

DORITOS® SAUCE IT UP SPICY SWEET STYLE CHALLENGE RULES

NAME OF ASSIGNMENT: DORITOS Sauce it up Spicy Sweet Style Challenge Rules (the "Assignment"). All interpretations of these Assignment Rules and decisions made by Sponsor relating to the Assignment are final. This Assignment is subject to these Assignment Rules and the Legion of the Creators Official Rules - For All Assignments and Awards (the "Program Rules").

ASSIGNMENT OVERVIEW:

Some people refer to it as the purple bag, but we know it as our beloved Spicy Sweet Chili flavor. The thing is, we need your help showing this love on the gram or TikyToky. What are some ways we can highlight the deliciousness of this flavor? The heat. The sweet. All packed into a powerful crunch that spreads a dynamic flavor across the tastebuds. Now how can we transform this taste to the mobile screen? If you can get our stomachs rumbling, then there might be some \$\$\$ in return.

TO ENTER:

1. Create deliverable(s): Stills or videos that can live on Facebook, Instagram and TikTok. Images must be submitted as .jpg or .png, videos must be submitted as .mp4, and files can't exceed 100 MB.
2. Content must match one of the platform specs: Instagram/Facebook - 1:1 or 4:5 | TikTok - 9:16
3. Content should match the guidelines laid out in the [Handbook](#). (i.e., make sure colors, fonts, and brand tone match).
4. Go to [LegionOfCreators.com](https://legionofcreators.com) to submit!

CHALLENGE PERIOD:

The challenge opens at 5 PM CT on August 12, 2021 and ends at 11:59 PM CT on September 16, 2021 ("Challenge Period"). All submissions must be received by the conclusion of the Challenge Period.

LIMITS ON ENTRIES:

Each member may submit up to Three (3) Entries for this Assignment.

JUDGING:

The Assignment will be judged in accordance with the Judging Criteria stated in the Program Rules and best practices outlined in the [Handbook](#).

PRIZING:

Your submission(s) will be compared against those of other Legioners and may place as a winner. First place will receive \$3,000, second place will receive \$2,500, third place will receive \$1,000, fourth place will receive \$750, and fifth place will receive \$500. Prizes will be delivered on or around November 30, 2021, but this date is subject to change in Sponsor's sole discretion.

WINNER SELECTION:

Judges will select five (5) winners from among all the Eligible Submissions on or around September 30, 2021.

WINNER NOTIFICATION: Sponsor will attempt to contact the potential Winners via the email address and/or telephone number provided in Entrant's Legion of Creators registration profile. Sponsor will have no obligation to leave any messages on answering machines or voicemail systems during any of the attempts. If a potential Winner cannot be reached directly during the 48 hour period in which he or she is contacted, the potential Winner may be disqualified and an alternate potential Winner, that was next in contention for selection in Sponsor's sole discretion, may be selected from among the remaining Eligible Submissions received, in Sponsor's discretion. In addition, Sponsor reserves the right to select an alternate Winner in the event that any potential Winner is ineligible and/or fails to comply with these Assignment Rules and/or the Program Rules.

SPONSOR: Frito-Lay North America, Inc. 7701 Legacy Drive, Plano TX 75024.