

# **Race for the Space: Downtown Cedar Rapids – Competition Rules & Guidelines**

## **General Rules**

### **1. Eligibility**

- a. The pitch must be for a for-profit business.
- b. Multi-level marketing companies are not eligible.
- c. Eligible applicants must be:
  - Competition is open to applicants ages 18 and older from anywhere in the United States of America, or
  - An early stage business concept that will be located in Downtown Cedar Rapids.
- d. Ineligible
  - Staff members of the Downtown Cedar Rapids District, Cedar Rapids Metro Economic Alliance, and/or individuals serving on the Race for the Space Subcommittee.

### **2. Confidentiality**

- All pitches will be presented in a public forum. Confidentiality is not guaranteed. Do not include proprietary or sensitive information in your submission.
- Live presentations and the award ceremony are open to the public and may be broadcast or published via print, radio, TV, social media, and online platforms.

### **3. Non-Disclosure Agreements (NDAs)**

- NDAs will not be signed by judges, organizers, or attendees.
- Organizers are not responsible for any confidentiality issues that may arise.

### **4. Privacy**

- By applying, you consent to your contact information being shared with sponsors, judges, and partners for the purpose of administering the competition.

### **5. Publicity**

- Business name, concept, logo, and other non-confidential information may be used in marketing, promotional materials, and on downtowncr.org and partner websites or social channels.

- Winners agree to participate in publicity activities as requested by the organizer.

## 6. Indemnity

- Entrants agree to hold harmless the organizers from any claims, losses, or damages arising from participation.
- Organizers reserve the right to adjust the number of finalists and presentation order at their discretion.

## 7. Disclaimer of Liability

- The organizers are not liable for:
  - Loss of income or opportunity
  - Personal injury or property damage
  - Late or incomplete submissions
  - Communication/network issues
  - User error

## 8. Other Conditions

- Entrants are responsible for their own travel, meals, and lodging.
- Entrants must own all rights to their submitted materials.
- Organizers may disqualify any applicant or team at their sole discretion.
- All decisions of the judges and organizers are final.

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## Round One – Application Phase

1. Each team or individual may submit **only one business concept**.
2. Applications are due by **June 30<sup>th</sup> at 4:00 p.m. CT**.
3. Submit all documents in digital format via [submission link or email].
4. Incomplete applications may be disqualified.
5. All applicants will be notified of their status by **July 11<sup>th</sup>**.
6. Finalists must confirm participation by **July 16<sup>th</sup> 4:00 p.m.**
7. Organizers may modify deadlines or the number of selected finalists.

8. By applying, you agree to the terms and conditions outlined here.
  9. Non-finalists are encouraged to attend the live pitch event for networking and inspiration.
  10. Concepts deemed unethical, deceptive, or inappropriate may be disqualified.
  11. A panel of business experts will review all applications based on pre-established criteria.
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### **Round Two – Live Pitch Event**

1. Maximum of **three presenters per team**.
2. Finalists must contact their assigned Mentor promptly after selection.
3. Executive Summary (required) and PowerPoint (optional but encouraged) by **August 1<sup>st</sup> by 4:00 p.m.**
4. The live pitch event will be held on **August 13<sup>th</sup>** beginning at **5:00 p.m.** Finalists must arrive by **4:30 p.m.**
5. If a finalist cannot attend, alternates may be selected.
6. Visual aids and props are allowed. Setup time is limited to 5 minutes.
7. An emcee will introduce each team.
8. Each team has **15 minutes to pitch**, followed by up to **10 minutes of Q&A** with judges.
9. All presentations must be made **in person**.
10. Teardown must be completed within **5 minutes** after the pitch.
11. The event may be recorded and rebroadcast. Confidentiality cannot be guaranteed.
12. Winners will be announced at the end of the event and must be present to claim prizes.

### **WINNER'S Obligations**

Winners of the Race for the Space competition agree to the following obligations as a condition of accepting any prize, in-kind support, or program benefits:

1. **Business Education Commitment**
  - Winners are required to attend at least one business-related class, workshop, or

webinar each month (virtual or in person). While we do not provide these classes directly, there are many excellent free and low-cost options available through local organizations such as the Small Business Development Center (SBDC), SCORE, One Million Cups, and online platforms.

- Proof of attendance must be submitted to the Race for the Space Committee each month.

## **2. Mentorship Engagement**

- Winners are required to connect with their assigned mentor(s) at least once per month.
- These check-ins may be in person or virtual and must be documented with confirmation submitted to the Committee.
- As outlined in the grant contract agreement.

## **3. Financial Reporting**

- Winners must provide financial documentation as requested during regular check-ins with their assigned mentors and the Race for the Space Committee.
- This may include, but is not limited to, profit/loss statements, budgets, or revenue updates.

Failure to comply with these obligations may result in forfeiture of continued support, prize packages, or future eligibility for Downtown Cedar Rapids programs.