

2025 “The Best Move You’ve Ever Made” Contest Rules

CONTEST SPONSOR:

Iowa Economic Development Authority (IEDA)
1963 Bell Avenue, Suite 200
Des Moines, IA 50315

ENTRANT ELIGIBILITY:

1. The entrant must be eighteen (18) years or older and a resident of Iowa.
2. Eligible entrants must have moved to Iowa between January 1, 2015 through January 1, 2025.
3. IEDA and Iowa Finance Authority board members and employees, and their immediate family members, are not eligible to enter the contest. For purposes of these contest rules, “Immediate family members,” means spouses and children.

HOW TO ENTER:

1. Visit: <https://woobox.com/4vm2nw>
2. Complete an official entry form. The entrant must complete the entry form on the contest entry website to be eligible for the contest.

CONTEST SUBMISSION:

1. To enter, participants must complete the submission form, answer the questions “Why did you move to Iowa?” and “Why do you love living and working in Iowa?”.
2. Participants must upload a supporting photo or video that includes the entrant.
3. Only one (1) contest form submission per household.

CONTEST PERIOD:

1. Submissions will be accepted October 1, 2025 at 8:00 a.m. CDT – November 14, 2025 at 5:00 p.m. CDT.
2. To determine the winners, a panel of judges will review and score all of the submissions, photos and videos, and entry forms. Judging criteria that will be taken into consideration include, but are not limited to:
 - **Creativity & Thoughtfulness:** Originality, insight, and depth of the submission. Judges will look for fresh perspectives and meaningful reflections outlined by the entrant.
 - **Clarity of Iowa Aspirations:** How clearly and passionately the entrant expresses their motivations for moving to Iowa and their experience of living and working in the state.
 - **Compelling Personal Story:** Emotional resonance and authenticity of the narrative. Judges will consider how engaging and relatable the story is.
 - **Quality & Relevance of Visual Submission:** Effectiveness of the photo or video in supporting and enhancing the written entry. The visual must include the entrant and align with the story being told. Photo and video submissions will be judged equally based on creativity, relevance, and impact. The format of the file (photo vs. video) will

not influence scoring.

3. The Woobox platform is the official time keeping device for the submission periods.

SELECTION OF WINNER:

1. Up to (5) winners of the grand prize will be selected. These will be the entrants whose submission receives the highest combined scores from the independent panel of judges.
2. The winners will be notified by email after the conclusion of the contest.
3. Winners will be announced with their photo and story on IEDA's social media channels.

GRAND PRIZE:

The Grand Prize is a \$1,000 Visa gift card to be awarded to up to five (5) winners.

TERMS OF ACCEPTANCE FOR GRAND PRIZE:

The Grand Prize winner must:

Winners must confirm prize through email no later than November 24, 2025. Grand prize will be sent to the winners' primary mailing address via FleishmanHillard Inc.

GENERAL RULES

1. By participating in this contest, the entrant understands and agrees to abide by and be bound to these official contest rules and the decisions of IEDA, which are final and binding in all respects. The entrant represents and warrants that the entrant meets the eligibility requirements.
2. By entering the contest, the entrant represents and warrants that the photos and/or videos submitted by the entrant are the entrant's own original work, are not a derivative or copy of someone else's work, and have not been previously published, licensed, exhibited, and/or otherwise used and that the photos and/or videos are free from defamatory, obscene, offensive, injurious, unlawful and/or otherwise inappropriate content. The entrant further represents and warrants that models and any other living persons whose likeness is used in the entrant's photos and/or videos have, each and all, executed all necessary releases permitting the use thereof for commercial purposes including advertising, merchandising, publicizing or trade.
3. By entering the contest, the entrant acknowledges and agrees that IEDA shall have the right in perpetuity, where permitted by law, to print, publish, broadcast, distribute and use on their website, social media or any other marketing media, the entrant's name, portrait, voice, likeness, image (picture and video), the contest results, statements made by the entrant about the contest, the entrant's biographical information, the entrant's video and/or photo submission, and all or any portion of the entrant's submitted entry form and assignment (with the exception of the entrant's personal phone number and email address) without any compensation, notice, review or consent.

