



EquiCenter Volunteer Halloween Costume Contest – Official Rules

NO PURCHASE, DONATION, OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER, VOTE, OR WIN. A DONATION WILL NOT IMPROVE YOUR CHANCE OF WINNING. This contest is in no way sponsored, endorsed, administered by, or associated with Facebook, Instagram, Meta Platforms, Inc., or any other social media platform. By entering, each entrant agrees to be bound by these Official Rules and the decisions of the Sponsor, which are final.

1. Sponsor

The EquiCenter Volunteer Halloween Costume Contest (the "Contest") is sponsored by EquiCenter, Inc., a New York not-for-profit corporation, 3247 Rush Mendon Road,, Honeoye Falls, NY 14472 ("EquiCenter" or "Sponsor").

2. Eligibility

The Contest is open only to individuals who are registered, active EquiCenter volunteers in good standing as of the start of the Contest Period and who are legal residents of the United States.

1. **Age.** Entrants must be at least 14 years old. Entrants under 18 may participate only with the signed written consent of a parent or legal guardian, who must also sign the Publicity and Photo Release in Section 9 and accept any prize on the minor's behalf.
2. **Who may not enter.** EquiCenter employees (full-time, part-time, and seasonal), members of EquiCenter's Board of Directors, contractors involved in administering the Contest, and members of their immediate families or households are not eligible.
3. **Participation is voluntary.** Entering the Contest is entirely optional. Choosing not to enter will have no effect on a volunteer's role, scheduling, or standing with EquiCenter.

The Contest is void where prohibited or restricted by law.

3. Contest Period

The Contest has two phases. All times are Eastern Time, and Sponsor's clock is the official timekeeper.

Phase	Starts	Ends
Entry submission	8am EST, October 26, 2026	8pm EST, October 31, 2026
Voting	When Sponsor posts the entry (no later than 11:59pm October 31, 2026)	10am EST November 6, 2026

4. How to Enter

To enter, email one photo of yourself in your Halloween costume to dhouliares@equicenterny.org during the entry submission phase. Include your full name, phone number, and (if under 18) the signed parent or guardian consent form. You must also return the signed Entry and Release Form, available [here](#).

1. **One entry per person.** Each eligible volunteer may submit one photo. Group costumes are permitted, but only one named entrant may win the prize; that entrant must be designated at submission and every other identifiable person in the photo must sign a release.
2. **Photo requirements.** The photo must show the entrant, be taken at EquiCenter October 26-31, 2026, and be either taken by the entrant or used with the photographer's permission. Photos may not be digitally altered beyond basic cropping, lighting, and filters.
3. **Other people.** The photo may not show any EquiCenter program participant, rider, or client, or any other identifiable person who has not signed a release.
4. **Posting.** Sponsor will post each eligible entry as a separate post on EquiCenter's official Facebook / Instagram account at [@equicenterny](#). Only that platform and those posts count toward the Contest.
5. **Sharing.** Entrants are welcome to share Sponsor's post of their entry. When an entrant posts about the Contest from their own account, they must include [#ECVolunteer](#) so viewers know the post is part of a contest with a prize.

Sponsor may decline to post any photo that does not meet these Official Rules. Incomplete, late, or illegible entries are void.

5. Costume, Content, and Safety Standards

Entries represent EquiCenter publicly, and the Sponsor may reject or remove any entry at any time, in its sole discretion, that it considers inconsistent with its mission or values. Entries may not:

1. be sexually suggestive, graphic, violent, or obscene;
2. demean or stereotype any race, ethnicity, religion, culture, disability, gender, sexual orientation, or other group, including through blackface or costumes that use cultural or religious dress as a costume;
3. depict or impersonate any candidate for public office, elected official, or political figure, or contain political, campaign, or partisan content; or depict any EquiCenter employee, volunteer, rider, or other private individual, or any real person in a demeaning or mocking way;
4. depict real weapons, alcohol, tobacco, or illegal drugs;
5. contain trademarks, logos, or copyrighted material other than ordinary commercially sold costumes; or
6. violate EquiCenter's Volunteer Code of Conduct or anti-harassment policy.

Photos taken at EquiCenter. Costume photos may be taken on EquiCenter property only and only away from horses, unless EquiCenter staff approve and supervise the photo. Masks, capes, loose or noisy fabrics, props, inflatables, and anything that limits vision may not be worn near horses or in barns, arenas, or paddocks. Entrants must follow all instructions from EquiCenter staff.

6. Voting and Winner Determination

The winner is the eligible entrant whose entry post on EquiCenter's official Instagram and Facebook accounts has the most **likes / total reactions** at the end of the voting phase, as counted by Sponsor.

