



Winchester Homes 2008 Community Service Awards letter

Winchester Homes would like to invite you to be a part of something special. As a leader in the homebuilding industry for more than 29 years, we have seen how communities are the vital place where children grow up and family memories are made. We are focused on helping communities and neighborhoods grow and prosper. We believe “good people make great neighbors” and with that in mind, Winchester Homes is proud to announce the founding of our Winchester Homes Community Service Awards program.

Taking pride in your home and building a lifestyle around family is what makes communities special. This year, Winchester Homes wants to help highlight some of the great people in your neighborhood that make a difference and lend a hand in your community. The Winchester Homes Community Service Awards program recognizes and rewards local organizations that make your community a better place to live. Whether you are an individual or a group of individuals, we are seeking your input to identify critical programs that should be supported financially and acknowledged locally in the community.

Winchester Homes is seeking nominations for the **2008 Winchester Homes Community Service Awards**. Starting in July, we will be accepting nominations of individuals or groups that showcase how their community programs enhance lives in their community and contribute to making their neighborhood a better place to live. Winchester Homes will donate (5) \$2,000 grants (\$10,000 total) to different community service organizations that show how their mission makes the community a better place to live. A panel of judges will review each submission and choose the five winners.

A Community Service Awards Luncheon will be held during the first week of October 2008 at the Pooks Hill Marriott in Bethesda, Maryland from 11:30 a.m. – 1:30 p.m. Each of the five community service award winners will be announced and recognized for their superior efforts in helping to make their community a better place to live in the Washington DC metro area.

Please feel free to contact me at 301-803-4800 if you have any questions regarding the 2008 Winchester Homes Community Service Awards program. All entries are due by Friday, September 5, 2008. Thanks for all your efforts in your community and we look forward to seeing you.

Sincerely,

Cynthia Herberg
Director of Marketing
Winchester Homes, Inc.

APPLICATION DUE by *September 5, 2008*

Please Complete Application and Mail to:

Cynthia Herberg
Director of Marketing
Winchester Homes, Inc.
6905 Rockledge Dr., Suite 800
Bethesda, MD 20814

Name of Organization: _____

Address, telephone, website, person in charge _____

Purpose of Organization: _____

Submitting Individual: _____

Phone: _____

Email address: _____

Relationship to person or organization: _____

Overall Description of Activities/Successes or Goals that would make this organization
Appropriate to receive a Winchester Homes' Community Service Award.

Please attach any supporting materials that would help the judges understand the
organization better and why your work supports the community.

Additional Individuals to call in support of this person or organization _____

OFFICIAL RULES FOR WINCHESTER COMMUNITY SERVICE PROGRAM

OPEN ONLY TO LEGAL RESIDENTS OF MARYLAND, DISTRICT OF COLUMBIA AND VIRGINIA. BY PARTICIPATING, YOU AGREE TO BE BOUND BY THESE OFFICIAL RULES (“OFFICIAL RULES”). VOID WHERE PROHIBITED.

PURPOSE

The purpose of the Winchester Homes, Inc. Community Service Program Contest (“Contest”) is to award individuals, groups or organizations that have either (i) implemented a program that has enhanced lives in their community, or (ii) developed an idea for a program that will enhance lives in their community.

ELIGIBILITY

To be eligible to participate in the Community Service Program Contest (“Contest”), you must (i) be a legal resident of Maryland, Virginia and the District of Columbia; (ii) be at least the age of eighteen (18); and (iii) submit a Submission that meets the Submission Requirements, as described in the “How to Participate” Section, below. Employees, agents, officers, and directors of Winchester Homes, Inc., their subsidiaries and affiliated companies and their immediate families and those living in their households, are not eligible to participate in the Contest. Entry must be submitted on behalf of a 501(c)(3) organization that operates in Maryland, Virginia or the District of Columbia. VOID WHERE PROHIBITED. All federal, state and local laws and regulations apply.

SPONSOR

Winchester Homes, Inc., located at 6905 Rockledge Dr., Suite 800, Bethesda, Maryland 20814 is the sponsor of the Contest.

TERM

The Contest will commence on July 1, 2008 and end on September 5, 2008 (“Term”). Submissions must be postmarked and received by September 5, 2008 to be eligible to win the prize.

HOW TO PARTICIPATE

To participate, you must complete the attached application form and submit the Submission described herein. If you need a copy of the application form, you may download one from Winchester Homes’ web site, located at www.winchesterhomes.com or you may contact Cynthia Herberg at 301-803-4800. A completed application constitutes acceptance of these Official Rules.

