



Please review the following 2025 Calling All Dreamers official rules and regulations. You will be asked to agree to the terms stated below in the online application.

Official Rules & Regulations

- 1) By submitting an application, all applicants agree to these Official Rules and Regulations and to all decisions of the selection committee, which are final and binding.
- 2) Downtown Sacramento Foundation (DSF) reserves the right to accept or reject any submission. Participants retain the rights to their business concept at all times.
- 3) Judges will review plans with strict confidentiality.
- 4) Printed business concept proposals and electronic media submitted for consideration will not be returned.
- 5) Decisions, judgments, and selections of the committee are at the discretion of DSF and are final.
- 6) DSF reserves the right to use all participants' names, likenesses, pictures, portraits, voice, biographical information, written submissions, and written or oral statements, for advertising and promotional purposes without additional compensation to participants.
- 7) By submitting the application, candidate releases and discharges DSF, Downtown Sacramento Partnership, participating sponsors, property owners, and any other legal entity or individual involved with or otherwise providing services related to this competition and all their respective employees, officers, directors, representatives, and agents from liability or damage due in whole or in part to participation in this program.
- 8) By submitting the application, candidate affirms ownership of the business plan as original and free from any claim of copyright or other restriction relating to the competition.

9) By submitting an application for and entering the program each applicant advancing to the final phase of the program authorizes DSF to conduct a credit and background check.

10) DSF seeks to consider support to any viable business entering the program whether or not that business wins the Calling All Dreamers program. All entrants with feasible business plans may be contacted by Downtown Sacramento Partnership with information about available retail property in downtown Sacramento.

11) DSF reserves the right to change these Official Rules and Regulations at any time, in its sole discretion, and to suspend or cancel the competition or any entrant's participation in the competition.

12) Winner's Obligations

- a) Sign a lease within the Downtown Sacramento Partnership (DSP) Property Based Improvement District no later than one year from winner announcement.
- b) Participate in Calling All Dreamers program public relations campaign as needed for a 12-month period following the award.
- c) Operate standard business hours, minimum 4 days a week.
- d) Abide by all laws and regulations necessary to operate legally in the City of Sacramento.
- e) DSF may request a review of finances and strategies from the winner on a quarterly
- f) basis for the first year.

13) Cash Prizes

- a) There is no guarantee, expressed or implied, that any business will receive an award. Should no entries into the program meet the entry criteria, should no entry have a reasonable chance for success and should the selection committee determine no winner exists for that year of the program, no award will be made for that year and the award money will be used for the following year's program.
- b) Winner will be subject to and responsible for all legal requirements regarding the acceptance of the award, including but not limited to IRS Code regarding prizes and awards.
- c) By accepting the grand prize award package, the winner releases and discharges DSF, Downtown Sacramento Partnership, participating sponsors, property owners and any other legal entity or individual involved with or otherwise providing services related to this program and all their respective employees, officers, directors, representatives and agents from liability or damage due in whole or in part to the award, acceptance, possession, use or misuse of the prize or from participation in this competition.
- d) Failure to honor this agreement may result in the business owner being mandated to pay back, in full or in part, award monies and equal expenditures of services provided in the prize package.