



BATTLE OF CUMBERLAND SPONSORED BY:



Jim Cogdill



CITY OF KNOXVILLE



OFFICIAL RULES for PHOTO SCAVENGER HUNT

OBEY ALL TRAFFIC LAWS, FEDERAL LAWS AND ALL OTHER LAWS!!!!

- **Scavenger Hunt begins Tuesday, September 6 at 8:00 am and ends Friday, September 9 at 10:00pm.** Pre-registered teams will receive Scavenger Hunt list at 5:00pm Monday, September 5. List will be made available on CumberlandConnect.com by 8:00am, Tuesday, September 6. Photos submitted prior to 8:00am September 6 and after 10:00pm September 9 will not be counted.
- **To sign up for the Scavenger Hunt,** teams must register at www.CumberlandConnect.com. Once your registration is submitted, your team will receive an official team number and additional information needed for your team.
- **All photos must be taken at merchants located on Cumberland Ave between 17th and 22nd Streets.** (If any photo does not clearly show your team at the designated Cumberland Ave area, or within the merchant's location, then you will not receive any points for that photo)
- **Each Team must have a minimum** of two (2) people. At least one person on the team must be 18 years old.
- **All team members must be in every photo** (unless a team member is taking the photo, but selfies are also acceptable)
- **Each team's number identification card** must also be shown in every photo
- **To be eligible for Biggest Ever Battle Bonus Points,** the team must complete at least ten (10) base activities.
- **Each photo must be posted to social media** (Facebook, Twitter, Instagram) **with #Battle(Your Team Number)** - i.e. #Battle3131
- **No repeat photos!** For example, you can't take two pictures at the same gas station
- **Multiple bonuses cannot be combined into any photo, and each bonus can only be used once.** The only exception is the 500 point Smokey bonus, which can be combined with any other bonus in a photo and can be used an unlimited amount of times.
- **Points from the Tuesday through Friday** Photo Scavenger Hunt will be added for a sum total of points.
- The team with the most points will be declared as first place winner. Prizes are awarded to the team as a whole, not to individual members. (For example, if you have a winning team of four people, the team receives the prize package and is responsible for dividing up the items within the prize package among the four team members.)
- **The prize breakdown is as follows:**
 - First Place:** Two Green Bicycles from Regions Bank (\$500 value) and \$2,000 in Various Merchant Prizes: Total Value \$2,500
 - Second Place:** Cumberland Merchant Prize Pack: Total Value \$1,500
 - Third Place:** Cumberland Merchant Prize Pack: Total Value \$1,000
 - Teams Achieving at Least 40,000 Points:** One Case of Hype Energy Drink
- **Winners will be announced** by 5pm Friday, September 16, 2016.

While creative interpretations of the items are generally allowed, the judges have the final determination as to whether each photo receives points
No collaboration with other teams • Be respectful in everything you do

www.CumberlandConnect.com