



Saskatoon Co-op® “Name Change Campaign” Contest

OFFICIAL CONTEST RULES & REGULATIONS

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED. THESE OFFICIAL RULES GOVERN THE NAME CHANGE CAMPAIGN CONTEST (the 'Contest').

Sponsor: The Saskatoon Co-operative Association Limited ('Sponsor'). The Contest begins at 12:00:01 a.m. CST on May 12, 2026 (the 'Contest Start Date') and ends at 11:59:59 p.m. CST on August 10, 2026 (the 'Contest Closing Date') (the 'Contest Period').

1) ELIGIBILITY

Open only to persons who satisfy the following criteria: (i) Saskatoon Co-op member in good standing, (ii) legal resident of Saskatchewan, and (iii) 16 years of age or older as of the Contest Start Date (each, an “**Eligible Participant**”). Team Members may enter provided they are Saskatoon Co-op members. The Contest is subject to all applicable federal, provincial, and municipal laws and regulations. Corporations and non-profit organizations with a Saskatoon Co-op number are not able to participate.

In cases where the Contest is open to persons who have not yet reached the age of majority in their province (a “minor”), parental or guardian consent is necessary to enter the Contest. The parent/guardian will be responsible for the minor’s participation in the contest, and where appropriate, the terms “contestant” and “winner” mean the parent or guardian of the minor. If a minor has not received parental or guardian consent to participate in the Contest, the minor’s entries shall be deemed invalid.

The following individuals are not Eligible Participants:

- (a) Members of the judging panel, Executive and Senior Leadership Team, Directors.
- (b) Any of the above persons’ immediate family (father, mother, brother, sister, step-brother, step-sister), and persons living in the same household as any of the above persons.

2) HOW TO ENTER (ONE ENTRY PER PERSON PER DAY)

During the Contest Period, visit the official Name Change Campaign [submission form](#) and submit one (1) proposed new Sponsor name that complies with Section 3 (Name Requirements) (each, an “**Entry**”). Limit one (1) Entry per person per day. Automated, scripted, or bulk Entries are prohibited. No purchase necessary. No submissions will be accepted after the Contest Closing Date for any reason. Any Entries received outside of the Contest Period will be void.

<https://forms.office.com/r/efX8FYDwqp>

3) NAME REQUIREMENTS

- Entries must be no more than two (2) words long. Co-op and/or Co-operative Association Ltd. will be added as the final word of every entry (e.g., NEW NAME Co-op, NEW NAME Co-operative Association Ltd.).
- Entries must be unique. There cannot be another co-operative in Canada with the same name.
- Names must be marketable (extendable to other geographies, nonspecific)
- Profane, offensive, discriminatory, or unlawful Entries will not be accepted.
- All Entries are subject to legal vetting, including searches for existing or confusingly similar trademarks, trade names, and names of comparable organizations and associations.
- The Sponsor reserves the right to reject any Entry for any or no reason whatsoever.

4) EVALUATION, FINALISTS & TIE-BREAKS

During and upon close of the Contest Period, eligible entries will be reviewed by a panel of judges (the “**Judging Panel**”) appointed by Sponsor. The Judging Panel will grade valid and accepted Entries on a pre-established evaluation matrix. Entries will be assessed on relevance to communities and values, distinctiveness, clarity and memorability, marketability, pronounceability, scalability across divisions, legal/trademark availability, and any such other criteria as the Judging Panel deems appropriate. The Sponsor will publish a short list of Entries of no more than six (6) total, selected by the Judging Panel, on October 1, 2026 (the “**Short List**”). Following online publication of the Short List, from October 1 to October 22, 2026, the Sponsor’s members will vote online on the names appearing on the Short List. Members may vote one time for any of the Short List entries (one vote per membership #, joint members will only be able to vote once). The top three (3) results of the Short List Entries vote will be announced November 2nd. At that time, Members will be invited to attend a Town Hall which will be held in person at Prairieland Park on November 17, 2026. The top three Short List entries will be invited to present (or find someone to present on their behalf), in person. During the event, a final vote will be held to determine the final top winning Entry. The Entry receiving the most votes at the Town Hall shall be deemed the final winning Entry.

Thereafter, the winning name will be brought forward to a Special Meeting in 2027 to be voted upon by the Members as the new name for the Sponsor.

In the event that more than one Eligible Participant submits the same (or similar) name as an Entry, the Eligible Participant who submitted their Entry first shall be the only Eligible Participant to have the Entry considered by the Judging Panel. Subsequent identical or formatively similar entries shall be deemed ineligible for participation. Decisions of Sponsor in respect of all aspects of the Contest, including eligibility of similar and dissimilar Entries are final and binding. In the event of a Tie for any prize resulting from the vote upon the Short List, the winner will be chosen by random draw.

The Sponsor reserves the right to reject all entries should they not meet qualifications or established standards.