In addition to completing the application with your contact information, including you or your organization’s name, phone number, and email address, you must also submit materials that either (i) describe the program that you have implemented that has enhanced lives in

your community, or (ii) describe your idea for a program that will enhance lives in your community (hereinafter, (i) and (ii) shall be referred to as “Submission”).

Your Submission may consist of written material, photographs, drawings or other content so long as it meets the following submission requirements (“Submission Requirements”):

- It must contain a clear description of the program that you have implemented that has enhanced lives in your community, or your idea for a program that will enhance lives in your community. Entrants should do their best to keep the description of the program under 1,000 words.
- It must be an original idea of yours or your group. Thus, the Submission must be in your or your groups’ own words and may not have been copied from any other source.
- It may not include any content or material owned by a third party, including any copyrighted material, logos, trademarks, trade names or service marks.
- It cannot contain any personal information or identification, including names, street or e-mail addresses, or phone numbers.
- If the submission includes photographs, you must have permission to use any person or group that appears in the photograph.
- It cannot contain any content or material that is defamatory, abusive, offensive, derogatory, obscene, threatening, sexual or that otherwise discriminates on the basis of race, religion, creed, national origin, disability, handicap, age, sexual orientation, marital status, veteran status or any other basis prohibited by law, as determined in the sole discretion of the Sponsor.
- It cannot directly promote or speak negatively about any particular faith, political action, legislation or party or encourage the violation of any law, as determined in the sole discretion of the Sponsor.
- It must contain all 501(c)(3) tax-exempt documentation.

NOTE: Submissions that do not meet these Submission Requirements are not eligible to win a prize and will be disqualified from the Contest.

After developing your Submission, you must assemble it with the application form and mail it to the Cynthia Herberg, Director of Marketing, Winchester Homes, Inc., 6905 Rockledge Drive, Suite 800, Bethesda, Maryland 20814. The Submission must be postmarked by September 5, 2008 to be eligible to win the prize.

All Submissions become the property of Sponsor. They will not be returned or acknowledged. Sponsor is not responsible for lost, late, misdirected, incomplete, illegible Submissions, or for any computer-related, online, telephonic, or technical malfunctions that may occur. Submissions will be considered void if they are in whole or in part illegible, incomplete, damaged, irregular, altered, counterfeit, produced in error, forged, mechanically reproduced, or obtained through fraud or theft.

LICENSE TO USE SUBMISSION

By participating, you grant Sponsor the right to use the Submission and all content and material incorporated within the Submission in any manner and in any form of media now known or hereinafter developed.

WARRANTY

By mailing your Submission to Winchester Homes, you warrant and represent that (i) the Submission is an original work, created solely by you, and it does not infringe on any third party's intellectual property rights, including copyrights, trademarks, or other proprietary or personal rights; and (ii) that it meets the Submission Requirements.

PERSONAL INFORMATION

Sponsor will be collecting personal information about participants when they participate in the Contest. Sponsor will share this personal information in order to fulfill the requirements of the Contest, including sharing such information with the judges and any promotional partners, agents and other third parties that may be involved in the implementation of the Contest. For more information on the privacy practices of Sponsor, please visit the privacy policy located at <http://www.winchesterhomes.com/privacy> ("Privacy Policy"). By making a Submission, you agree to be bound by the terms of these Official Rules, including the terms of the Privacy Policy.

CONDITIONS ON PARTICIPATION

By participating in the Contest, you agree: (a) to be bound by these Official Rules; (b) that the decisions of the Sponsor are final on all matters relating to the Contest; and (c) you are not participating on behalf of any employer or third party. Failure to comply with these Official Rules may result in disqualification from the Contest. Sponsor reserves the right at its sole discretion to disqualify any individual it finds to be: (a) tampering or attempting to tamper with the entry process or the operation of the Contest; (b) violating these Official Rules; (c) violating the terms of service, conditions of use and/or general rules or guidelines of any Sponsor property or service; or (d) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. If, in Sponsors' opinion, there is any suspected or actual evidence of tampering with any portion of the Contest, or if technical or other difficulties compromise the integrity of the Contest, Sponsor reserves the right to terminate the Contest.

PUBLICITY

Entrants and prize winners may be asked to participate in publicity. Except where prohibited by law, by sending Sponsor your Submission, or by accepting a prize described herein, you grant Sponsor permission to use your name, address (city and state only), statements, photograph, voice and/or likeness for any advertising and promotional purposes relating to the Contest, in any media now known or hereafter devised, without further notice, compensation, consideration, review or consent and without regard to moral rights.

