



## START YOUR 3D ENGINES: UNITY STUDIO CHALLENGE OFFICIAL RULES

PLEASE READ THESE OFFICIAL RULES CAREFULLY. ENTRY INTO THIS CHALLENGE CONSTITUTES YOUR ACCEPTANCE OF THESE OFFICIAL RULES. IF YOU DO NOT AGREE TO ANY PART OF THESE OFFICIAL RULES, PLEASE DO NOT ENTER THIS CHALLENGE.

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. A VALID UNITY STUDIO LICENSE IS REQUIRED TO PARTICIPATE (AVAILABLE THROUGH YOUR EXISTING UNITY STUDIO SUBSCRIPTION, UNITY INDUSTRY SUBSCRIPTION, OR THROUGH A UNITY STUDIO 30-DAY FREE TRIAL). VOID WHERE PROHIBITED.

### 1. Contest Description

The [Start your 3D Engines: Unity Studio Challenge](#) (the “**Contest**”) is a skills-based contest designed to encourage participants to learn, create, and share an interactive 3D experience using Unity Studio, demonstrating ease of use, creativity, and basic interactivity. This Contest will be run in accordance with these Official Rules (“**Rules**”).

### 2. Sponsor

The Contest is organized and sponsored by Unity Technologies SF, a California corporation with offices at 116 New Montgomery Street, Suite 200, San Francisco, CA 94105 (“**Sponsor**” or “**Unity**”).

### 3. Unity Admins

“**Unity Admins**” are any companies or organizations authorized by Unity to aid it with the administration or execution of this Contest, including but not limited to Unity Affiliates. “**Unity Affiliate**” means an entity that directly or indirectly controls, is controlled by or is under common control with Unity Technologies SF.

### 4. Contest Start and End Dates

The Contest begins at 9 AM Pacific, Wednesday, June 3, 2026 (the “**Start Date**”) and ends at 5 PM Pacific, Friday, June 26, 2026 (the “**Deadline**”).

### 5. Am I Eligible to Enter the Contest?

- 5.1. You are eligible to enter this Contest if you meet all of the following requirements as of the time and date of entry:
- a) You are an individual;
  - b) You are 18 years of age or older, but in no event less than the age of majority in your place of residence;
  - c) You have Internet Access, an Email Account, and access to a personal computer;
  - d) You are NOT a resident of the Crimea region of the Ukraine, Cuba, Iran, North Korea, Sudan, or Syria, due to U.S. Export Regulations (and any other regions or countries prohibited under the U.S. Export Regulations);
  - e) You are NOT on any U.S. Exportation Regulation prohibited list;
  - f) You are NOT a resident of Quebec, Canada; Brazil; or Italy;
  - g) You have NOT won a prize from Unity or Unity Affiliates within the last 12 months;
  - h) You are NOT an employee of Unity or Unity Admins; and
  - i) You are NOT a family member or household member of any employee of Unity or Unity Admins; and



- j) You have a valid Unity Studio license (An eligible participant may satisfy this requirement through either an existing Unity Studio license or a free Unity Studio 30-day license made available by Unity, with no credit card required);

**5.2.** If you are submitting an Entry which is associated with your employment, it is entirely your responsibility to review and understand your employer’s policies about your eligibility to participate in this Contest. If you participate in violation of your employer’s policies, you and your Entry may be disqualified from the Contest. Unity disclaims any and all liability or responsibility with respect to disputes arising between an employer and such employer’s employee in relation to this matter.

## 6. How do I Enter the Contest?

**6.1.** To enter the Contest, complete the steps below. You may enter the Contest only as an individual and are limited to one Entry.

**Step 1.** Sign up for a [Unity Studio free 30-day trial](#), or use your Unity Studio subscription (if you have one already).

**Step 2.** Create your Entry as outlined under “How to Create an Entry” in Section 7 below.

**Step 3.** Submit the Entry as a Project at [Start your 3D Engines: Unity Studio Challenge](#).

When submitting your Entry, be sure to fill in and/or upload all required elements of the Entry.

**6.2.** Unity is not responsible for an Entry or part of an Entry that it does not receive for any reason, or for Entries that it receives but are inaccessible or illegible for any reason and such Entries may be disqualified at Unity’s sole discretion.

## 7. How to Create an Entry

To create an entry, you must build and publish a simple interactive 3D experience using Unity Studio that reflects the “[Start your 3D Engines: Unity Studio Challenge](#)” theme and demonstrates basic interaction within the scene.

An entry (“**Entry**”) must include the following:

- a) Project Title
- b) Project Description no more than 300 characters in length (Brief summary of the experience and what the user created).
- c) Published Studio Experience Link (A shareable link to the live interactive experience in Studio)
- d) Use of the provided theme/assets. Entry must reflect the “**Start your 3D Engines: Unity Studio challenge**” theme and include at least one provided asset (e.g. racetrack, vehicle, or environment).

Want to share your creation? Use #UnityStudioChallenge on social media! (Completely optional—social sharing is not required to enter or win).

