

World of Warcraft®: Midnight – Community Housing UGC Contest

Official Rules / Terms & Conditions

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE THE CHANCES OF WINNING.

1. Sponsor

This contest is sponsored and administered solely by Wildfire (“Sponsor”).

This promotion is not sponsored, endorsed, administered by, or associated with Blizzard Entertainment, Inc.

Blizzard Entertainment, Inc. bears no responsibility for the operation of this contest. Any references to *World of Warcraft*®, *World of Warcraft*®: *Midnight*, or related materials are used solely for prize description purposes and do not imply sponsorship or endorsement.

2. Eligibility

General Eligibility

- Open to individuals worldwide, except where prohibited by law.
- Participants must have a valid Discord account.
- Employees, contractors, officers, directors, agents, and representatives of Wildfire and Blizzard Entertainment, Inc., and their respective affiliates, subsidiaries, and immediate family members are not eligible.
- Grand Prize eligibility is limited to World of Warcraft submissions only.
 - Submissions from other games may participate exclusively in in-community prizing.

Prize-Specific Eligibility

- Digital prizes (World of Warcraft®: Midnight Epic Edition) are open to global participants.
- Physical prizes (including but not limited to a WoW-themed custom PC and other physical merchandise) are only open to residents of North America (United States & Canada).
- Winners of physical prizes may be required to provide proof of residency and shipping eligibility.

By entering, participants confirm that their participation and receipt of prizes complies with all applicable local laws.

3. Agreement to Rules

By participating, entrants agree to be bound by these Official Rules and the decisions of the Sponsor, which are final and binding in all matters related to the contest.

4. Contest Period

The contest begins on 26 January 2026 and ends on 4 March 2026 (the “Contest Period”), unless otherwise specified in a participating community’s announcement.

Entries submitted outside the Contest Period will not be eligible.

5. How to Enter

Submission Requirements

Participants may enter by submitting an image or video showcasing their in-game housing environment from:

- *World of Warcraft*®, or

- **Another supported game, if explicitly permitted by the participating community's contest announcement.**

Submissions must:

- **Be original content created by the participant**
- **Be posted within the designated Discord channel or thread specified by the community**
- **Comply with Discord's Terms of Service and community rules**

Only one (1) submission per participant per community is permitted unless otherwise stated.

6. Contest Structure

This contest consists of two stages:

Stage 1 – Community Voting

- **Submissions are collected within each participating Discord community.**
- **Community members vote by reacting with emojis to the submissions.**
- **Ranking is determined by the total number of emoji reactions at the end of the community voting period.**

Default structure (unless otherwise stated in the community announcement):

- **Top 3 submissions win community prizes**
- **Top 5 submissions advance to Stage 2**

The number of winners and advancing entries may vary per community and will be clearly stated in each community's contest post.

Stage 2 – Global Gallery & Public Voting

- Advancing submissions from all communities will be featured in a public gallery hosted by the Sponsor or its partners.
- Winners are determined by public voting using the method defined by the Sponsor.

Global prizes include:

- One (1) WoW-themed custom PC (approx. value USD \$2,500)
-

7. Prizes

Community Prizes

- World of Warcraft®: Midnight Epic Edition (digital code)

Global Prizes

- WoW-themed custom PC (North America only)
- Additional physical merchandise (TBC)

Prizes are non-transferable and may not be exchanged for cash or alternatives.

All taxes, duties, customs fees, and other costs associated with prize receipt are the sole responsibility of the winner.

8. Winner Determination & Notification

- Stage 1 winners are determined by emoji reaction count within each community.
- Stage 2 winners are determined by public voting results.

Winners will be announced via Discord and/or the public gallery within a reasonable timeframe after voting concludes.

Failure to respond or meet eligibility requirements may result in forfeiture and selection of an alternate winner.

9. Content Rights & Usage

By submitting an entry, participants grant the Sponsor a non-exclusive, worldwide, royalty-free, perpetual license to use, reproduce, display, distribute, and share the submitted content for:

- Contest administration
- Promotional and marketing purposes
- Community showcases and galleries

Participants retain ownership of their content.

10. Compliance & Legal Responsibility

Participation eligibility is defined in Section 2 (Eligibility).

Participants and winners are solely responsible for ensuring that their participation in the contest and the receipt, use, or redemption of any prize complies with all applicable local, national, and international laws, regulations, tax obligations, customs requirements, and reporting obligations of their country of residence or citizenship.

Wildfire shall not be held responsible or liable for any failure by a participant or winner to comply with applicable laws or regulations.

Any prize claimed or received in violation of applicable laws may be forfeited at the Sponsor's sole discretion, without replacement or compensation.

11. Code of Conduct & Disqualification

The Sponsor reserves the right to disqualify any entry or participant found to be:

- Using bots, fake accounts, or vote manipulation
- Submitting plagiarized, offensive, or inappropriate content
- Violating Discord rules or applicable laws

All decisions are final.

12. Limitation of Liability

By participating, entrants agree to release and hold harmless Wildfire and Blizzard Entertainment, Inc., and their respective affiliates from any claims arising from participation or prize acceptance, except where prohibited by law.

13. Sponsor Rights

The Sponsor reserves the right, at its sole discretion, to cancel, suspend, modify, or terminate the contest if fraud, technical failures, unauthorized intervention, or any other factor beyond the Sponsor's reasonable control compromises the integrity or proper functioning of the contest.

14. Governing Law

This contest is governed by the laws of the United States, without regard to conflict of law principles.

15. Winners List

A winners list may be requested within four (4) weeks after the contest concludes by contacting the Sponsor.

16. Platform Disclaimer

This contest is not sponsored, endorsed, or administered by Discord or Blizzard Entertainment, Inc.

17. Acceptance of Rules

By participating in the contest, entrants confirm that they have read, understood, and fully agreed to these Official Rules and Terms & Conditions.