Ice Cream Flavors of Iowa State Colleges Contest

Official Contest Rules

In 1927, Iowa State College established a campus creamery to equip students for the dairy industry. For decades, the creamery was known nationally for high-quality dairy products. But as the economics and landscape of Iowa agriculture shifted to corn and soybeans, dairy manufacturing at ISU ended in 1969. Now this fall, after a 51-year hiatus, the ISU Creamery is opening back up! The ISU Creamery retail store, located on the 2nd floor of the Food Sciences building, will offer a variety of ice cream flavors, available by the scoop and in 8-oz and quart containers. Current ISU Creamery flavors are included at the end of the rules.

The Iowa State University Creamery Ice Cream Flavors of Iowa State Colleges Contest, is being launched to tap into the creativity of ISU faculty, staff, alumni and current students. The highest-scoring entry ICE CREAM from each college will be launched at Sparks, the student operated café, in ISU Student Innovation Center in the fall of 2020! The products will also be sold in the ISU Creamery retail store.

1. The Ice Cream Flavors of Iowa State Colleges Contest is hosted by the ISU Creamery and is open faculty, staff, and current and past students of Iowa State University.

2. Individuals and team members will be referred to herein as an “Entrant.” No more than one entry may be submitted per Entrant. An individual cannot enter as an individual and as a member of a team. The number of team members must not exceed FIVE (5).

3. Entrant information and Entries into this Contest must be submitted online, by an individual or team captain, with the Ice Cream Concept Description (as detailed in Rule 4, below), saved as a PDF file, and attached to the Google Form at: https://forms.gle/x9aZktwM3lMXGjQWA. The Ice Cream Concept and any information contained in the submission or in connection with an entry shall be referred to collectively herein as the “Entry.” Entries must meet the requirements detailed in Rule 4, below. Entries must be transmitted and received by midnight on June 15, 2020.
4. **The Ice Cream Concept Description** may not exceed 2 pages, must not include Entrant names, and must include the following components:
   - Provide a name and description of the product (note that the product’s name and description must comply with the Entry Requirements below, with special attention to the limitations in Section 5(iii) and (iv). no trademarks may be any part of the product name).
   - Explain how the ice cream represents the Entrant’s college (Graduate, Agriculture and Life Sciences, Business, Design, Engineering, Human Sciences, Liberal Arts and Sciences, Veterinary Medicine).
   - Describe the ice cream (things that may be considered include):
     - Base flavor and flavoring(s) (e.g., vanilla, chocolate, caramel swirl, cookie dough, etc.)
     - Other characteristics (high protein, “premium”, corn or egg ingredients, etc.)

5. **Entry Requirements**
   i. All submitted work must be the individual or team’s original creation (if references outside your team are used, please include a citation to the resource used and ensure appropriate attribution is given for its use in this content, as appropriate).
   ii. Entry must be in English.
   iii. Entry must not contain the names, logos, designs, graphics, or references to any third party copyrighted or proprietary material (including but not limited to, names of individuals, living or dead, literary works of any person other than the entrant(s), corporate names, trademarks, slogans, or lyrics) or otherwise infringe on the intellectual property or other rights of a third party unless you have written permission to do so. For clarity, the use of University Branding and/or University Trademarks is not permitted without prior written approval from those offices. NOTE: Please consult Trademark Licensing Office’s website for more information about which ISU logos, word marks, and other identifying names fall into this category or consult with the TLO at trademark@iastate.edu for guidance as needed. Please consult University Marketing at umarket@iastate.edu for guidance related to branding.
   iv. Entry must not include the specific name of or reference to any individuals, living or dead, other than the entrant(s) on the cover page, without that individual’s written permission, or the written permission of their heirs.
   v. Entry must not depict ISU negatively and must be in keeping with ISU’s desired image.
   vi. Entry must not contain any commercial, political, religious, or other third party advertising or messaging.
   vii. Entry must be suitable for general audiences and must not contain any of the
following content: (i) defamatory words or statements, including words or symbols that are considered offensive to individuals of a certain race, ethnicity, gender, religion, sexual orientation or socioeconomic group; (ii) any lewd or sexually explicit suggestive content; (iii) any content that promotes use of alcohol, tobacco, firearms/weapons, or any violent, unsafe or dangerous behavior, activities or situations; (iv) threats to any person, place, business or group; (v) profanity or obscenity; (vi) anything that would disparage or offend persons or organizations associated with ISU; (vii) anything which incites, encourages or depicts dangerous conduct, stunts or tricks, or behavior or acts that are unsafe, wrongful or immoral; or (viii) anything that violates federal, state or local laws and regulation.

