

2025 ArcGIS StoryMaps Competition

Official Rules and Terms of Agreement

The 2025 ArcGIS StoryMaps Competition (“Competition”)

1. Promoter:

Environmental Systems Research Institute, Inc. (Esri), 380 New York Street, Redlands, California 92373 USA (hereinafter referred to individually as “Esri”) will promote the winners and student winners of the competition. (hereinafter referred to individually as “Promoter” and collectively, inclusive of Esri, as “Promoter”).

2. Participation:

You (“Applicant”) must provide Esri with the URL to your original story made with ArcGIS StoryMaps (the “Entry”) per the Competition instructions set forth herein.

3. Eligibility:

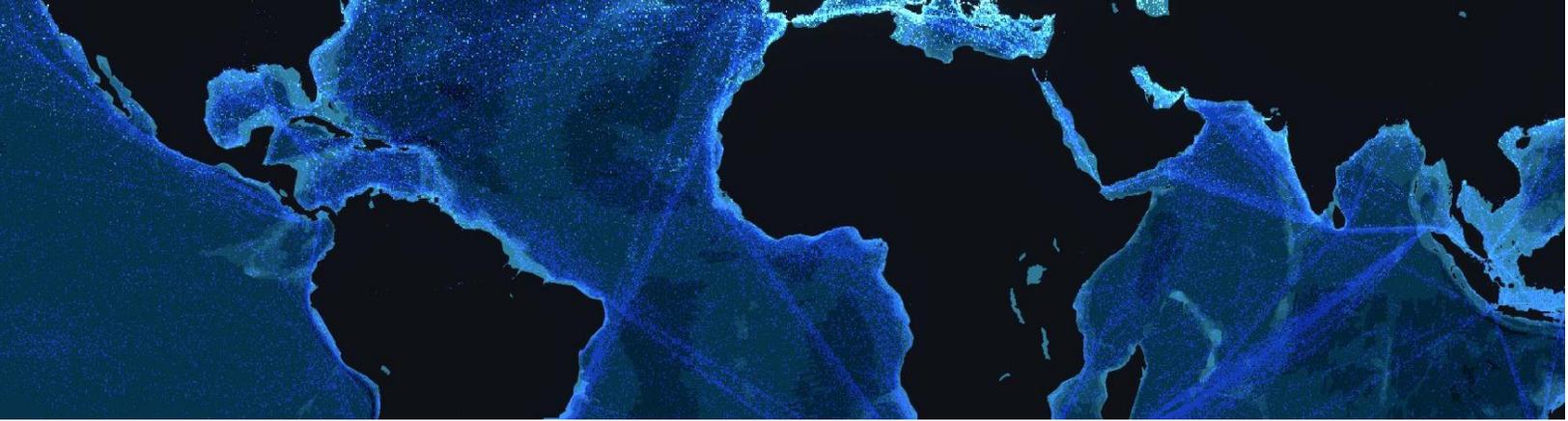
This Competition is open globally to individuals at least 18 years old, except for individuals who are residents of *Cuba; Iran; North Korea; Crimea Region of the Ukraine; Syria; province of Quebec, Canada; Donetsk People’s Republic (DNR); Luhansk People’s Republic (LPR) of the Ukraine; Russia; Belarus;* and where prohibited by national, state, provincial, or any other governmental laws or regulations. Any access to Esri software, documentation, technical data and technology is subject to all applicable U.S. export control and trade sanctions laws and regulations. Employees of Esri and its international

distributors, affiliates, and sister companies, including those individuals who were former employees within the last six months prior to the announcement date of the Competition, and such employees’ immediate families (spouses, parents, siblings, and children), including household members of each such employee or person, are not eligible to enter. Stories that were created for customers by Esri’s distributors, or that were created in collaboration with Esri’s distributors, are not eligible for the Competition.

This Competition is a trade promotion and open to Esri’s user community.

Note: It is Applicant’s sole responsibility to review and understand Applicant’s employer’s policies regarding eligibility to participate in this Competition. If Applicant is participating in violation of such employer’s policies, Applicant may be disqualified from entering or receiving prizes. Promoter disclaims any and all liability or responsibility for disputes arising between Applicant and Applicant’s employer related to this matter, and prizes will only be awarded in compliance with Applicant’s employer’s policies.