HOW TO WIN

On or about, the week of September 15, a panel of judges that consist of professionals from organizations in Maryland, DC and Virginia, will review each Submission to determine whether it meets the Submission Requirements described above. If the Submission does not meet the Submission Requirements, the judges will disqualify the entrant(s). If the Submission meets the Submission Requirements, the judges will evaluate the Submission considering the following criteria:

- (1) **The Value of the Program:** When evaluating the value of the program, the judges may consider the following: the number of residents who have benefited, or would benefit, from your program; testimonials from residents who have benefited, or would benefit, from your program; testimonials from community leaders, police officers, or other sources explaining the benefit of your program; or photographs that provide evidence of the value of your program. (40 Points)
- (2) **The Innovation of the Program.** When evaluating this factor, the judges will consider the originality of your idea for the program and whether any such program has been implemented by any other group or organization in the community prior to your development or implementation of your program. (10 points)
- (3) **The Program’s Ability to Use Award Funds:** This may include a list of expenditures; a description of why additional funds are needed; and a description of what the additional funds would be allocated towards. (25 points)
- (3) **Completeness of the Submission:** When evaluating this factor, judges will consider the written description of your program; any photographs or drawings displaying how your program has improved the community; the description of the costs involved in the implementation of your program; any additional evidence that the entrant(s) deems pertinent, such as testimonials from residents or community leaders or police officers or other examples of how your program has been or will be beneficial. (25 points)

The judges will then add the points for each criterion and give each Submission a total score. The five (5) Submissions with the highest scores will be deemed the potential winners. In the event of a tie, the Sponsor will select the tied Submission who had the highest total score in the categories of “The Value of the Program” and the “Programs Ability to Use Award Funds.” Decisions of the judges are final.

WINNER NOTIFICATION

On or about the week of September 24, Sponsor will notify each of the five (5) potential winners by email and/or telephone. Each potential Grand Prize Winner must respond to the e-mail within five (5) days to be eligible to receive the Grand Prize. Sponsor and its affiliates, subsidiaries, employees, agents, officers and directors, advertising and Sweepstakes agencies, and their respective officers, directors, employees and their respective agents will not be liable for unsuccessful efforts to notify a winner.

Winners may be required to sign an affidavit of eligibility/publicity and liability release within a specified time period. If a potential winner declines the prize, fails to claim the prize, fails

to meet the requirements for fulfillment of the prize, fails to abide by the Official Rules, or is otherwise determined to be ineligible in Sponsor's sole discretion, Sponsor may select as a new potential winner, the participant who submitted a Submission receiving the next highest score.

On October 1, 2008, Sponsor will announce each of the community service award winners at the Pooks Hill Marriott in Bethesda, Maryland from 11:30 a.m. – 1:30 p.m.

PRIZE

Each participant, group or organization that was selected as a winner for its Submission will receive a \$1,000 grant toward the program that was described in their Submission. A check will be presented to the award winners.

No prize transfer, assignment or substitution by winner permitted. All federal, state and local taxes, fees and surcharges on prizes are the sole responsibility of the winners.

ABILITY TO TERMINATE

If Winchester Homes, in its sole discretion, determines that the Contest, or a portion of the Contest, is impractical, or if any portion of the Contest is deemed to be fraudulent, void, unlawful or if there are any technical or administrative malfunctions, errors or other problems that affect the structure, terms or lawful administration of the Contest, WHI may terminate, cancel or otherwise modify the applicable Contest, in whole or in part.

DISQUALIFICATION

Any violation of these official rules by any participant, in Winchester Homes' sole discretion will result in such participant(s) immediate disqualification from the Contest.

LIMITATION OF LIABILITY

By mailing Sponsor your Submission, you agree to release Winchester Homes and its affiliates, parents, and subsidiaries companies, partners, sponsors, employees, agents and officers, advertising and promotion agencies, as well as all others associated with the development and execution of the Contest, from and against any and all liability with respect to or in any way arising from the Contest, and the awarding and use of any prize(s). Winchester Homes assumes no responsibility for any error, omission, interruption, deletion, defect, or delay in operation or transmission; communications line failure, theft or destruction of, or unauthorized access to, any component of this Contest.

LAWS

The Contest is governed by the laws of Maryland without regard to the conflicts of law provisions.

WINNER'S LIST

To obtain the names of the winners of the Contest, please contact Cynthia Herberg, Director of Marketing, Winchester Homes, Inc., 6905 Rockledge Drive, Suite 800, Bethesda, Maryland 20814.