

## THE MARS 2020 “NAME THE ROVER” CHALLENGE RULES

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### The Challenge

Your challenge is to name NASA’s Mars 2020 rover. Submit your rover name and a short essay (max 150 words) to explain the reasons for your proposed name. Your participation in this Challenge is governed not only by these Challenge Rules BUT ALSO by the [GENERAL RULES](#), which are incorporated herein.

### Who Can Enter

Legal residents of the United States who are registered students in grades kindergarten through twelfth grade attending a public, private, or home school in the United States (including U.S. Territories or Possessions and schools operated by the U.S. for the children of American personnel overseas) are eligible to enter. Student interns, children of employees, and employees of Future Engineers (“Sponsor”), the National Aeronautics and Space Administration (NASA), the Jet Propulsion Laboratory of California Institute of Technology and California Institute of Technology, Battelle Education (“Challenge Parties”), and their immediate family members (spouse, parent, child, sibling, partners and their respective spouses, and foster and step-relations) regardless of where they reside, or those living in their same household (whether or not related) as any person in any of the preceding categories are not eligible to enter or win a prize. Immediate family members and/or those living in the same household of employees of Amazon.com Inc. and its affiliates (“Amazon” or “Additional Prize Supplier” or “Challenge Party”) are eligible to enter, unless the Amazon employee is directly involved with working on this Challenge. (eligible “Participants”).

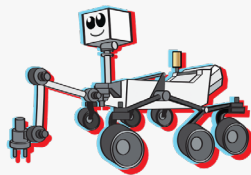
### Submission Criteria

Submissions that violate the rules will be ineligible to win and may be flagged for resubmission.

- Your Submission Must Include:
  - PROPOSED NAME of the rover
    - Maximum 50 characters
  - ESSAY explaining your rover name
    - Maximum 150 words
- LIMIT ONE eligible entry per student. Team entries are NOT allowed. You may edit your submitted entry, but your last version of the submitted entry before the deadline will be judged.
- Keep it G-rated! No inappropriate content.
- All submissions must be 100% made by YOU. Adults may assist younger students with typing the online submission, but the name and essay must be the students’ own creative, original work.
- The proposed name may not be past, current or proposed space missions, nor any previous, present or planned astronomical observatories (domestic or international), nor may it include terms reserved for ongoing NASA flight programs, (e.g., Discovery, New Frontiers, and Solar System Exploration).
- If a Participant suggests that the Mars 2020 Rover be named after a person, that person must be deceased with no post mortem/privacy right of publicity.
- No corporate names, brand names, or otherwise trademarked words in your rover name. Referencing common trade names factually in your essay is OK if needed to explain your entry. (Like Velcro®, for example.)
- Your proposed rover essay must not contain copyrighted material or plagiarized text.



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### Privacy Rules

Submissions will be reviewed for online privacy and student safety prior to being displayed in the gallery. Entries that moderators find not to be compliant, for example that contain personal information, may be flagged for resubmission (or may be rejected if after the deadline). For example:

- **NO NAMES OF PEOPLE!** Don't write your full name, or anyone else's full name (eg. your friend, teacher, or parent) in your entry. Referencing historical figures (eg. a present-day scientist, engineer, or astronaut) is OK in your essay if needed to factually explain your entry.

### Judging Criteria

The Judging Panel will score all eligible entries based on the following Judging Criteria:



**40 POINTS**

Appropriateness and Significance of Name

**30 POINTS**

Originality of Name

**30 POINTS**

Originality and quality of the Essay and/or finalist interview presentation (if applicable)

**+5 POINTS**

Bonus points awarded to entry with the highest public poll votes (only applicable in the final judging round)

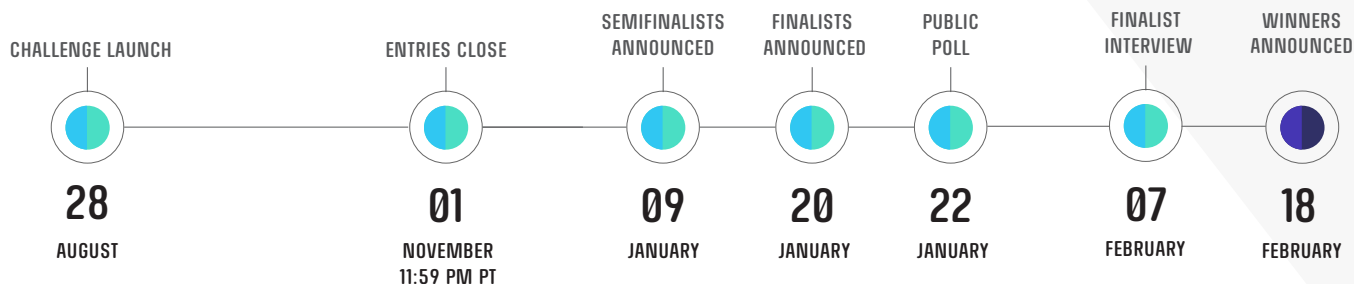
The final interview (only applicable in the final judging round) will generally consist of an online virtual interview, where finalists present their proposed Rover Name to a panel of judges and then answer questions from the judges (“final interview”).

