

Sample Street Nanotechnology Site Naming Contest Guidelines

Want to put your creativity to the test?

*Take part in the **Sample Street Nanotechnology Site** naming contest!*

You might win an iPod Nano, or a suite at Coveleski Stadium for a South Bend Silver Hawks game!

Sample Street: A Future Site of Research and Discovery

Situated on 83 acres, the Sample Street area on South Bend's near west side will provide space for future research and technology businesses, particularly those focused on nanotechnology. But before the construction begins on this historic parcel of land, it will need a special name that evokes the area's storied past and its promising future.

Toward this end, the city government and other local groups will develop a list of names for the site. But, just to make things interesting and fun, the public is being invited to submit names for consideration, too!

How the Contest Will Work

People of all ages, particularly the youth of South Bend, are invited to submit names for the Sample Street site, as part of the initial phase of the competition.

A committee comprised of different groups from South Bend will choose the best name submitted by the public. The winner of this initial phase will be awarded a suite at Coveleski Stadium for a South Bend Silver Hawks game. This package includes 24 tickets, 14 of which are for outdoor seats.

Meanwhile, the runner-up will receive an iPod Nano (8 gigabyte) and a \$100 iTunes gift card.

The winning name in the initial phase of the competition will then be added to a larger list of names submitted by city government officials and other local groups.

All of these names, including the initial phase winner, will be considered in the grand finale phase of the competition.

The judging committee will select one name as the grand finale winner, which ultimately will be used as the final name for the Sample Street nanotechnology site.

Simply put, your name may be selected as the runner-up, initial phase winner, or even the grand finale winner!

Contest Rules and Criteria

Here's what you need to know in order to participate in the contest:

- 1) The name of the future Sample Street nanotechnology site must be:
 - a) Related to nanotechnology, technology in general, or research (this criterion will be heavily weighted)
 - b) Reflective of South Bend's history, geography and/or future
 - c) Memorable, exciting and compelling
 - d) Clear and concise (no more than three words)
 - e) Distinctive, conveying South Bend's competitive edge
- 2) For trademark and other reasons, the name "Studebaker" cannot be included as part of any contest entries.
- 3) Given that the Sample Street nanotechnology site's location is in South Bend, names relating to areas beyond South Bend's borders (Michiana, for example) will not be accepted.
- 4) Names can be submitted electronically to **SampleStreetSite@yahoo.com**, or they can be mailed to the Office of the Mayor, 227 West Jefferson Blvd., Suite 1400 N, South Bend, IN 46601, Attn: Sample Street Name Contest.
- 5) All entries must be received via e-mail or the U.S. Postal Service, no later than 5 p.m., Monday, Nov. 17.
- 6) The Office of the Mayor will notify those whose entries were chosen as the runner-up, initial phase winner and grand finale winner.

Good luck to all who participate!

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