

InstaQuest 2017

Competitor Rules

ALL RULES - FINAL

1. Event launches at 12:01am on MONDAY, AUGUST 7 and ends at 5pm on MONDAY, AUGUST 14, 2017.
2. Competitors are called IQuesters.
3. IQuesters can register as an "Individual" or as a "Team."
4. All ages are welcome to participate on a Team.
5. Individuals participants or Team captain must be 18.
6. Teams can include up to 4 Team members.
7. Individuals must have and/or one member of each Team must have an Instagram Account.
8. Instagram Accounts or Competition Posts must be made public.
9. Teams must come up with "teamname."
10. #teamname must be used for Instagram pictures throughout the event.
11. Competitors must follow @visitdowntownmadison on [Instagram](#).
12. Individuals must submit answers by registered Individual. Team clue submission can be submitted any team member (up to 4 unique users) using the team's #teamname
13. There will be 30 – 50 total IQ challenges for a maximum total of 500 points, including surprise and pop-up clues.
14. Quest challenges will vary in level of difficulty and points earned will vary.
15. No previously taken pictures or copyrighted images may be submitted as a challenge answers.
16. All answers must be posted to Instagram and must include the following:
 - a. Tag @visitdowntownmadison on Instagram
 - b. #IQ2
 - c. #teamname (if registered as a team)
 - d. If challenge is at a business, either tag the business on Instagram or # for the business. This will be noted on the challenge list.
17. Points are issued once per challenge. You can not do each challenge more than once (for points) teams only get points for one response per challenge.
18. Challenges will not require purchases but may involve interaction with downtown businesses.
19. Many challenges involve downtown public spaces.
20. There will be some surprise & pop-up challenges.
21. There will be a few challenges revealed on social media. >>> Make sure to follow us on [Facebook](#) and on [Instagram](#).
22. Challenge will be revealed on www.visitdowntownmadison.com at 12:01am on Monday, August 7 and on the @DowntownMadison [Facebook](#) page.
23. One Grand prize will be issued to the Individual or Team to collect the most points.
24. In the event of a tie, the timestamp of the final challenge on Instagram will determine the winner and/or a playoff challenge will be issued.
25. Prizes will be awarded for the best team name, special challenges and as surprises along the weekend.
26. Winners will all be notified on TUESDAY, AUGUST 15 .