

**TOUCHSTONE ENERGY COOPERATIVES
CO-OP COMMUNITY CONTEST
OFFICIAL RULES**

Please read these Official Rules before entering the Touchstone Energy Cooperatives, Inc. ("Touchstone Energy" or "Sponsor") Co-op Community Contest (the "Contest"). Participation in the Contest constitutes agreement with these Official Rules.

Overview: Touchstone Energy is inviting member cooperatives from across the country to submit proposals for planning and implementation guidance to help with economic development. Three prizes will be awarded in the form of economic development consulting services & economic growth plans.

Sponsor: The Sponsor of this Contest is Touchstone Energy Cooperatives, Inc., 4301 Wilson Boulevard, Arlington, VA 22203-1860.

Eligibility: The Contest is open to electric cooperatives who are members of Touchstone Energy Cooperatives as of the date of entry.

Contest Period: The entry period will open at 2:00 p.m. Eastern Time ("ET") on August 20, 2019 and end at 11:59 p.m. ET on November 1, 2019 ("Entry Period"). Review and voting by a panel of judges will take place on or about November 12, 2019 and winners will be announced on or about December 12, 2019.

How to Enter: During the Entry Period, each Touchstone Energy member electric cooperative wanting to enter the Contest ("Entrant") must submit an application(s) ("Entry") made available on www.coopcommunity.com/contest. All Entries must be submitted on that same website.

Entry Requirements: Each Entry must be submitted by an employee of a Touchstone Energy member electric cooperative. Each Touchstone Energy member electric cooperative can apply for all three (3) prize packages and submit up to five (5) different communities for each prize package. All Entries will be reviewed by Sponsor for compliance with these Official Rules, and all eligible Entries will be submitted for judging. Sponsor may, in its sole discretion, disqualify any Entries received in excess of the Entry limit and any Entries that do not satisfy the Entry criteria. Sponsors decisions regarding Entry requirements are final.

Winner Selection: Each Entry will be reviewed and judged by a panel including Zach Mannheimer, the Home Town Team (Josh Nowell, Jim & Mallorie Rasberry), Acceleration by Design (Lorie Vincent) (or a replacement if any of the foregoing are not able to participate). Entries will be ranked and winners determined based on the following weighted criteria areas: Community Engagement & Relationship Levels (30%); Staff Dedication and Resource Levels (10%); Geographical Potential Levels (10%); Community "Project Ready" Ability Levels (20%); Community Visioning & Creativity Levels (30%).

The decisions of the judges are final and binding in all matters related to this Contest. Sponsor will notify winners by email or phone around December 12, 2019.

Prizes: Three prizes will be awarded in the form of economic development consulting services & economic growth plans (each, a “Prize”). Limit one Prize per Entrant. Information about the prizes is set forth below and at <https://www.coopcommunity.com/contest>. The services associated with each Prize must be used by December 31, 2020. Each package includes at least a two (2) day onsite consultation per the availability of the consultant and Entrant staff and up to five (5) consulting conference calls. The value of each Prize is \$20,000. A Prize cannot be redeemed or substituted for cash or other thing of value, except as provided below.

Odds of Winning: The odds of winning each Prize depend on number of eligible Entries received.

Prize Conditions: By accepting a Prize, a winner agrees to release Touchstone Energy and its affiliates, Prize providers, employees, agents, and representatives (the “Released Parties”) from any liability for injuries, losses, or damages arising out of or relating to participation in the Contest or use of a Prize. Touchstone Energy makes no representations or warranties with regard to- and Touchstone disclaims any liability arising out of or relating to- the services to be performed by the companies and individuals associated with the Prizes (the “Prize Providers”), including (without limitation) any acts or omissions in performing the services, any deficiencies in services rendered, or their inability or failure to perform. Sponsor reserves the right, in its discretion, to substitute any Prize with a comparable prize in the event a Prize (or any component) cannot be provided for any reason. Winners are solely responsible for reporting and paying any applicable federal, state, and local taxes and/or any other fees or costs associated with the Prize or use of the Prize. Winners may be required to sign an affidavit and liability release as a condition to receiving a Prize. If Sponsor is unable to contact any winner within ten (10) business days from the first notification attempt, a winner fails to complete and return all requested forms or provide requested information by the specified time, or a winner fails to comply with any of the requirements in these Official Rules, the Prize will be forfeited, and an alternate winner may be selected from all remaining eligible entries received. Released Parties are not responsible for lost, late, incomplete, illegible, damaged, inaccurate, stolen, delayed, misdirected, undelivered, or garbled Entries; or for lost, interrupted or unavailable network, server, Internet Service Provider, website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing or judging of Entries, and the announcement of Prizes.

Co-op Community Contest Prize Packages:

1. “The Creative” Creative Placemaking Plan

- a. The winner will be given access to a creative placemaking process led by Zach Mannheimer. The process includes an onsite consultation meeting and conference calls to develop an informed and dynamic plan document. Each package includes at least a two (2) day onsite consultation per the availability of the consultant and entrant staff and up to five (5) consulting conference calls. The value of each Prize is \$20,000. The services associated with each Prize must be used by December 31, 2020.
- b. The plan document will include identifying a specific area of the community, planning a business model and creating circle of leadership.
- c. The plan document will be delivered to the cooperative employees and can be utilized by the community if desired.
- d. A supplemental marketing plan will be delivered to the cooperative employees and provided by Golden Shovel Agency, and will include up to three (3) consulting conference calls.

2. “The Proud” Passion Project Plan

- a. The winner will be given access to a passion project process led by the Home Town Team (Josh Nowell, Jim & Mallorie Rasberry). The process includes an onsite consultation meeting and conference calls to develop an informed and dynamic plan document. Each package includes at least a two (2) day onsite consultation per the availability of the consultant and entrant staff and up to five (5) consulting conference calls. The value of each Prize is \$20,000. The services associated with each Prize must be used by December 31, 2020.
- b. The plan document will include identifying a specific area of the community to execute a passion project.
- c. A passion project can be identified as a potential lighting project, mural project, bench project, sidewalk project, park/outdoor space project, etc.
- d. The plan document will be delivered to the cooperatives employees and can be utilized by the community if desired.
- e. A supplemental marketing plan will be delivered to the cooperative employees and provided by Golden Shovel Agency, and will include up to three (3) consulting conference calls.

3. “The Game Plan” Economic Development Plan

- a. The winner will be given access to a basic economic development planning process led by Acceleration by Design (Lorie Vincent). The process includes an onsite consultation meeting and conference calls to develop an informed and dynamic plan document. Each package includes at least a two (2) day onsite consultation per the availability of the consultant and entrant staff and up to five (5) consulting conference calls. The value of each Prize is \$20,000. The services associated with each Prize must be used by December 31, 2020.

- b. The plan document will include basic economic development principles and ideas to help the cooperative influence the economic status of the community.
- c. The plan documents will be delivered to the cooperatives employees and can be utilized by the community if desired.
- d. A supplemental marketing plan will be delivered to the cooperative employees and provided by Golden Shovel Agency, and will include up to three (3) consulting conference calls.