4. **No purchase is necessary to enter or win the contest. Purchase does not increase the chances of winning. Void where prohibited.**
5. IEDA is not responsible for problems related to technical malfunctions of electronic equipment, computer online systems, servers, internet service providers, computer hardware or software failures, phone lines, failure of any entry to be received on account of technical problems, traffic or congestion on the internet or the website, or for any communications-related problems, including failed, lost, delayed, incomplete, garbled or misdirected communications, which may limit an entrant's ability to participate in the contest.
6. IEDA reserves the right, in its sole discretion, to refuse, disqualify or withdraw any entry and/or entrants at any time during the contest period, including any entrant who tampers or attempts to tamper with the entry process, the administration of the contest or otherwise violates the contest rules.
7. If IEDA disqualifies Grand Prize winners, it may, but is not required to, award the prize to the eligible entry with the next highest score from the independent panel of judges.
8. The entrant is responsible for ensuring compliance with copyright laws if music is used in the entrant's submission and obtaining any necessary consents from persons shown in the photo submitted by the entrant. The entrant will be disqualified at the sole discretion of IEDA if any content used by the entrant is claimed to constitute infringement of any proprietary rights of third parties. The entrant shall indemnify, defend and hold harmless IEDA from and against any suit, proceeding, claim, liability, loss, damage, cost or expense arising out of such an infringement or suspected infringement.
9. The prize award is subject to eligibility determination and final verification by IEDA.
10. No transfer, assignment, or substitution of the prize (in whole or in part) by the winner shall be permitted. Notwithstanding the foregoing, IEDA reserves the right to substitute a prize of equal or greater value if all or part of the advertised prize is unavailable or cannot reasonably be provided for any reason.
11. The winner shall be solely responsible for paying all federal, state and local taxes, and for any other fees or costs, associated with the prize regardless of whether the prize, in whole or in part, is used.
12. Prize is not redeemable, in whole or in part, for cash.
13. Entrants may request a copy of the official contest rules by emailing social@iowaeda.com by November 24, 2025.
14. This contest is governed by the laws of the United States and the State of Iowa, and subject to all applicable federal and state rules, ordinances, codes, regulations and orders. These contest rules shall be interpreted in accordance with the laws of the State of Iowa and by entering the contest the entrant agrees that any and all disputes that cannot be resolved between the parties, including causes of action arising out of or connected with this contest, shall be resolved individually, without resort to any form of class action, exclusively in the Iowa District Court for Polk County or the United States District Court for the Southern District of Iowa. Further, in any such dispute, under no circumstances shall the entrant be permitted to obtain awards for, and hereby waives all rights to, punitive, incidental, or consequential damages, including reasonable attorney's fees.
15. IEDA reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the contest at any time prior to the awarding of the Grand Prize should the administration, security,

fairness or proper conduct of the contest be materially affected by circumstances or causes beyond IEDA's reasonable control, including, but not limited to: (i) act of God; (ii) act of fraud; (iii) technical failure; and (iv) change in federal or state laws, regulations, rules or policies withdrawing or materially affecting IEDA's authority to administer the contest.

16. The entrant agrees to release and hold harmless IEDA, its board members and employees, from any liability, illness, injury, death, loss, litigation, claim, or damage that may occur, directly or indirectly, from: (i) the entrant's entry and participation in the contest; (ii) the entrant's use or misuse of any awarded prize; (iii) the malfunction of any computer, cable, network, hardware, or software, or other mechanical equipment; (iv) the unavailability or inaccessibility of any transmissions, telephone, or Internet service; (v) unauthorized human intervention in any part of the entry process or the contest; and (vi) electronic or human error in the administration of the contest or the processing of entries.
17. In the event that any provision of the contest rules is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. IEDA's failure to enforce any term of these contest rules will not constitute a waiver of that provision.