1. **Voting is free.** Anyone with an account on the platform may vote by **liking / reacting to** an entry post. No purchase, donation, or payment is required to vote, and Sponsor will not accept or count any vote tied to a payment or donation.
2. **What counts.** Only **likes / reactions** on Sponsor's own post of the entry count. Comments, shares, and engagement on any other post, account, or platform do not count.
3. **The count.** Sponsor will record the count for every entry within **one hour** after voting closes and keep a screenshot as the official record. Engagement added after voting closes does not count.
4. **Ties.** If two or more entries tie, a panel of **three** EquiCenter staff members not involved in administering the Contest will select the winner from among the tied entries based on creativity and originality. The panel's decision is final.
5. **Engagement that is not counted.** Sponsor may exclude, without notice, any **likes / reactions** it reasonably believes were purchased, generated by bots, scripts, or fake or duplicate accounts, obtained by offering anything of value, or otherwise obtained through fraud or manipulation. Sponsor may disqualify the entrant responsible.

7. Prize

Two winners will receive 2 100-level tickets to a Buffalo Sabres home game (parking pass included) with an approximate retail value of \$1,000 (the "Prize"). The Prize is generously donated by Nicole Houliares.

1. The Prize is not transferable and may not be exchanged for cash. Sponsor may substitute a prize of equal or greater value if the Prize becomes unavailable.
2. Any difference between the stated value and actual value will not be awarded.
3. **Taxes.** The winner is solely responsible for all federal, state, and local taxes on the Prize. The Prize may be taxable income to the winner. Sponsor will issue any tax reporting forms required by law and may require the winner to provide a completed IRS Form W-9 before the Prize is awarded.
4. If the winner is under 18, the Prize will be awarded to the winner's parent or legal guardian.

8. Winner Notification

Sponsor will notify the potential winner by phone and email within **three** business days after voting closes. The potential winner must respond within **five** business days of notification.

If the potential winner does not respond in time, is found ineligible, or does not comply with these Official Rules, the Prize will be forfeited and awarded to the entry with the next-highest count. Sponsor will announce the winner on its **facebook and instagram** accounts by **November 13, 2026**.

9. Publicity and Photo Release

By entering, each entrant (and, for a minor, the entrant's parent or guardian) grants EquiCenter a non-exclusive, royalty-free, perpetual license to use, reproduce, publish, and display the entry photo, along with the entrant's name and town, on EquiCenter's social media accounts, website, newsletters, and promotional materials, without further notice or payment, except where prohibited by law.

Each entrant confirms that they have the right to submit the photo and that every identifiable person in it has consented to its use. Entrants keep ownership of their photos. An entrant may ask EquiCenter to stop future use of their photo by contacting Alexis Sklair at asklair@equicenterny.org; EquiCenter will honor the request going forward but is not required to remove materials already published or printed.

10. Disqualification and Contest Integrity

Sponsor may disqualify any entrant, and remove any entry, if Sponsor determines in its sole discretion that the entrant:

1. is ineligible or violated these Official Rules;
2. tampered with the entry or voting process, or used or benefited from fake, purchased, or automated engagement;
3. offered anything of value in exchange for votes; or
4. behaved in a disruptive, harassing, or unsportsmanlike way toward any person, including other entrants and commenters.

If the Contest cannot run as planned because of fraud, technical failure, platform changes, or any other cause beyond Sponsor's reasonable control, Sponsor may modify, suspend, or cancel the Contest. If it is canceled, Sponsor may award the Prize based on eligible entries and counts recorded up to that point.

11. General Terms

1. **Platform release.** Entrants and voters acknowledge that the Contest is not sponsored, endorsed, or administered by, or associated with, Meta Platforms, Inc., Facebook, Instagram, or any other platform, and release each platform from all liability related to the Contest. Questions about the Contest go to Sponsor, not the platform.
2. **Release of liability.** To the fullest extent permitted by law, by entering each entrant releases EquiCenter and its directors, officers, employees, volunteers, and agents from any claim, injury, loss, or damage arising from participation in the Contest, preparation of the entry, or acceptance or use of the Prize. Nothing in these rules limits liability that cannot be limited under New York law.
3. **Technical issues.** Sponsor is not responsible for lost, late, or misdirected entries; platform outages; changes in how a platform displays or counts engagement; or any other technical malfunction.
4. **Privacy.** Personal information collected for the Contest will be used only to administer the Contest and contact the winner, and will not be sold or shared outside EquiCenter except as needed to award the Prize or as required by law.

5. **Governing law.** These Official Rules are governed by the laws of the State of New York. Any dispute will be resolved in the state or federal courts located in Monroe County, New York.
6. **Sponsor decisions.** Sponsor's interpretation of these Official Rules and its decisions on all Contest matters are final.
7. **Winner's name.** For the winner's name, send a request to Alexis Sklair.

Questions: Debi Houliares, Volunteer Director, dhouliares@equicenterny.org, (585) 624-7777