## 8. Is my Entry an Eligible Entry?

To be eligible to be considered for a prize, as solely determined by Unity:

### Your Entry MUST:

- a) be made using Unity Studio and highlight use of Unity Studio Features;
- b) be in English;
- c) be your own original work;
- d) not have been submitted previously in any promotion of any kind;
- e) not contain material or content that:
  - 1) is inappropriate, indecent, obscene, offensive, sexually explicit, pornographic, hateful, tortious, defamatory, or slanderous or libelous;



- 2) promotes bigotry, racism, hatred or harm against any group or individual;
  - 3) promotes discrimination based on race, gender, ethnicity, religion, nationality, disability, sexual orientation, or age;
  - 4) promotes alcohol, illegal drugs, or tobacco;
  - 5) violates or infringes another's rights, including but not limited to rights of privacy, publicity, or their intellectual property rights;
  - 6) is inconsistent with the message, brand, or image of Unity, is unlawful; or
  - 7) is in violation of or contrary to the laws or regulations of any jurisdiction in which the Entry is created;
- f) You MUST:
- 1) have obtained any and all consents, approvals, or licenses required for you to submit your Entry;
  - 2) not generate your Entry by any means which violate these Rules, the Unity Terms of Service, the Unity Website and Community Terms, or the Unity Privacy Policy;
  - 3) not engage in false, fraudulent, or deceptive acts at any phase during your participation in the Contest; or
  - 4) not tamper or abuse any aspect of this Contest.

## 9. Disqualification.

If you or the Entry is found to be ineligible for any reason, including but not limited to noncompliance with Sections 5 through 8 of these Rules, Unity and Unity Affiliates reserve the right to disqualify the Entry and/or you from this Contest and any other contest or promotional activity sponsored or administered in any way by Unity or Unity Affiliates.

## 10. How may the Entry potentially be used?

The Entry may be used in a few different ways. Unity does not claim to own the Entry, however, by submitting an Entry you:

- a) hereby grant to Unity and Unity Affiliates a non-exclusive, irrevocable, royalty-free, world-wide right and license to (i) review and analyze your Entry in relation to this Contest; and (ii) use your Entry or parts of your Entry in any media for any non-commercial or commercial purpose connection with the marketing, sale, or promotion of Unity, Unity Affiliates and their respective products and services;
- b) agree that you will execute any necessary paperwork for Unity and Unity Affiliates to use the rights and licenses granted hereunder;
- c) acknowledge and agree that you will not be compensated and may not be credited (at Unity's sole discretion) for the use of your Entry as described in these Rules;
- d) acknowledge that we may have developed or commissioned materials similar to your Entry and you waive any claims resulting from any similarities to your Entry;
- e) understand that your Entry may be posted on a public website or social media channel and that Unity is not responsible for any unauthorized use of your Entry by visitors to such site; and
- f) understand and acknowledge that, subject to provision of Prizes, Unity is not obligated to use your Entry in any way, even if your Entry is selected as a winning Entry.

Personal data you submit in relation to this Contest will be used by Unity and Unity Admins in accordance to Section 16 of these Rules.

## 11. How will Winners be Selected and Notified?

- 11.1. Entries will be judged by a panel of judges selected by Unity in its sole discretion. Judges' decisions will be final and binding in all respects.



- 11.2.** Entries will be evaluated based on simplicity, creativity, and effective use of Unity Studio — not technical complexity.

Judges will award each Entry a number of points based upon the following 100-point scale:

Category 1 = 0-40 points

Category 2 = 0-30 points

Category 3 = 0-30 points

**Category 1: Simplicity & Clarity of Experience (0–40 points)**

- Is the experience easy to understand and interact with?
- Can a first-time user quickly grasp what to do?
- Are interactions clear, intuitive, and functional?

**Category 2: Creativity within Constraints (0–30 points)**

- How creatively does the participant use the racing theme?
- Are the provided assets used in an interesting or unexpected way?
- Does the project show originality within a simple scope?

**Category 3: Use of Unity Studio Features (0–30 points)**

- Does the entry demonstrate use of Studio capabilities (scene building, materials, lighting, simple interactions)?
- Does the project include at least one interactive element (not just a static scene)?

- 11.3.** Subject to confirmation of eligibility, the Entry with the highest score will be awarded the Prize.
- 11.4.** In the unlikely event of a tie, the winning Entry will be determined by the judges in their sole discretion.
- 11.5.** The potential winner will be contacted within 30 days of the completion of judging via the email associated with their submission email address. If the potential winner cannot be contacted, does not respond as directed, refuses the prize, or is found to be ineligible for any reason, such prize may be forfeited and awarded to an alternate winner.
- 11.6.** To the extent that there is any dispute as to the identity of the potential winner, the official account holder of the email address associated with the Project submission through which the Entry was first submitted will be deemed the official potential winner by Unity.

**12. Your Odds of Winning**

ODDS OF WINNING A PRIZE ARE SUBJECT TO THE TOTAL NUMBER OF ELIGIBLE ENTRIES RECEIVED AND HOW YOUR ENTRY SCORES IN ACCORDANCE TO THE JUDGING CRITERIA.

