

# #StandWithOwners: application guidelines

## Application Entry Period

The #StandWithOwners application period begins at 12:01 a.m. Eastern Daylight Time (“EDT”) on **June 3, 2025 and ends at 11:59 p.m. EDT on September 3, 2025** (the “Application Period”).

## Application Eligibility

The application is open to Canadian businesses that are currently operational, legally registered, revenue-generating and have between 1-100 employees.

Eligible applicants include for-profit businesses, registered charities, not-for-profit organizations, and social enterprises. To qualify, charities and not-for-profits must operate within Canada and primarily serve Canadian communities through innovative, grassroots programs that address pressing local challenges. These organizations must demonstrate financial sustainability, with the majority of their funding coming from individual donors, show measurable community impact, and maintain active partnerships with other local organizations. All charity and not-for-profit applicants must also meet the existing Stand With Owners eligibility requirements.

Applicants must be residents of Canada and have reached the age of majority according to the laws of the Province where they reside. Additionally, applicants must be either:

1. the owner of a company or business; or
2. an employee of an eligible business who has obtained written permission to participate in this application from the owner, president or chief executive officer of the business.

The application excludes employees of TELUS Corporation, its affiliated companies or subsidiaries (collectively “TELUS”), its advertising and promotional agencies and members of their respective immediate households and any person domiciled with any of the above.

Upon request by TELUS, each entrant must provide proof of their identity and qualification as an eligible entrant. Application may be disqualified where such proof is not provided upon request.

## How to Apply

No purchase necessary. Applicants must apply in the following way:

- Visit our #StandWithOwners website at: [telus.com/StandWithOwners](https://telus.com/StandWithOwners) during the contest period, and complete the online application in full.

No other form of participation is accepted. Only one entry per “Eligible Small Business” will be accepted for the duration of the contest.

All Applications received within the Application Period will be considered eligible for a chance to receive a maximum of (1) prize.

## Prizing

There will be twenty (20) winners in total. Five (5) Grand Prize winners, fifteen (15) finalist prize winners. In addition to the prize winners, fifteen (15) entrants will be selected for a special feature on TELUS Business social media platforms (“Spotlight Selection”).

### Grand Prize winners

Five (5) Grand Prize winners as determined by the judging panel will be selected and will receive the following Grand Prize package valued at up to \$200,000:

1. **Funding:** direct funding (**\$75,000**)
2. **Advertising and exposure:** Customized advertising and media plan provided by TELUS, advertising credit, custom photoshoot and additional brand exposure including but not limited to TELUS digital assets, in-store placements (approximate value of up to **\$80,000**)
3. **TELUS technology:** a TELUS technology package that includes a TELUS Business credit (value up to **\$5,000 LEGAL 1**), A TELUS Fully Managed credit (value up to **\$10,000 LEGAL 1**), a Samsung technology package (approximate value up to **\$5,000**) and Fuel iX Copilots Essentials (approximate value up to **\$15,000 LEGAL 2**)
4. **Wellbeing package:** a wellbeing package from TELUS Health that includes two (2) TELUS Preventive Health Assessments (approximate value up to **\$5,500 LEGAL 3**), a TELUS Health Essential Employee Assistance Program for up to 100 employees (approximate value up to **\$4,500 LEGAL 4**)

**LEGAL 1: TELUS Business and Fully Managed credit** - winner will be provided a recurring bill credit for 48 months and is responsible for all additional charges beyond the value of the credit. If the winner terminates their services before the end of their contract period, any credits

for the remaining months will be cancelled. Offer is not stackable with other code-based offers. Offer has no cash value and is not transferable. TELUS is not responsible for costs related to the termination of an existing TELUS service, or services with a competitive carrier. TELUS Technology prize must be redeemed by **December 19, 2025** or will be forfeited and no additional prize will be provided or substituted.

**LEGAL 2: Fuel iX Copilots Essentials** - includes 12 months of access for up to 25 users and includes: 35,000 Messages / month, inference included up to cap, User Administration Panel, Usage Reporting, LLM Selection (currently GPT-4o, Gemini Pro 1.5 Flash, Claude Sonnet), 200 Self-Serve Domain Copilots, Unlimited Copilot Team Sharing, Serverless RAG (Integrated Chat & Copilot File Upload up to 10,000 pages). Winner will be responsible for any overages or additional users.

**LEGAL 3: TELUS Preventative Health Assessments** are available at select locations located in Vancouver, Toronto, Calgary, Edmonton, Montreal Downtown, Quebec City, and Ottawa. Prize does not include travel, accommodations or additional costs associated with fulfillment of the prize. Some locations may have a waitlist due to demand.

**LEGAL 4: TELUS Essential Employee Assistance Program:** a maximum of 3 counselling sessions per service permitted per employee during the one year term.

## Finalist Prize winners

Fifteen (15) Finalist Prize winners determined by the judging panel will receive the following prize package valued at \$20,000:

1. \$10,000 in funding
2. a TELUS technology package that includes a TELUS Business credit (value up to **\$5,000 LEGAL 1**), and a Samsung technology package (approximate value up to **\$5,000**)

## Spotlight Selection

Fifteen (15) additional entrants, determined by the judging panel, will be celebrated and featured across our TELUS Business social media platforms as an opportunity for national exposure and recognition to TELUS' online community. Additional features may be used, including podcasts and photography.

