



Fall Cupcake Contest



Official Rules & Regulations

General Information

- ❖ Participants will create their most unique and artistic cupcake
- ❖ Cupcake must have a Halloween or Fall theme
- ❖ Contest begins October 1st, 2016 and ends October 31st, 2016
- ❖ Open to residents of Canada
- ❖ Only one entry per person (Multiple entries will be automatically disqualified from participating in the contest)
- ❖ Employees of McCall's are not eligible to participate
- ❖ Winners will be announced in November, 2016 in the McCall's Newsletter Sweetlines, on Facebook and on Twitter
- ❖ Contest entry is open to both Professional and Non-Professional baking enthusiasts

How to submit

- ❖ All submissions must include the Fall for Cupcakes Contest entry form ([click here for entry form](#)) completed with the required information (incomplete entries will be disqualified from the contest)
- ❖ Submit at least 2 photos of your Cupcake Creation:
 - 1 photo must include contestant holding the cupcake
 - 1 photo must be a close up showing the detail of the design and decorations
 - A 3rd photo (cross-section shot) if your cupcake has a filling
- ❖ Photos must be of high quality resolution to ensure cupcake details are visible (minimum resolution 1000 pixels x 600 pixels, and file size of 700 kb)
- ❖ Entries must be submitted electronically to decorate@mccalls.ca (Receipt of confirmation will be forwarded to all contestants upon submission)
- ❖ **All submissions must be received by October 31st, 11:59pm EST time zone**





Prizes

Prize for 1st, 2nd, and 3rd place will be awarded as follows:

- 1st prize is \$75 McCall's Gift Certificate
- 2nd prize is \$50 McCall's Gift Certificate
- 3rd prize is \$25 McCall's Gift Certificate

Judging Guidelines

- ❖ All eligible entries are based on 3 criteria:
 - Overall appearance of cupcake (30%)
 - Creativity of cupcake design (35%)
 - Complexity of cupcake design and decorations (35%)

\$5.00 Coupon Offer

- ❖ For each entry into the contest, the contestant will receive a \$5.00 coupon, valid in-store or online with any minimum \$25.00 purchase at McCall's. The coupon is valid until December 31st, 2016.