viii. The ice cream flavor must be original and not duplicative of any existing Creamery flavors identified below:

- Two Swans. Vanilla
- 1858. Dark Chocolate
- Legacy. Peanut Butterscotch Ice Cream with Chocolate-Covered Rice Crisps
- Campanile Kiss. White Strawberry Ice Cream with Strawberry swirls
- Cardinal Tracks. Chocolate Ice Cream with Chocolate-Covered Raspberry Cups and Fudge Swirls
- Wintersgreen. Mint Chocolate Flake
- Jack Spice. Pumpkin Spice

6. Judging Criteria:
A panel of ice cream experts from ISU and other members of the ISU community will serve as judges. Innovation and feasibility of production of the ice cream will be key considerations in the evaluation of Entries. The suitability and relevance of the product to the ISU Student Innovation Center café, Sparks, and ISU Creamery will be considered. The points for judging criteria are as follows:

**Ice Cream Flavors of Iowa State Colleges Contest Judging Criteria (100 points):**

- Ice Cream Name / ISU College Theme / Originality: 50 points
- Product Description / Flavor Appeal / Feasibility: 50 points

7. Prizes:
Each winning Entrant will be awarded with 1 free quart of their created ice cream. The Entrants will also be recognized in press, as well as on the flavor description sign that will be posted in the Student Innovation Center and ISU Creamery retail store.

8. Winner Notification and Prize Delivery.
The winning *Ice Cream Flavors of Iowa State Colleges* Concepts will be announced to all Entrants and in ISU announcements by July 15, 2020.
Entrants will also be recognized in promotional materials, and at the ISU Student Innovation Center Grand Opening (fall, 2020).

By submitting an Entry in this Contest, each Entrant agrees to release ISU, Contributor and all of their officers, employees and agents (collectively “Released Parties”) from any and all claims, damages, expenses, losses, costs or liability (collectively “Loss”) arising out of the Entrant’s participation in the Contest or acceptance and use of a prize. This waiver and release is a condition of entry into the contest. In addition, by submitting an Entry in this Contest, each Entrant agrees be responsible for Entrant’s entry, including the violation of any third party trademark, copyright, right of privacy, or any other intellectual property right.

9. This Contest is subject to all applicable federal, state and local laws. By participating, Entrants waive any right to claim ambiguity in the Contest or these Official Rules. By submitting an Entry, participating in the Contest in any manner, and/or accepting prize, each Entrant agrees to release and hold harmless ISU from and against any and all claims, damages and liability arising out of participation in this Contest, and the winners agree to release and hold harmless ISU from and against any and all claims, damages and liability arising out of such winner’s use or misuse of the prize. Acceptance of prize constitutes permission for ISU, and those authorized by ISU, to use winning Entrant's name and/or likeness for purposes of advertising and publicity purposes without further compensation, unless prohibited by law. By participating in this Contest, Entrants agree to be bound by the Official Rules and ISU’s decisions - which are final. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Contest materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control. All material submitted become the sole property of ISU and will not be returned. ISU is not responsible for any typographical or other error in the printing of the offer, administration of the Contest or in the announcement of the prize. In no event will more than the stated number of prizes be awarded. ISU reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest in whole or in part.

10. ISU’s collection and use of information collected in connection with this Contest shall be governed by the terms of ISU’s electronic privacy policy posted at http://www.policy.iastate.edu/electronicprivacy.

11. The Contest is sponsored by the Iowa State University Creamery in the Department of Food Science and Human Nutrition, 536 Farm House Lane, Ames, IA 50011-1052.