Government Employees: As a result of government gift and ethics rules, government employees may not be eligible to receive a prize in this Competition. Prior to entering this Competition, Applicant must verify with his/her organization whether Applicant may participate in this Competition. Applicant must provide written authorization from their organization prior to receiving any prize.



How to Enter: Entries must be submitted to one of three categories (each a “Category” and collectively “Categories”) through the official Entry form located at esri.com/storymaps/contest.^

1. People
2. Environment
3. Infrastructure

The Entry must be a story (not a story template) or collection created with ArcGIS StoryMaps that uses content from Esri’s ArcGIS Living Atlas of the World. Eligible content includes ArcGIS Living Atlas of the World maps, layers, scenes, apps, and tools. At a minimum, the Entry should include one map or web application that uses ArcGIS Living Atlas of the World. The map or web application may be embedded directly from the ArcGIS Living Atlas of the World as is or created by the Applicant and added to the Entry.

The Entry must be submitted during the Competition Period for consideration.

The Entry form must include, but is not limited to, the following: Applicant name, country, email address, and story title and URL.

An applicant may select a “student” checkbox to be judged against only student competition submissions. To qualify as a student, an applicant must be: (i) 18 years or older; and (ii) enrolled in a two-year or four-year institution of higher education. If a team submits an Entry, each member of the team must qualify as a student.

Account: Entries may be created and submitted from one of four types of accounts (but not a free public account):

- A student account at an institution of higher education;
- ArcGIS Creator or Professional;
- ArcGIS for Personal Use; or
- ArcGIS Enterprise.

The Entry must be able to remain publicly visible without login through at least December 2027 (i.e., two years minimum past the close of this event).

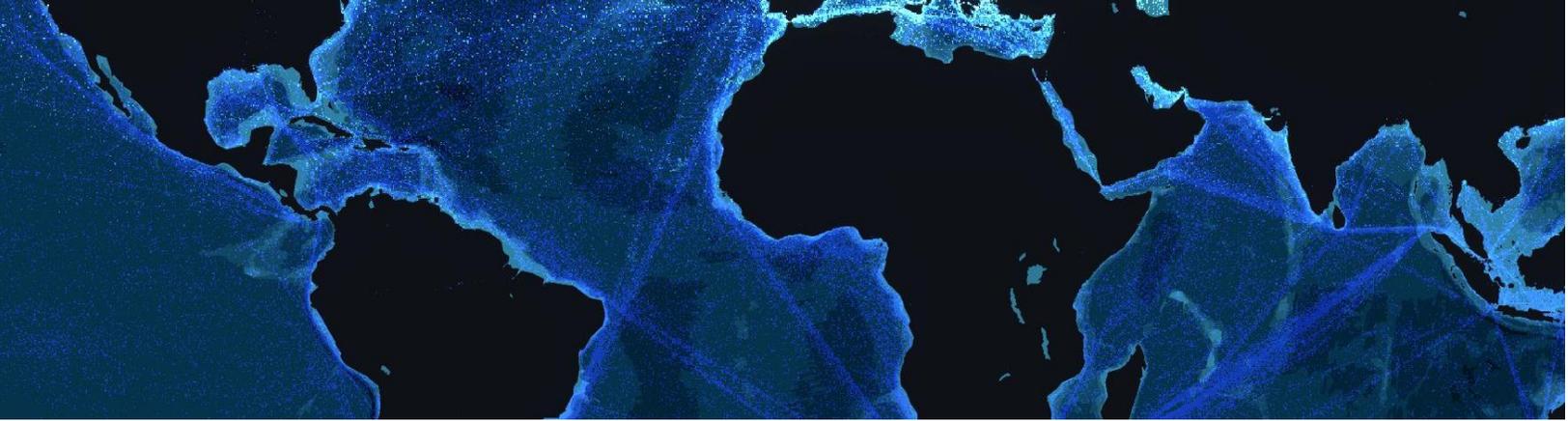
Login: Entries must be visible without requiring a login. Entries engaging “premium data” (login required, such as premium content from Living Atlas) must set the display to permit access without needing a login. See helpful note.

Complete instructions for entering this Competition are available at esri.com/storymaps/contest.

NO PURCHASE IS REQUIRED TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. OFFER IS VOID WHERE PROHIBITED BY LAW.

SUBMITTING AN ENTRY INDICATES APPLICANT’S ACCEPTANCE OF THE TERMS AND CONDITIONS OF THIS COMPETITION, ELIGIBILITY REQUIREMENTS, AND ANY ADDITIONAL TERMS AND CONDITIONS THAT PROMOTER MAY INSTITUTE AT ITS DISCRETION.

