

KCP&L and the Kansas City Chiefs® 2016 Community MVP Official Contest Rules

NO PURCHASE OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST AND A PURCHASE WILL NOT INCREASE THE CHANCE OF WINNING THIS CONTEST.

Introduction: Kansas City Power and Light Company (“KCP&L”), KCP&L Greater Missouri Operations Company (“GMO”), and the Kansas City Chiefs Football Club, Inc. (the “KC Chiefs”) are sponsoring the KCP&L and Kansas City Chiefs 2015 Community MVP Contest (the “Contest”). The purpose is to highlight students that make a significant impact in their community and promote higher education. By participating in the Contest, the nominator (the “Nominator”), and the parent or guardian of each nominated student (the “Nominee”) accepts and agrees to be bound by these official rules (the “Official Rules”).

Eligibility: Each Nominee must live within the KCP&L or GMO service territory and be between the ages of 13 – 18 to be eligible to enter the contest. All nominations must have the Nominee’s parents or guardian’s written consent and submitted along with the student’s nomination. Employees of KCP&L, GMO, the KC Chiefs, and their “immediate family” are not eligible to enter this contest. “Immediate family” includes a parent, stepparent, sibling, stepsibling, child, spouse, grandparent, or grandchild.

Start/End Dates: The submission period begins at 12:01 a.m. (CDT) on October 3, 2016. The submission period ends at 11:59 PM (CDT) on November 10, 2016. The public voting period begins at 12:01 AM on November 28, 2016 and ends at 11:59 PM (CDT) on December 1, 2016.

Nomination Rules:

1. The nomination form can be accessed at <http://www.kcpl.com/mvp> and at <http://www.chiefs.com/mvp>. Nominations should describe how the Nominee has contributed to the community in a meaningful way by performing volunteer services that helped, served, and/or inspired people who are NOT related to the student in a first-person narrative in two hundred fifty (250) words or less. Nominations must include a digital head-shot photo of the Nominee, Nominee’s contact information, including the Nominee’s email address and telephone number.
2. The primary volunteering must have occurred within the last 12 months (October 2015 – October 2016).
3. By submitting a nomination, you grant to KCP&L and the KC Chiefs a royalty-free license to copy, distribute, modify, display and perform publicly and otherwise use, and authorize others to use, your nomination for any purpose in any media.
4. Nominations must be submitted by 11:59 PM **November 10, 2016**. The nominated finalists will be selected by a KCP&L panel review and will be notified via email and or phone call by **November 23, 2016**. If a nominator submits multiple nominations, only the first submitted nomination will be considered for this Contest.
5. Public voting on the MVP finalists begins at 12:01 AM CDT on November 28, 2016.
6. Nominees must agree to these Official Rules, or the written agreement of a legal guardian to be bound by these Official Rules must be obtained if the entrant is a minor.
7. KCP&L reserves the right to disqualify any nomination that violates these Official Rules or includes obscene, indecent, or objectionable content.

How to Enter: Submit your nominations at <http://www.kcpl.com/mvp> or on <http://www.chiefs.com/mvp>. Once nominations are received, KCP&L will review each nomination to ensure all requirements are followed.

Judging Criteria: A panel of judges chosen by KCP&L will review all nominations and select ten (10) finalists to go on to the public voting round where the Grand Prize winner will be selected. The decisions of the judges on all matters relating to this Contest are binding, final, and not open to review. **All nominations will be judged on the following criteria:**

- The Nominee's positive impact on the community;
- Benefits and outcomes of the Nominee's volunteer service; and
- Quality of nominator's submission.

Voting Process:

KCP&L will review all eligible submissions and select 10 finalists to be part of the public voting process for this Contest which begins on November 28, 2016. Voting will take place on <http://www.chiefs.com/mvp>. Finalists will also be able to share their nomination via social media and email in order to get votes. The finalist with the most votes on 11:59 pm on December 1, 2016 will become the winner of the Contest.

Prize Descriptions: If KCP&L does not receive enough entries of sufficient quantity or quality, KCP&L reserves the right not to cancel this Contest in its sole discretion and not award any prizes to any Nominees.

- 1 Grand Prize:** \$5,000 in Kansas Learning Quest or Missouri MOST 529 education fund, two (2) tickets to a suite to see the Chiefs vs the Titans on December 18, 2016. This includes pre-game sideline passes and recognition at the game.
- 9 Finalist Prizes:** \$1,000 Kansas Learning Quest or Missouri MOST 529 education fund, two (2) tickets to a suite to see the Chiefs vs the Titans on December 18, 2016. This includes pre-game sideline passes and recognition at the game.

Notifications: The finalists will be announced on **November 23, 2016**. The Grand Prize winner will be announced on December 2, 2016. Winners will be notified by phone call or email within 24 hours following the selection. The winners will have two (2) calendar days to claim their prize after notification. In the event of a failure to claim or other ineligibility, the next qualifying nominees will be selected as winners in accordance with these Official Rules.

The parent or guardian of each Nominee that is selected as a finalist must comply with all terms and conditions set forth in these Official Rules, and winning this Contest is contingent upon fulfilling all such requirements. The parent or guardian of the Nominee must agree to set up a Kansas Learning Quest or Missouri MOST 529 account if the Nominee is selected as a finalist. If the winner cannot be contacted within two (2) calendar days of first notification attempt, if the prize or prize notification is returned as undeliverable, or if winner rejects his/her prize or in the event of noncompliance with these Official Rules, the prize will be forfeited and not awarded to the selected winner. Thereafter, the next qualifying Nominee, as determined in accordance with these Official Rules, will be selected as an alternate winner from all remaining eligible nominations. Upon prize forfeiture, no compensation will be given or due in any form to any Nominee, the parent or guardian of any Nominee, or any Nominator.

General Conditions: Entry and participation in the KCP&L Community MVP program constitutes the permission of the parent or guardian of the Nominee for the use of the Nominee's name, photograph, or likeness for advertising and promotional purposes for this and similar promotions without additional compensation, except where prohibited by law. Federal, state and local taxes and other fees that may be associated with the receipt of the prize are the sole responsibility of the parent or guardian of the winning Nominee. The Nominator and the parent or guardian of the Nominee, and their guests agree to release and hold harmless KCP&L, GMO, Great Plains Energy, Inc., the KC Chiefs, and their employees and directors from any liability, damages or claims arising from or related to the Contest, including the use of any or all of the nomination essay and any photographs identifying any nominee (including, without limitation, claims based on publicity rights, moral rights, defamation, or invasion of privacy).

Privacy Policy

The contact information submitted on the nominee's behalf in accordance with these Official Rules on the entry form will only be used to contact you in the event you win the contest or if there is a question or

issue regarding your nomination. We will not disclose, give, sell, or transfer your contact information, unless required for law enforcement or by statute or court order. Your submission may be made available to the public, so do not include personal information about yourself or anyone else that you do not want shared. The handling, collection, and any use of personal information in connection with this contest is as set forth here: [\[insert hyperlink to Privacy Policy\]](#).

Send all comments and questions to information@kcpl.com.