5) PRIZES

A total value of \$6,000 in prizes will be awarded to the top three (3) Entries that receive the highest number of votes during the Short List vote (\$2,000 each). Prizes must be accepted as awarded and are non-transferable. Odds of winning depend on the number and quality of eligible entries received. Final Entries must be present on November 17, 2026, at the Saskatoon Co-op Town Hall at Prairieland Park in order to receive their prize (or find someone to attend and accept the prize on their behalf).

6) WINNER NOTIFICATION & REQUIREMENTS

Potential winners will be contacted by email or phone number provided in the submission within a reasonable time after selection. To be confirmed as a winner, a selected entrant must: (1) respond within seven (7) days of first attempted contact; and (2) complete, sign, and return an eligibility declaration and a liability/publicity release within ten (10) days of receipt. Failure to comply will result in forfeiture of the Prize, with no impact upon the ability of the Sponsor to utilize the Entry as considered for this Contest. Upon forfeiture of the right to receive the prize, the Sponsor may or may not, in its sole and absolute discretion, award the prize to another entrant. The Top 3 Finalists are expected to attend

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and present (or find someone suitable to present on their behalf) their submission at a public event November 17, 2026.

You may be required to provide adequate proof of name/age/identity, as requested by the Sponsor in its sole and absolute discretion. Failure to provide such proof will be grounds from automatic disqualification from the Contest.

7) INTELLECTUAL PROPERTY: RIGHTS IN SUBMISSIONS

By entering, you acknowledge that names are comprised of common words and short phrases that may be independently conceived by others. You agree: (a) Sponsor has no obligation to adopt any submitted name; (b) Sponsor may, in its sole discretion, use, modify, adapt, register, and/or commercialize any submitted name or any element thereof, with or without attribution; (c) to the maximum extent permitted by law, you irrevocably assign to Sponsor any right, title, and interest you may have in your submitted name (including goodwill) and waive any moral rights therein; and (d) you disclaim any right to additional compensation beyond the prize, if any. You represent and warrant that your submission is original to you, does not infringe third-party rights, and you have authority to make the assignment and grant the waivers described herein.

8) CONTENT & CONDUCT; DISQUALIFICATION

Sponsor may disqualify any entry or entrant for late, incomplete, illegible, or corrupted entries; automated submissions; violations of these Rules; offensive or inappropriate content; or conduct that undermines the integrity or administration of the Contest.

9) PUBLICITY

Upon submitting an entry in the contest, the entrant irrevocably transfers all right, title, and interest, including any and all intellectual property rights, in and to the submission, to and in favour of the Sponsor, for use by the Sponsor absolutely, and without limiting the foregoing for the purposes of re-naming the sponsor. The entrant further waives all moral rights in and to the submission. By accepting a prize, winners consent to the use of their name, city/province, and likeness for advertising and promotional purposes in any media without further notice or compensation, unless prohibited by law. The Top 3 Finalists are expected to attend and present (or find someone suitable to present on their behalf) their submission at a public event November 17, 2026.

10) PRIVACY

Personal information collected by Sponsor will be used to administer the Contest and otherwise in accordance with Sponsor's [privacy policies](#) and applicable laws. Information will not be sold or rented to third parties. By entering, you consent to the collection, use, and disclosure of your information for the purposes described.

11) RELEASE & LIMITATION OF LIABILITY

By participating, entrants release and hold harmless Sponsor, its parents, affiliates, subsidiaries, advertising and promotion agencies, and each of their respective officers, directors, employees, and agents (the 'Released Parties') from and against any claims or causes of action arising out of participation in the Contest or receipt, use, or misuse of any prize. Released Parties are not responsible for: (i) lost, late, misdirected, or incomplete entries; (ii) technical failures of any kind; or (iii) injury or damage to

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persons or property related to participation. Nothing herein limits liability for death or personal injury caused by negligence, or for fraud, where such limitations are not permitted by law.

12) GENERAL CONDITIONS

Sponsor reserves the right, in its sole discretion, to cancel, suspend, or modify the Contest or these Rules if fraud, technical failures, legal/regulatory changes, or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Contest. No waiver by Sponsor of any term shall be deemed a further or continuing waiver. If any provision is held invalid or unenforceable, the remainder shall remain in full force and effect.

13) GOVERNING LAW & DISPUTES

These Rules are governed by the laws of the Province of Saskatchewan and the federal laws of Canada applicable therein, without regard to conflict of law principles. All disputes will be resolved exclusively in the courts of Saskatchewan.

14) WINNERS LIST / QUESTIONS

For the names of winners or questions about the Contest, contact: marketing@saskatoon.crs with the subject line: 'Name Change Campaign Contest', or mail:

Attention: Name Change Campaign Contest
201-503 Wellman Crescent
Saskatoon, SK S7T 0J1