

# The Cancer Community (C2) Awards

## 2021 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 at <https://yourcancer.org/c2-awards-2021-nominations>.
- All nominations must be received by 5:00PM Eastern time on Friday, March 19, 2021 or extended deadline if announced.
- Nominators may nominate themselves, their own organization, or another person or organization for consideration. In the event of multiple nominations for the same person, organization, or related organizations, the Administrator/Sponsor reserves the right to merge connected nominations into one.
- Nominators may nominate up to five (5) individuals or organizations per category. Each nomination will require its own form.
- Individuals or organizations may only be entered in one category. In the case of an individual or organization being nominated in multiple categories, the Administrator/Sponsor reserves the right to select the most applicable category.
- 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.
- Individuals and organizations cannot win a C2 Award in consecutive years. Winners may have the opportunity to win again after three years (i.e., an award winner in 2019 can be nominated and win again in any category in 2023).
- Individuals and organizations cannot win in multiple award categories.
- Winners and Runners-Up will be determined by an independent panel of judges that give no bearing to professional affiliations.
- The judging panel will be selected by the Administrator/Sponsor and shall be representative of the cancer community, pulling from representatives across groups such as 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.
- Participation in the awards program is not contingent upon use of any AZ product or past or present partnership and Winners/Runners-Up will not be selected based on past or present AZ product use or partnership.

## 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 as requested, including on social media platforms; 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 a virtual event in the Fall of 2021. 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 that results are kept confidential until the event night.
  - 2. support promotional efforts once the announcement is made.
- Each Winner will be entitled to select a 501(c)3 non-profit organization in the cancer community to receive a \$50,000 donation from the program Sponsor.
  - Winners may designate the funds to their own organization if it is a 501(c)3 non-profit in the cancer community.
  - Sponsor requires that charitable donations are given to organizations that are not owned by or are closely affiliated with the business operations of hospital systems or medical group practices.
  - Sponsor has final discretion.
- Only one award per non-profit organization.
- Award must be designated in full to one non-profit organization. Recipient organizations can choose to split their award amongst different programs within one organization.