150 Just Imagine Drive, Avon, Ohio USA. Winning is contingent upon fulfilling all requirements of these Official Rules and Sponsor's decisions as to the administration of the Contest and prize awards are final. Sponsor will notify the Potential Winners on or about June 30, 2004, in accordance with the information provided by Entrant in the Contest Entries. In the event that Entrant's telephone number or address changes during the Contest Period, it is Entrant's responsibility to notify Sponsor of such change. Potential Winner, or where Potential Winner is a minor, the Parent or Guardian who signed the original Release, must sign and return an Affidavit of Eligibility and a Publicity/Liability Release (except where prohibited by law) and provide Sponsor with the winning attire via pre-paid overnight courier within Seven (7) days of receipt of those documents or prize may be forfeited. Noncompliance with this time period or failure to provide Sponsor with the attire may result in disqualification and prize forfeiture. In the event that any prize notification is undeliverable, Sponsor is unable to contact a Potential Winner, or response to a prize notification is not received within Seven (7) days of its issuance, the prize may be forfeited. Where a prize is forfeited, the Entrant Couple with the next highest score in accordance with the Judging Criteria will be chosen as an alternate winner. The Winning Couples will be announced by news release and will be posted on the [www.ducktapeclub.com](http://www.ducktapeclub.com) web site on or about July 7, 2004.

**TIES:** In the event of a tie score between two or more Couples, the tied Couples will be asked to provide a written answer to the following question ("Tie Breaker Question"):

- How do you plan on using Duck® brand duct tape in college?

The answer to the Tie Breaker Question should be no more than 150 words in length and will be judged based on originality and creativity. Answers more than 150 words in length may be disqualified. Tie Breaker answers should be sent via U.S. Mail to: "Stuck at Prom," Henkel, Inc., 32150 Just Imagine Drive, Avon, Ohio 44011-1355.

Sponsor will post all eligible entries at Sponsor's web site, located at [www.ducktapeclub.com](http://www.ducktapeclub.com). Please allow three weeks from the time you send in your entry for posting of your photo to occur. Please do not call or e-mail prior to the three weeks passing. Online viewing of the entries will begin upon receipt of the first entry, and be posted indefinitely.

**TOP OF THE TAPE AWARD:** In addition to the Contest Prizes, Sponsor will recognize popular opinion in connection with the Contest Entries posted at Sponsor's internet site located at [www.ducktapeclub.com](http://www.ducktapeclub.com), and will award Three (3) Top of the Tape Awards, one each to the Contest Entry that receives the most votes in each of the three Attire Categories: (1) Traditional Prom Attire; (2) Theme/Costume Attire; and (3) Just Plain Silver Attire. Anyone visiting the [www.ducktapeclub.com](http://www.ducktapeclub.com) website during the voting period is eligible to vote. The online voting period will run from June 18, 2004 through June 27, 2004. In order to vote online, voters will be required to fill out a brief survey, and fill in the e-mail address they are voting from, prior to placing one vote. Online voting is limited to one vote per person or e-mail address. Multiple votes will not be counted. The Contest Entry in each Attire Category that receives the most votes will be awarded the Top of the Tape Prize for that Attire Category. Couples that win Overall Prizes are also eligible for Top of the Tape Awards. Sponsor will notify the winners of the "Top of the Tape" Awards on or about June 30, 2004.

**PRIZES.** Overall First Prize: Each individual member of the First Place Winning Couple will receive a cash scholarship of \$2,500.00. The school that hosted the First Place Winning Couple's prom will receive a cash prize of \$2,500.00. Overall Second Prize: Each individual member of the Second Place Winning Couple will receive a cash scholarship of \$1,000.00. The school that hosted the Second Place Winning Couple's prom will receive a cash prize of \$1,000.00. Overall Third Prize: Each individual member of the Third Place Winning Couple will receive a cash scholarship of \$500.00. The school that hosted the third place Winning Couple's prom will receive a cash prize of \$500.00. Top of the Tape Award: Three (3) Couples receiving the Top of the Tape Awards will receive \$500.00 each.

The total value of all prizes is \$15,000. All prizes will be awarded. Where Winner is a minor, prize will be awarded in the name of the Parent or Guardian that signed the original written Parental Release. No substitution or transfer of prizes is permitted. All taxes are the sole responsibility of the prize winners.

**TERMS AND CONDITIONS.** Because this is a contest of skill, odds of winning depend upon the quality of submissions received and participants' final score, as determined by the Judging Criteria. Sponsor reserves the right, in its sole discretion, to cancel, modify or suspend the Contest should fraud, technical failures, or any other factor beyond the reasonable control of Sponsor impair the integrity of the Contest, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award prizes based on the Judging Criteria from the eligible submissions received up to the time of impairment. Except where prohibited by law, participation in the Contest constitutes the Winning Couple's consent (including both Individual's consent) to Sponsor's use of their names, city and state of residence, entry, likeness, photograph, and image for advertising, publicity, and promotional purposes in any media, online or offline, without further permission, consent, payment or other consideration, unless prohibited by law. BY RECEIPT OF ANY CONTEST PRIZE, WINNER(S) ACCEPTS THE PRIZE WITH NO FURTHER OBLIGATION FROM SPONSOR OR ITS AFFILIATES, AND AGREES TO RELEASE AND HOLD HARMLESS SPONSOR, ITS RELATED COMPANIES, AFFILIATES, OFFICERS, DIRECTORS, EMPLOYEES AND AGENTS FROM AND AGAINST ANY AND ALL CLAIMS OR CAUSES OF ACTION RELATING TO OR ARISING OUT OF PARTICIPATION IN THE CONTEST OR RECEIPT OR POSSESSION, USE OR MISUSE OF ANY PRIZE OR ELEMENT THEREOF. Sponsor, its respective affiliates, parents, subsidiaries, agents and employees are not responsible for late, lost, illegible, incomplete, stolen, misdirected, illegitimate, or impermissible submissions or mail; postage due mail; or any other error whether human, mechanical or electronic.

**PRIZE WINNERS AND OFFICIAL RULES.** A copy of these Official Rules and the Contest results may be obtained by visiting [www.ducktapeclub.com](http://www.ducktapeclub.com), [www.duckproducts.com](http://www.duckproducts.com), or by sending a self-addressed, stamped envelope to: "Stuck at Prom Contest", 32150 Just Imagine Drive, Avon, OH 44011-1355. Contest results will be available after July 7, 2004. Requests must be received by October 12, 2004. Vermont residents may omit return postage.