### Tie Break

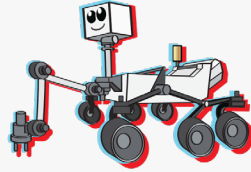
In the event of a tie at any stage of judging, the tie will be broken (amongst those tied entries) with the highest score in the ‘Appropriateness and Significance’ category.

### Program Dates

All entries must be received by: **NOVEMBER 1st, 2019, 11:59 PM Pacific time.** Parent consent must be received by the time requested, otherwise participant will be deemed ineligible to win. It is anticipated that Challenge dates/deadlines will be on or about as follows; however, all dates may be subject to change due to necessity of the circumstances, as determined by Sponsor in its sole and absolute discretion.



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### Winners and Honorees

#### SEMIFINALISTS (156):

Students will compete in one of three grade categories (K-4, 5-8, and 9-12) (each a “Grade Category”) and will be assigned to one of fifty-two (52) regions based on the Student’s postal code provided at registration, or if one was not provided, their school’s postal code (each a “Region”). Entries will be judged using the Judging Criteria. One (1) entry with the highest score in each Grade Category per Region will be selected as prospective semifinalists and, subject to eligibility and compliance, will then be announced.

#### Semifinalist Regions (52) are as follows:

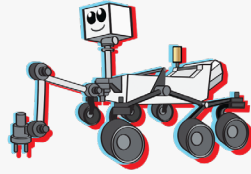
- District of Columbia (DC) and Armed Forces (AA, AP or AE)
- South Carolina (SC) and Virgin Islands (VI)
- Hawaii (HI), Guam (GU), Northern Mariana Islands (MP), and US Minor Outlying Islands (UM)
- Puerto Rico (PR)
- Alabama (AL)
- Alaska (AK)
- Arizona (AZ)
- Arkansas (AR)
- California (CA)
- Colorado (CO)
- Connecticut (CT)
- Delaware (DE)
- Florida (FL)
- Georgia (GA)
- Idaho (ID)
- Illinois (IL)
- Indiana (IN)
- Iowa (IA)
- Kansas (KS)
- Kentucky (KY)
- Louisiana (LA)
- Maine (ME)
- Maryland (MD)
- Massachusetts (MA)
- Michigan (MI)
- Minnesota (MN)
- Mississippi (MS)
- Missouri (MO)
- Montana (MT)
- Nebraska (NE)
- Nevada (NV)
- New Hampshire (NH)
- New Jersey (NJ)
- New Mexico (NM)
- New York (NY)
- North Carolina (NC)
- North Dakota (ND)
- Ohio (OH)
- Oklahoma (OK)
- Oregon (OR)
- Pennsylvania (PA)
- Rhode Island (RI)
- South Dakota (SD)
- Tennessee (TN)
- Texas (TX)
- Utah (UT)
- Vermont (VT)
- Virginia (VA)
- Washington (WA)
- West Virginia (WV)
- Wisconsin (WI)
- Wyoming (WY)

#### FINALISTS (9):

The Judges will again apply the Judging Criteria described above to select from the Semi-Finalists the three highest scoring entries in each Grade Category from across all Regions (potential “Finalists”). Once verified, Finalists will be announced and contacted for a final interview . The Finalist entries will then also be made available for voting in a public poll, hosted on the NASA-JPL website at:

<https://mars.nasa.gov/mars2020/participate/name-the-rover/>.





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### Winners and Honorees (Continued)

#### GRAND PRIZE WINNER SELECTION

The Judges will again apply the Judging Criteria described above, including the final interview and the additional 5 point bonus (awarded to the entry with the highest vote in the public poll), to select from the Finalists the three highest scoring entries from across all Grade Categories. These three entries will be delivered to the Associate Administrator of NASA’s Science Mission Directorate for final deliberation pursuant to the Judging Criteria and one Grand Prize winner across all Grade Categories will be selected and announced by NASA in its discretion.

Future Engineers reserves the right to (i) select fewer semifinalists, finalists (if there are not enough eligible entries received) or (ii) to select more semifinalists, and/or finalists or (iii) to award additional prizes (except for the Grand Prize) or (iv) not award a prize, or to disqualify any Participant/entry at any time (and require immediate prize return, if applicable) if it determines or suspects that Participant/entry is ineligible, incomplete, non-compliant, or that awarding the prize to any such Participant might bring the Sponsor or into public disrepute, scandal or contempt. If a semifinalist, finalist and/or winner is disqualified for any reason, Future Engineers or NASA may award the subject prize to an alternate even if the disqualified Participant has already been announced.

