

The Cancer Community (C²) Awards

2018–2019 RULES AND REGULATIONS

AstraZeneca (Sponsor) and Scientific American Custom Media (Administrator) reserve the right to change these rules and regulations for future awards.

NOMINATIONS

- Nominees must be based in the United States to be considered.
- Nominations must be submitted via the official nomination form to c2awards@sciam.com.
- All nominations must be received by 5:00PM Eastern time on Thursday, January 31, 2019.
- Nominators may nominate themselves, their own organization or another person or organization for consideration.
- Nominators may nominate up to five (5) individuals or organizations per category. Each nomination will require its own form.
- Employees and family members of the Administrator/Sponsor are not eligible to be nominated.

FINALIST SELECTION

- Once Nominees are identified, Administrator and Sponsor will review nomination forms to ensure that they meet the Award Criteria and will select eligible nominees from each Award Category for review by an independent panel of judges.
- The judging panel will be selected by the Administrator/Sponsor and shall be representative of the cancer community, pulling from representatives across advocacy, healthcare providers, media, government and other stakeholders. Judges must recuse themselves from judging any nominees with whom they have an affiliation.
- Judging occurs in two phases:
 1. Judges will complete a judging form for each nominee — utilizing a set of qualitative and quantitative metrics — in each Award Category, excluding the President's Award, which will be selected by the Sponsor.
 2. Quantitative scores from all judges will be combined to select a Winner and two Runners-Up in each Award Category. Judges will consider qualitative responses for tie-breaking, as needed.
- Winners and Runner's Up will be determined by an independent panel of judges that give no bearing to professional affiliations.
- Participation in the awards program is not contingent upon use of any AZ product and Winners/Runners Up will not be selected based on past or present AZ product use.

PROMOTION

- All Winners/Runners Up agree to work with Administrator to create video stories — and other written content to be determined — about their entry to share externally.
- Winners/Runners Up agree to have their names and affiliation listed in external, non-product related promotions upon request.
- Winners/Runners Up agree to attend the awards event and conduct media interviews both on site at the awards event and

post awards; finalists agree to have their story shared externally, including on social media platforms.

- Winners/Runners Up agree to provide a quote for press releases or other non-product related promotional materials.

AWARDS

- Winners will be announced at an event in New York City in the Spring of 2019. In the event that winners are notified prior to the event, a Non-Disclosure Agreement (NDA) will be shared with affiliated organizations prior to the awards event to:
 1. ensure results are kept confidential until the event night and
 2. support promotional efforts once the announcement is made.
- Each Winner will be entitled to select a non-profit organization, from a pre-approved list of eligible organizations, to receive a \$50,000 donation from AstraZeneca.
- Winners may designate the funds to their own organization if it is included on the pre-approved list of 501(c)3 non-profits in the cancer community.
- Only one award per non-profit.