Number of Entries: An applicant may enter this Competition one (1) time with a unique submission. An Applicant is defined as: (i) an



individual; or (ii) a group of individuals submitting one Entry together. For clarity, an individual or organization may be listed on only one submission form as either (i) the primary Applicant or (i) as a part of a group submission.

4. Competition Period:

This Competition begins at 9:00 a.m. Pacific daylight time (PDT) on Wednesday, September 10, 2025, and ends at 5:00 p.m. Pacific daylight time (PDT) on Friday, December 12, 2025 ("Competition Period"). All Entries must be received during the Competition Period. Entries received after the Competition Period will not be considered. Each Entry is considered received when accepted by Esri.

Judging:

Esri will review eligible submissions and select up to ten (10) finalists and (5) student finalists for each Category. Guest judges will select one (1) winner and one (1) student winner from the finalist in their respective Category.

Guest judges will select the = winners, and student winners in each Category based on the following criteria:

- Overall design, impact, and originality
- Innovative use of GIS and the ArcGIS StoryMaps product
- Support of the Competition and Category theme

Additional awards will be selected in the following special categories:

- *The Community Choice Award Winner.* Once the competition Entry portal closes, Esri will encourage

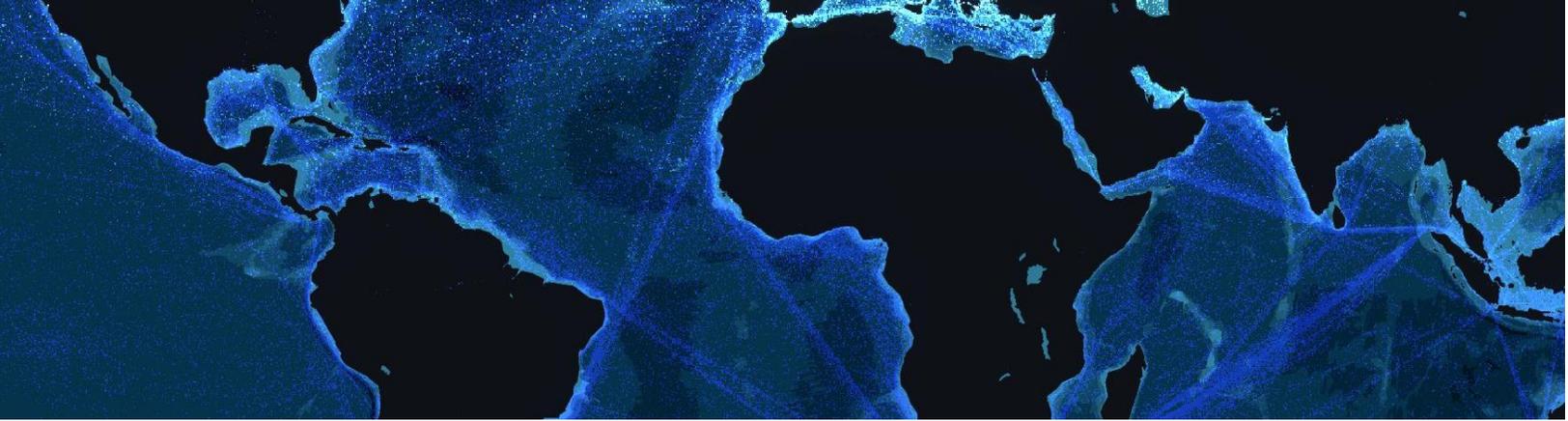
the public to select their favorite 2025 ArcGIS StoryMaps Competition submission from among the finalists. The one (1) submission that receives the most votes from Tuesday, February, 10, 2026 at 10:00 a.m. Pacific daylight time (PDT) to Tuesday, March 10, 2026 at 5 p.m. Pacific daylight time (PDT) will be named the winner.

- *Storytelling with Maps Innovation Award Winner.* Esri's StoryMaps team will select one (1) winner of the Storytelling with Maps Innovation Award from among the competition finalists. The winner will demonstrate excellence and creativity in integrating GIS products (such as dashboards, web apps, web maps, surveys, etc.) with ArcGIS StoryMaps.
- *Living Atlas Innovation Award Winner:* Esri's Living Atlas team will present one (1) winner of the Living Atlas Innovation Award, recognizing exceptional use of Esri technology. The winning story will showcase the latest mapping and analytical capabilities in ArcGIS, demonstrating how innovative tools and techniques can elevate storytelling and spatial insight.