### Prizes / Approximate Retail Value (“ARV”)

#### SEMIFINALIST PRIZES (156)

A Mars prize pack from Jet Propulsion Laboratory/California Institute of Technology. (ARV \$10)

#### FINALIST PRIZES (3) PER GRADE CATEGORY, AS FOLLOWS:

Grade K-4 Finalists will win the following prizes from Amazon:

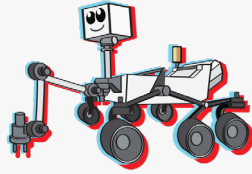
- One-year monthly subscription to STEM Club, which provides handpicked STEM toys to engage budding scientists and engineers. (ARV \$192)
- STEM eBook prize pack, consisting of: an Amazon Fire HD 8 Kids Edition Tablet and access to a dedicated web page to choose from a curated selection of STEM-related eBooks with a \$100 eBook account credit. (ARV \$200)

Grade 5-8 Finalists will win the following prizes from Amazon:

- One-year monthly subscription to STEM Club, which provides handpicked STEM toys to engage budding scientists and engineers. (ARV \$192)
- STEM eBook prize pack, consisting of: an Amazon Fire HD 8 Kids Edition Tablet and access to a dedicated web page to choose from a curated selection of STEM-related eBooks with a \$100 eBook account credit. (ARV \$200)



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### Prizes / Approximate Retail Value (“ARV”) CONTINUED

#### FINALIST PRIZES (3) PER GRADE CATEGORY, AS FOLLOWS:

Grade 9-12 Finalists will win the following prizes from Amazon:

- AWS Educate membership and \$100 in AWS credits to get hands-on with AWS technology, training resources, and course content (only available to students 14+) (ARV \$100)
- STEM eBook prize pack, consisting of: an Amazon Fire HD 8 Tablet (without special offers) and access to a dedicated web page to choose from a curated selection of STEM-related eBooks with a \$100 eBook account credit (ARV \$195)

Amazon prizes will be awarded to the winner’s parent/legal guardian. Acceptance of Amazon prizes may be subject to additional conditions of use and subscription terms and conditions.

#### GRAND PRIZE (1):

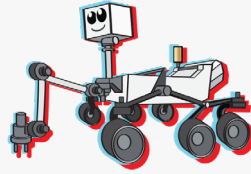
- Winner’s winning name may be used to name the Mars 2020 rover. However, NASA reserves the absolute right in its sole and absolute discretion NOT to use the winning name.
- NASA will provide the grand prize winner and up to 4 family members invitations to watch the launch of the Mars 2020 rover at Kennedy Space Center in July 2020.
- In addition to the above prizes provided by NASA, Amazon will provide a 4 day, 3 night trip to Kennedy Space Center for the winner + up to 4 family member companions (ARV \$6000). Trip consists of: roundtrip economy air transportation from gateway airport nearest winner’s residence; standard hotel accommodations (triple occupancy, room and tax only); ground transportation to/from airport/hotel and hotel/Kennedy Space center; and a \$1500 gift card to winner (which may be used towards additional transportation, meals, and all other costs, fees and expenses). Further trip specifics and limitations will be provided in applicable winner documentation. If winner lives within a 150 mile radius of prize location, ground transportation may (in Sponsor’s discretion) be provided in lieu of air transportation.

### Ownership and Public Licensing

Entries will be displayed in a public gallery. Depiction in the gallery shall not be deemed a representation of an entries’ ranking, score, or eligibility for the Challenge.

In addition to the rights granted to the Sponsor pursuant to the General Rules, by participating in this Challenge selected Finalists will be **assigning their Entries to NASA**: By participating in the Mars 2020 Name the Rover Challenge the Participant, or, if Participant is a minor, Participant’s Parent/Guardian, agree that Participant’s entire contest submission, including both the essay and rover name, become the property of NASA if the Participant’s contest submission is selected as one of the top nine (9) finalist entries, and therefore it is understood and agreed that NASA will have the ability, but without obligation, to use Participant’s submission, in whole or in part, for any purpose, in any manner or medium now or hereafter known through-out the world, without





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### Ownership and Public Licensing (Continued)

having to give any attribution or compensation to Participant (except for the awarding of the prize to the winner of this contest). Further, by virtue of participation, should Participant’s contest submission be chosen as one of the top nine (9) finalist entries, Participant or Participant’s Parent/Guardian (as appropriate) agree to execute the Waiver Agreement that will be provided to Participant by the Sponsor, which Waiver Agreement will assign any and all rights in the submitted essay and rover name to NASA.

### Potential Semifinalist Notification

The potential semifinalists’ parents or legal guardians will be notified via email and they will be required to sign and return additional documents by a specified time, which may include:

Affidavit (or Declaration, as determined by Sponsor) of Eligibility, Liability and, where legal, Publicity Release and a Waiver Agreement.

If any prize, prize notification, email or other communication is returned as undeliverable, or if a potential winner (at any level) cannot be reached after a maximum of two (2) attempts by email or phone, refuses the prize, or fails to properly sign and return all releases within the time period requested, or if a potential semifinalist/finalist or their entry is found to be ineligible, the potential semifinalist/finalist will be disqualified. The next highest scoring entry (for the applicable prize level) may be notified, time permitting.

### Sponsor and Challenge Parties:

Sponsor: Future Engineers LLC

Challenge Parties: NASA, Jet Propulsion Laboratory/California Institute of Technology, and Battelle Education,

Additional Challenge Party/Prize Supplier: Future Engineers Arranged Additional Prizes Through Amazon

**GOOD LUCK!**



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