**13. Prizes**

- 13.1.** Prize: The winner will receive: One (1) Unity Studio License, (Approximate Retail Value of \$799 USD).



If the winner already holds an active Unity Studio Subscription or Unity Industry Subscription (for clarity, this excludes the free 30 day Unity Studio trial licenses) at the time of prize notification, the winner may transfer the Prize to one (1) individual within their organization, provided that the winner notifies Unity of the intended transfer within 30 days of prize notification.

To activate the Unity Studio License, you or the transferee will be required to create or log into your Unity account, and accept Unity's [Terms of Service](#) and [Privacy Policy](#).

- 13.2. All prizes are non-transferable, except as expressly provided above, and may not be substituted for cash, alternate goods or services, or any other prize. Notwithstanding the foregoing sentence, Unity reserves the right to provide a substitute prize of approximately equal value for any reason. PRIZES ARE AWARDED "AS-IS" WITH NO WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT.
- 13.3. All federal, state, and local or any other applicable taxes, license, title, and/or registration fees or other costs associated with the prize are the sole responsibility of the winner. Unity, Unity Admins, and each of their respective directors, officers, employees, agents and assigns, will not be responsible for any such taxes, fees, and costs.
- 13.4. Any prize details not specified in these Rules will be determined solely by Unity.

#### 14. When will Prizes be awarded?

The Prizes will be awarded within a commercially reasonable time frame. Potential winners may be required to complete and sign additional documentation, such as non-disclosures, representations and warranties, liability and publicity releases (unless prohibited by applicable law), and tax documents, or other similar documentation in order to claim the prize. Only prizes claimed in accordance to these Rules will be awarded.

#### 15. Winner List

A list of all winners of this Contest will be posted on **Start your 3D Engines: Unity Studio Challenge** and may be announced at Unity's discretion via Unity's or Unity Affiliates' LinkedIn, Instagram, X (formerly Twitter), Facebook, Blog, or Website, or in person verbally at a Unity or Unity Affiliate sponsored or hosted event.

#### 16. Your Personal Data and Privacy

- 16.1. You acknowledge and understand [Unity's Privacy Policy](#) will govern Unity's use of the personal data you submit or that is collected through your participation in this Contest. Please refer to Unity's Privacy Policy to see how to access, update, or delete your data.
- 16.2. Unity may use cookies and/or collect IP addresses for the purpose of implementing or exercising its rights or obligations under the Rules, for information purposes, identifying your location, including without limitation for the purpose of redirecting you to the appropriate geographic website, if applicable, or for any other lawful purpose in accordance with the Privacy Policy.
- 16.3. Unity may use the personal data you provide via your participation in this Contest:
  - (a) to contact you in relation to the Contest;
  - (b) to confirm the details of your Entry;



- (c) to administer and execute this Contest, including sharing it with Unity Admins;
- (d) at Unity's discretion, to credit you for the Entry, identify you as a Winner, or other similar notice; and
- (e) as otherwise noted in these Rules or as necessary for Unity to meet its obligations under these Rules or applicable law.

## 17. Additional Terms and Conditions

If Unity determines, in its sole discretion, that any portion of this Contest is compromised by virus, bugs, unauthorized human intervention, or any other causes beyond its control, that in the sole opinion of Unity corrupts, or impairs the administration, security, fairness or proper participation in/of the Contest, Unity reserves the right to (a) cancel the Contest; (b) pause the Contest until such time as the aforementioned issues may be resolved; or (c) consider only those Entries submitted prior to when the Contest was so compromised for the prizes.

To the fullest extent permitted by applicable law, you agree that Unity, Unity Affiliates, and Unity Admins, and each of their directors, officers, employees, agents and assigns, will not be liable for personal injuries, death, damages, expenses or costs or losses of any kind resulting from participation or inability to participate in this Contest or acceptance of or inability to use a prize or parts thereof including, without limitation, claims, suits, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light (whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory.

Your use of any other products and services required by these Rules, whether required by these Rules or not, are subject to the terms and conditions associated with such products or services.

BY SUBMITTING AN ENTRY, YOU ALSO ACCEPT AND AGREE TO BE BOUND BY UNITY'S PRIVACY POLICY ([HTTPS://UNITY.COM/LEGAL/PRIVACY-POLICY](https://unity.com/legal/privacy-policy)), UNITY TERMS OF SERVICE ([HTTPS://UNITY.COM/LEGAL/TERMS-OF-SERVICE](https://unity.com/legal/terms-of-service)), AND UNITY WEBSITE AND COMMUNITY TERMS ([HTTPS://UNITY.COM/LEGAL/TERMS-OF-SERVICE/SITE-AND-COMMUNITIES](https://unity.com/legal/terms-of-service/site-and-communities)) IN ADDITION TO THESE RULES.

In the event any clause or provision of these Rules prove unenforceable, void or incomplete, the validity of the other conditions will remain unaffected.

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