Entries must be "original work," conceived, created, and completed entirely by the Applicant submitting the Entry. Entries may use data or content generated by outside persons or institutions, so long as the use of such third-party data or content is used under written license or permission, within guidelines of "fair use" as described by the U.S. Copyright Act, or is in the public domain.

5. Odds:

Odds of winning will vary depending on the number of submitted valid Entries and the skill and quality of the submitted Entries based on the judging criteria



described above.

Recognition: One (1) winner and one (1) student winner will be assigned for each Category. One (1) winner will be assigned for each of the three (3) special awards.

All winners will receive a 2025 ArcGIS StoryMaps Competition certificate; be featured on the ArcGIS StoryMaps website and in an interview and receive an award at Esri's 2026 International User Conference.*

Each winner may accept a voucher for an Esri Technical Certification Exam (<https://www.esri.com/training/certification-find-exam/search/>). Esri will offer one (1) certification exam voucher to the winning individual or up to two (2) certification exam vouchers per winning team.

Winners of three categories only will receive a copy of the printed book, *Telling Stories with Maps: Lessons from a Lifetime of Creating Place-Based Narratives* (<https://www.esri.com/en-us/esri-press/browse/telling-stories-with-maps>). A winning individual will receive one (1) copy; a team will receive up to three (3) copies.

Notification of Winners: The Competition ends at 5:00 p.m. Pacific daylight time (PDT) on Friday, December 12, 2025. The Competition finalists will be announced on February 10, 2026 and winners will be announced on April 2026 online at [esri.com/storymaps/contest](https://www.esri.com/storymaps/contest).

Applicants do not need to be present to win. Winners will be required to verify their eligibility. If Promoter is unable to reach the Applicant by email within three (2) separate attempts, the corresponding prize will be awarded to an alternate winner. Should multiple

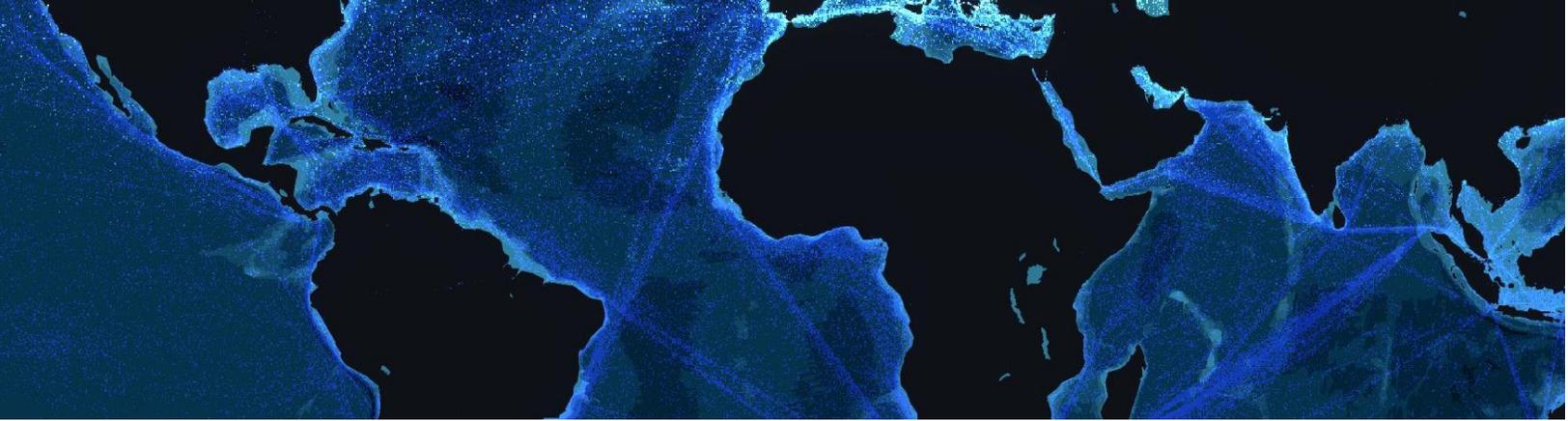
Applicants using the same email account enter this Competition and a dispute thereafter arises regarding the identity of Applicant, the authorized account subscriber of said email account at the time of submission will be considered the Applicant. "Authorized account subscriber" is defined as the natural person who is assigned an email address by an Internet access provider, online service provider, or other organization that is responsible for assigning email addresses or the domain associated with the submitted email address.