## Winner selection criteria

Winners will be selected based on the following judging criteria:

- **Innovation:** demonstrate how innovation has helped you stand out from your peers and grow your business. (weighting 50%)
- **Team work:** Share how your team, whether employees, mentors, volunteers, family or other support networks help contribute to your success. (weighting 25%)
- **Social purpose:** Show how your business makes their communities more sustainable, diverse, equitable, and inclusive. (weighting 25%)

We strive to showcase a wide spectrum of enterprises spanning various sectors, geographical locations and community backgrounds. Our selection process is designed to ensure comprehensive representation across the business landscape. The final decisions regarding featured businesses will be made exclusively by our panel of judges, taking into account factors such as innovation, impact and uniqueness.

Our commitment to diversity extends beyond just industry sectors. We actively seek to highlight businesses of different sizes, from new businesses to established companies, as well as those with unique business models or addressing specific market needs. This approach allows us to present a holistic view of the current business environment and inspire a broad range of Canadian business owners.

Due to the substantial number of submissions we receive and the highly competitive nature of our selection process, we regrettably cannot offer personalized feedback on individual applications. We carefully review each submission, but the volume of entries prevents us from providing specific recommendations for improvement. We encourage all applicants to present their businesses in the best possible light, focusing on what makes their business stand out in their respective markets.

Grand Prize winners, Finalist Prize winners and Spotlight Selections will be selected by the judging panel, consisting of TELUS representatives at approximately 12:00 p.m. EDT on or about **October 6, 2025**.

TELUS will attempt to contact each winner by email and/or telephone. To be confirmed a winner, the selected winner must:

- 1) respond to the telephone and/or email notification within two (2) business days of being contacted; and
- 2) review, sign and return, within the timeframe specified, any and all agreements as required by TELUS, including waivers, release agreement, release of liability and indemnity agreements and intellectual property licenses.

Selected winners determined by TELUS to be ineligible, for reasons including but not limited to failure to comply with the Contest Rules, failure to be contacted or failure to respond to contact attempts, within the designated timeframe, will be disqualified. In addition, if it is determined that an entrant/selected winner has a conflict of interest with TELUS, the Contest or its sponsors, they will be deemed ineligible for participation and disqualified.

If a selected winner is deemed ineligible, TELUS reserves the right to award the Prize to the entrant whose Application was awarded with the next highest score in accordance with the judging criteria in their sole discretion. TELUS may, at their sole discretion, profile the confirmed winners and their Applications in print, digital, electronic, mobile and social media formats of TELUS. All confirmed Finalists hereby consent to the profiling and publication of their Applications in accordance with these guidelines, and will use reasonable efforts to cooperate in the preparation of such profiles and publicity by TELUS.

## Application Entries

All application entries (the "Entry(ies)") become the property of TELUS upon submission and will not be returned. TELUS does not claim ownership of the underlying ideas, concepts, or business information disclosed in an entry. The Entrant retains all rights to their business ideas and any confidential or proprietary information included within their entry. TELUS agrees not to disclose any proprietary or confidential business information contained in the entry to a third party without the Entrant's consent, except where required by law or as reasonably necessary for the purposes of administering the Contest including judging or prize fulfillment.

By submitting an Entry, Entrants acknowledge and agree that TELUS is under no obligation to delete, destroy, or return any Entry or any portion thereof, even if requested by the Entrant. TELUS may retain entries for record-keeping, audit, or legal compliance purposes.

TELUS assumes no responsibility for lost, stolen, delayed, damaged or misdirected entries or for any failure of the website, for any problems or technical malfunction of any computer online systems, servers, access providers, computer equipment, software, failure of any e-mail or entry to be received by TELUS on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from this application. TELUS reserves the right, at its sole discretion, to change, cancel or suspend this application should a virus, bug or other cause beyond the reasonable control of TELUS and its advertising and promotional agencies, corrupt the security or proper administration of the contest or for any other reason. Entries are subject to verification and will be declared invalid if they are illegible, mechanically reproduced, mutilated, forged, falsified, altered or tampered with or unlawful in any way. Entries submitted by unauthorized means or by spamming will be disqualified. In the event that it has been determined that an entry has been made in a manner not sanctioned by these rules and/or an entrant has submitted more than the number of entries permitted by these rules, the entrant and all of his/her entries will be disqualified. Entrants agree to abide by the application

guidelines and the decisions of the judges, which are final. This contest is subject to all applicable laws and regulations.

You hereby warrant that your Entry is wholly original and that you are the copyright owner of the Entry. You warrant that your Entry does not infringe or violate any intellectual property rights including copyrights and trade--marks, proprietary rights, privacy or publicity rights, or any other rights of any kind whatsoever including any federal, provincial or municipal laws. The Entry has not been created using any pirated or unlicensed content, or other materials that include copyrighted or trademarked material that Contest Sponsors would not be entitled to use without a further payment to the intellectual property owner.

## Privacy and Communications

By participating in this Contest, entrants consent to the use of their names, city of residence, photograph, voice and/or image for publicity purposes in all media used by TELUS, without payment or compensation. Entrants agree to TELUS' use of the entrants' personal information that may include contacting you regarding limited-time offers, promotional offers and/or surveys. Full details are as described in the TELUS Privacy Centre located at [telus.com/privacy](https://telus.com/privacy).