## Contest Information Sheet

<table>
<thead>
<tr>
<th>Time</th>
<th>Contest Criteria</th>
<th>Prize $*</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 p.m.-6 a.m. Mar. 13-14</td>
<td>Random international donor (Two winners split the prize amount listed)</td>
<td>$3,000</td>
</tr>
<tr>
<td>9 p.m.-9 a.m. Mar. 13-14</td>
<td>Three funds with most gifts all night</td>
<td>1&lt;sup&gt;st&lt;/sup&gt; - $5,000 2&lt;sup&gt;nd&lt;/sup&gt; - $2,500 3&lt;sup&gt;rd&lt;/sup&gt; - $1,500</td>
</tr>
<tr>
<td>9 p.m.-9 a.m. Mar. 13-14</td>
<td>Random original Tweet that fills in the blank “I give to #ceepBerkeley for #CalBigGive bc________.” (Two winners split the prize amount listed.)</td>
<td>$2,000</td>
</tr>
<tr>
<td>9 p.m.-11 a.m. Mar. 13-14</td>
<td>What’s your Berkeley Moment? Tell us on UC Berkeley’s Big Give Facebook post (#ceepBerkeley). Comments with most likes win! (Two winners split the prize amount listed.)</td>
<td>$2,000</td>
</tr>
<tr>
<td>9 p.m.-7 p.m. Mar. 13-14</td>
<td>Post “I &lt;3 Cal because _____” on Twitter or Instagram. Most stirring post all day wins! Include #CalBigGive and #ceepBerkeley</td>
<td>$3,000</td>
</tr>
<tr>
<td>8 a.m. - 10 a.m. Mar. 14</td>
<td>Most creative post of a child promoting Cal on Twitter or Instagram. Include #CalBigGive and program hashtag.</td>
<td>$1,500</td>
</tr>
<tr>
<td>9 a.m. - 9 p.m. Mar. 14</td>
<td>Three funds with most gifts all day</td>
<td>1&lt;sup&gt;st&lt;/sup&gt; - $5,000 2&lt;sup&gt;nd&lt;/sup&gt; - $2,500 3&lt;sup&gt;rd&lt;/sup&gt; - $1,500</td>
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<tr>
<td>10 a.m. - 12 p.m. Mar. 14</td>
<td>Random faculty/staff donor (Two winners split the prize amount listed.)</td>
<td>$3,000</td>
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<tr>
<td>11 a.m. - 1 p.m. Mar. 14</td>
<td>50th pic on Twitter or Instagram of you or a friend repping Cal. Include #CalBigGive and #ceepBerkeley. (Two winners split the prize amount listed)</td>
<td>$2,000</td>
</tr>
<tr>
<td>12 - 2 p.m. Mar. 14</td>
<td>Most gifts from young alumni (classes 2008-18) (two winners split the prize amount listed)</td>
<td>$3,000</td>
</tr>
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</tr>
<tr>
<td>------------------</td>
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<tr>
<td>1 - 2 p.m. Mar. 14</td>
<td>Random alumni donor (two winners split the prize amount listed)</td>
<td>$3,000</td>
</tr>
<tr>
<td>2 - 3 p.m. Mar. 14</td>
<td>Random original tweet that fills in the blank “Thank you Cal for ______________.” Include #CalBigGive and #ecepBerkeley.</td>
<td>$1,500</td>
</tr>
<tr>
<td>3 - 4 p.m. Mar. 14</td>
<td>Random grad student (two winners split the prize amount listed)</td>
<td>$3,000</td>
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<tr>
<td>4 - 5 p.m. Mar. 14</td>
<td>Random friend (non-alum) donor (two winners split the prize amount listed)</td>
<td>$3,000</td>
</tr>
<tr>
<td>6 - 7 p.m. Mar. 14</td>
<td>Random alumni donor (two winners split the prize amount listed)</td>
<td>$3,000</td>
</tr>
<tr>
<td>8 - 9 p.m. Mar. 14</td>
<td>Most gifts to one fund</td>
<td>$1,500</td>
</tr>
</tbody>
</table>