6. Publicity:

Except where prohibited, participation in this Competition constitutes consent for Promoter to use Applicant's Entry and description of work anonymously for promotional purposes (including, but not limited to, use within the ArcGIS StoryMaps gallery; ArcGIS StoryMaps magazine, articles, and blog posts; and StoryMaps social media and newsletter) in any media without payment or consideration. As a condition of prize acceptance, Competition winners agree to allow Promoter to publish their name, their organization's name, and a description of the work as well in all media of communication now known or later developed. Competition winners agree to execute an Affidavit of Eligibility and Waiver/Release of Liability and Publicity.

7. Statement of Originality and Redistribution Rights:

This Competition is intended for the free exchange of stories related to Esri's software products. By submitting an Entry, Applicant asserts that the Entry is original and has been independently produced and grants Promoter and its agents the unconditional, irrevocable, royalty-free, worldwide



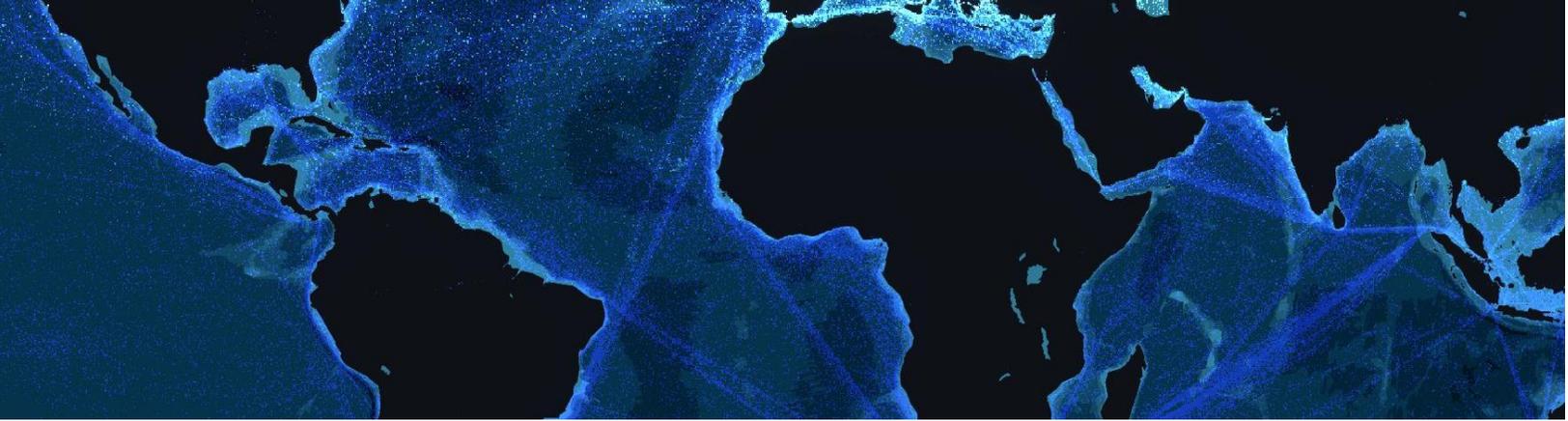
right to publish, redistribute, use, adapt, edit, rebroadcast, publicly display, and/or modify such Entry in any way, in any and all media, without limitation and without consideration to Applicant, whether or not such Entry is selected as a winning Entry. Any Entry that is not produced by Applicant or that violates patent, copyright, trademark, or trade secret laws is ineligible.

BY SUBMITTING AN ENTRY, APPLICANT REPRESENTS AND WARRANTS THAT APPLICANT HAS ALL RIGHTS, TITLE, AND INTEREST NECESSARY TO GRANT PROMOTER THE ROYALTY-FREE, WORLDWIDE, IRREVOCABLE, AND UNRESTRICTED RIGHT AND LICENSE TO USE, ADAPT, PUBLISH, REDISTRIBUTE, EDIT, (RE)BROADCAST, PUBLICLY DISPLAY, AND/OR MODIFY SUCH ENTRY(IES) IN ANY WAY AND POST THE ORIGINAL ENTRY ON THE INTERNET OR USE THE ORIGINAL ENTRY IN ANY OTHER WAY, AND APPLICANT AGREES TO INDEMNIFY AND HOLD PROMOTER HARMLESS FROM ANY CLAIMS TO THE CONTRARY.

