

Mafia Wars “Think Outside Of The Box” Crate Design Contest Official Rules & Guidelines (2011-08-01)

Here’s a chance to leave your permanent mark on Mafia Wars – by designing something to be made available in the game! Think outside of the box to come up with an exciting crate theme and 1 piece of loot that fits within it for a chance to win some awesome Mafia Wars prizes! The loot can be a weapon with which to attack your rivals, armor for protection from your enemies, a vehicle in which to patrol the mean streets, or a powerful animal to add to your dangerous menagerie. We’ll pick the best submissions, forward them to our art department, and get them added to Mafia Wars ASAP, at which point we’ll credit the designer one (1) of the item (crate or loot) they designed! But that’s not all! While the winning designs are being turned into in-game items, we’ll also send the designers a crate* full of Mafia Wars swag for designing such an awesome crate (or piece of loot)!

*The crate will actually be a cardboard box, as that is a more environmentally friendly way to ship.

CONTEST RULES

- All entries must be received by us at coolcontests@mafiawars.com by 11:59pm PDT (GMT -7) on August 28, 2011.
- Limited to one (1) entry per person. (1 entry = 1 crate design + 1 loot design). Entry must be your own.
- Entrants must be the age of majority (18 in the US) at the start of the contest in order to be eligible.
- All designs must be original. Any entry that appears to have been copied or to have misappropriated original designs will be disqualified.
- Designs depicting pornography, graphic violence, or other objectionable content (as determined at Zynga’s sole discretion) will be disqualified.
- Once received, entries cannot be modified, replaced, or deleted.
- By entering, you will be indicating that Zynga has permission to announce your name if you are chosen as the winner.
- Do not post negative comments about other contest entries. Doing so may result in the disqualification of your entry.
- This contest is open to all users that have an account in good standing with Zynga who enter to participate.
- By submitting an entry, you affirm, represent and warrant that such transmission or submission is (a) not confidential; (b) not in violation of any laws, contractual restrictions or other third party rights, including but not limited to rights of publicity, and that you have permission from any third party whose likeness, personal information or intellectual property is included in your submission; (c) free of viruses, adware, spyware, worms or other malicious code.
- Zynga will own all rights to any submission you choose to provide in this contest. You agree to, at any time, execute any documents reasonably required to ensure Zynga’s ownership of your submission. By providing a submission, you also waive any moral rights in your submission. You agree that, unless otherwise prohibited by law, Zynga may use, sell, exploit, and disclose your submission in any matter, without restriction and without compensation to you.
- This contest as well as the use of any Zynga website, forum, or game is governed by the [Zynga Terms of Service](#).
- Collection and use of user information is governed by [Zynga’s Privacy Policy](#).
- No purchase necessary. Making a purchase will not increase your chances of winning. Void where prohibited.

HOW TO ENTER

- Send your Mafia Wars “Think Outside Of The Box” Crate Design Contest entry to coolcontests@mafiawars.com.
 - Include the following in the email:

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- (1) Email Subject: “Mafia Wars Think Outside Of The Box Crate Design Contest Entry”
- (2) Your name, for use in the winner announcement if your design is selected.
- (3) Your Facebook User ID (used to award you the in-game item if your design wins)
[To obtain your Facebook User ID, go to your Facebook profile page, right click on your profile picture, choose “Copy Link Address” or “Copy Shortcut” (depending on the browser you’re using), and paste that address in your email; it contains your Facebook User ID.]
- (4) A written description of your crate idea.
- (5) A written description of your crate loot idea.
- (6) An image representing your crate design (in JPEG, PNG, AI, or PSD format) as a file attachment.
- (7) An image representing your crate loot design (in JPEG, PNG, AI, or PSD format) as a file attachment.

- See the Image Guidelines below for more information regarding design requirements.

IMAGE GUIDELINES

- Your entry must include a graphical representation of your crate and loot ideas (1 or 2 image files total) in one of the following file formats:
 - JPEG
 - PNG
 - AI (Adobe Illustrator)
 - PSD (Adobe Photoshop)
- You may produce the graphical representation of your crate and loot in any visible medium: computer graphics, crayon, paint, colored paper, clay, wood, metal, etc.
- Each image must not exceed 2MB in size.
- Your image(s) must not include any logos or information related to Zynga competitors.

PRIZES

For every crate or loot design we decide to use, the person who submitted it will receive: 1 (One) in-game item of the winning design and a Mafia Wars swag megapack containing a Mafia Wars-branded poker set, towel, beanie hat, tote bag, journal, keychain, button, and stress-relieving squeezer. The swag packs will be mailed within 72 hours of receipt of an entrant’s 1) shipping information and 2) confirmation of eligibility. After confirmation of eligibility, the in-game items will be awarded to the entrant’s account when the item is made available in the game. In the event that we decide to use both the crate and loot ideas of the same entrant, that entrant will receive 1 (one) of each in-game item of their design and 1 (one) Mafia Wars swag megapack.

SELECTION CRITERIA:

Submitted designs will be considered for use according to Zynga’s sole evaluation of their strength in the following areas:

- Concept/Originality
- Appropriateness within the context of the Mafia Wars universe

Based on the criteria above, members of Zynga’s Mafia Wars Production Studio will determine which designs, if any, to turn into official items for use in the game. Prizes will then be awarded, according to the conditions noted in the “PRIZES” section of these contest rules, to the entrants who submitted any selected designs.