By submitting an Entry, Applicant agrees that Applicant's submission is gratuitous and made without restriction and will not place Promoter under any obligation, and that Promoter is free to disclose the ideas contained in the Entry on a nonconfidential basis to anyone or otherwise use the ideas without any additional compensation to Applicant. Applicant acknowledges that, by acceptance of the submission, Promoter does not waive any rights to use similar or related ideas previously known to Promoter, developed by its employees, or obtained from sources other than Applicant.

8. Disclaimers:

Applicant shall assume all responsibility for ensuring that Applicant's Entry is received by Esri within the Competition Period. No liability or responsibility is assumed by Promoter resulting from Applicant's participation in or attempt to participate in this Competition or to download any information in connection with participating in this Competition. No responsibility or liability is assumed by Promoter for technical problems or malfunctions that may affect the operation of this Competition including, but not limited to, any of the following occurrences: hardware or software errors; computer, telephone, cable, satellite, network, electronic, wireless, or Internet connectivity or other online communication problems; errors or limitations of any Internet service providers, servers, or hosts; garbled, jumbled, or faulty data transmissions; failure of any email transmissions to be sent or received; lost, late, delayed, or intercepted email transmissions; lost, late, delayed, or intercepted mail; inaccessibility of the Esri Competition website, in whole or in part, for any reason; traffic congestion on the Internet or the website; unauthorized human or nonhuman intervention in the operation of this Competition including, without limitation, unauthorized tampering, hacking, theft, viruses, bugs, or worms; destruction of any aspect of this Competition; or loss, miscount, misdirection, inaccessibility, or unavailability of an account used in connection with this Competition. Promoter is not responsible for any typographical errors in the announcement of prizes or these official rules or for any inaccurate or incorrect data contained on the website. Use of the website is at Applicant's own risk. Promoter is not responsible for any personal injury or property damage or losses of any kind that may be sustained by Applicant's or any other person's computer



equipment resulting from participation in this Competition, use of the website, the download of any information from the website, or use of the prizes. By participating in this Competition, Applicant thereby releases and indemnifies Promoter from any and all claims, damages, or liabilities arising from or relating to such Applicant's participation in this Competition and agrees to resolve any dispute individually, without resorting to any class action. By accepting a prize in this Competition, winners agree that Promoter shall not be liable for any loss or injury resulting from participation in this Competition, acceptance or use of any prize, or any travel related thereto.

Applicant agrees to comply with all export laws, rules, and regulations applicable to the entry in this Competition and agrees not to submit any Entry except in compliance with such laws, rules, and regulations.

ESRI RESERVES THE RIGHT TO DISCONTINUE THIS COMPETITION WITHOUT PRIOR NOTICE OR TO NOT GRANT ANY PRIZES IF THE SUBMITTED ENTRY(IES) DOES NOT MEET THE CRITERIA SET FORTH HEREIN. ALL JUDGING IS FINAL AND IS NOT SUBJECT TO APPEAL.

APPLICANT EXPRESSLY CLAIMS OWNERSHIP OF ANY ENTRY(IES) SUBMITTED AND AGREES TO HOLD PROMOTER HARMLESS FOR ANY CLAIMS OF OWNERSHIP OR RIGHTS TO THE ENTRY(IES) BY THIRD PARTIES. APPLICANT AGREES TO DEFEND, INDEMNIFY, AND HOLD PROMOTER HARMLESS FROM AND AGAINST ANY LOSS, LIABILITY, COST, OR EXPENSE, INCLUDING REASONABLE ATTORNEYS' FEES, THAT MAY BE INCURRED BY APPLICANT AGAINST ANY CLAIMS, ACTIONS, OR DEMANDS BY A THIRD PARTY ALLEGING THAT THE

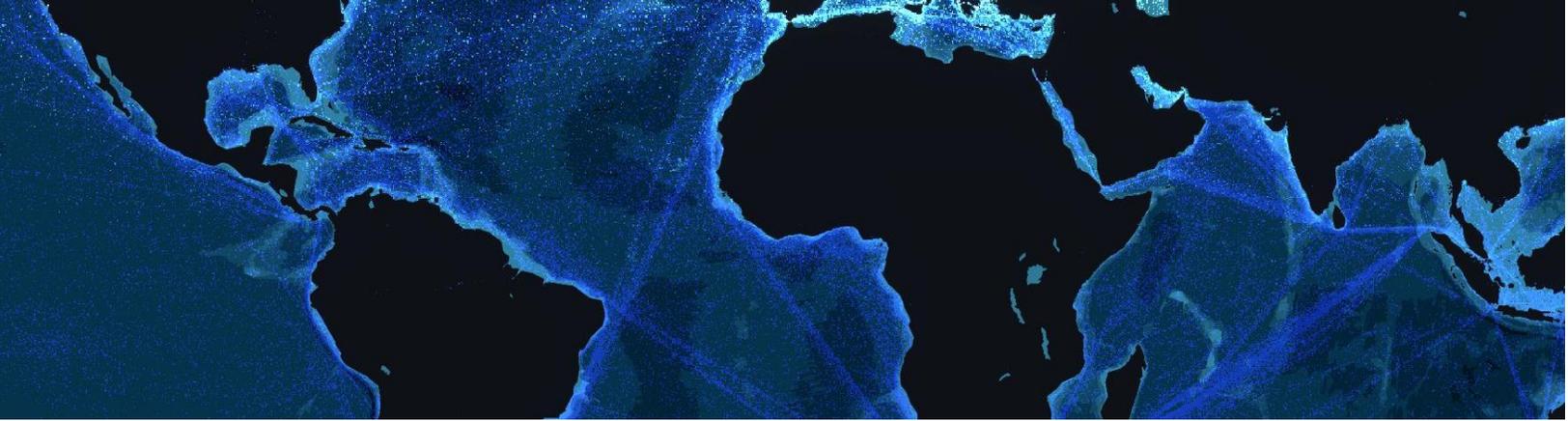
ENTRY(IES) INFRINGES THE RIGHTS OF A LEGITIMATE PATENT, COPYRIGHT, TRADEMARK, OR TRADE SECRET. IN NO EVENT SHALL PROMOTER BE LIABLE TO APPLICANT FOR COSTS RELATED TO THE DEVELOPMENT OF THE ENTRY(IES); COSTS OF PROCUREMENT OF SUBSTITUTE GOODS OR SERVICES; LOST PROFITS OR WINNINGS; LOST SALES OR BUSINESS EXPENDITURES, INVESTMENTS, OR COMMITMENTS IN CONNECTION WITH ANY BUSINESS; LOSS OF ANY GOODWILL; OR ANY INDIRECT, SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES ARISING OUT OF THIS COMPETITION, HOWEVER CAUSED, ON ANY THEORY OF LIABILITY AND WHETHER OR NOT PROMOTER HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGE. THESE LIMITATIONS SHALL APPLY NOTWITHSTANDING ANY FAILURE OF ESSENTIAL PURPOSE OF ANY LIMITED REMEDY.

9. Privacy Policy:

Esri's privacy policy will apply to this Competition and to all information that the Promoter receives from Applicant's Entry. By entering this Competition, Applicant gives express consent for the collection, reproduction, use, storage, and distribution of personal information as it relates to this Competition. Esri's privacy policy can be found at esri.com/legal/privacy.html.

10. Governing Law and Severability:

This Competition is governed by the laws of the state of California, United States, with venue in San Bernardino County, California, United States, and all claims must be resolved in the federal or state courts of San Bernardino County, California,



United States. Laws in Applicant's country of residence may give Applicant the right to file claims before the courts of that country and may provide that some laws of that country are also applicable to this Competition. However, if any provision of the official rules or the application of any such provision to any person or circumstance is declared to be invalid, unenforceable, or void, such decision shall not have the effect of invalidating or voiding the remainder of the official rules, it being the intent and agreement of the parties that the official rules shall be deemed amended by modifying such provision to the extent necessary to render it valid, legal, and enforceable while preserving its intent or, if such modification is not possible, by substituting another provision that is valid, legal, and enforceable so as to give effect to Promoter's intent.

Questions or comments about this Competition may be sent to mthomas@esri.com.

* The prize does not include attendance fees, travel to and from, or lodging and expenses related to the Esri User Conference. Winners may accept the presentation remotely or through pre-recorded video.

^Esri reserves the right to modify an applicant's selected Entry Category.