

# THE **RUBE GOLDBERG**

MACHINE CONTEST<sup>®</sup>

**Complex Solutions for Simple Tasks**

## **OFFICIAL RULE BOOK FOR 2011 COMPETITION** **2011 Task: Watering A Plant**



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JULY 2010

# THE RUBE GOLDBERG

MACHINE CONTEST®

## OFFICIAL RULE BOOK FOR 2011 COMPETITION

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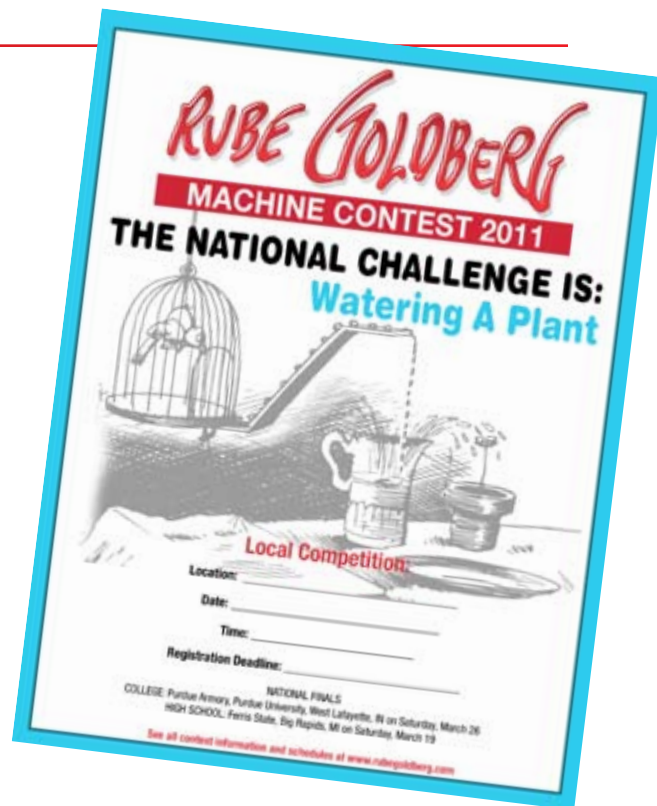
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Rube Goldberg (rōōb gōld'berg), n. a comically involved, complicated invention, laboriously contrived to perform a simple operation – *Webster's New World Dictionary*

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### INTRODUCTION TO RGI

Rube Goldberg, Inc. is a Corporation, with shareholders and a board of directors.

The company licenses the usage of the art work of Rube Goldberg, Pulitzer Prize winning cartoonist, sculptor, and author. Licensees include publishers, educators, corporations and museums.

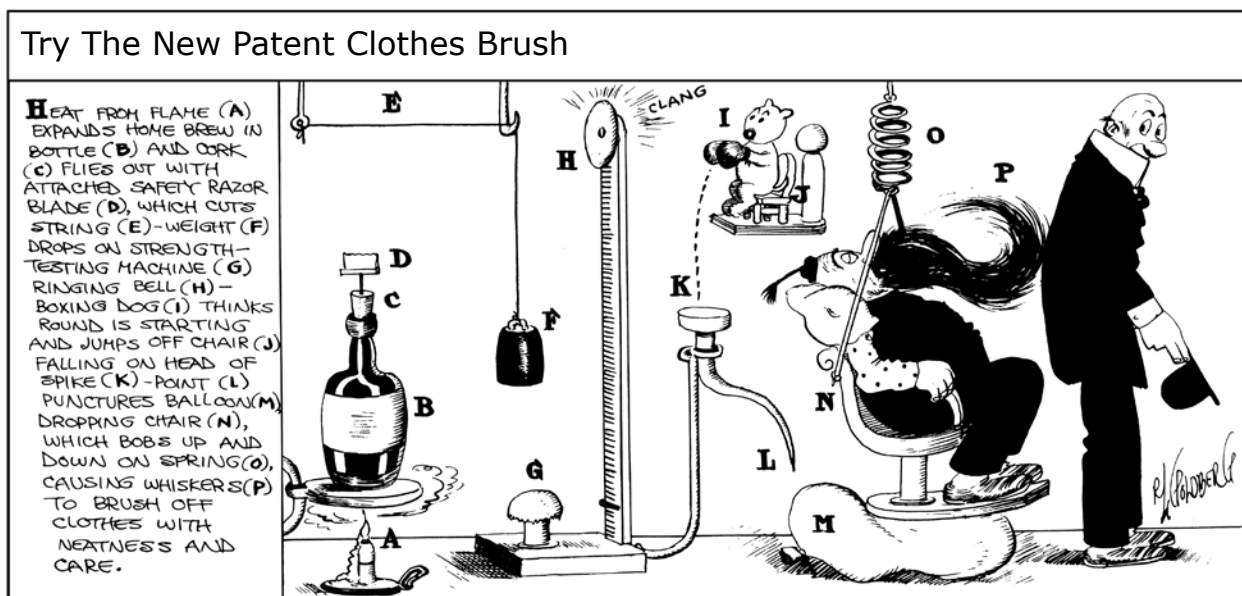
The company also runs the National Rube Goldberg Machine Contest each year. The contest is open to high school and college students. The students transform everyday materials into a wacky innovative machine that accomplishes the given task. The ingenious inventions provide a learning adventure in engineering and technology. The only limits on creativity are the students imaginations.

The College level contest final is hosted by Purdue University in West Lafayette, Indiana. The High School level contest final is hosted by Ferris State University in Big Rapids, Michigan.

In the past, the winning teams have appeared on Late Show With David Letterman, ABC's Jimmy Kimmel Live!, NBC's Today Show, CBS's This Morning, The CBS Evening News, CNN, Good Morning America, Newton's Apple and The History Channel.

The web site, [RubeGoldberg.com](http://RubeGoldberg.com), offers information on the Contest, Licensing and also has a Rube Store, where clothing, books and other promotional items may be purchased.

Rube Goldberg is a licensed and registered trademark.



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### **RUBE GOLDBERG BIOGRAPHY**

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Rube Goldberg (1883-1970) was a Pulitzer Prize winning cartoonist, sculptor and author.

Reuben Lucius Goldberg (Rube Goldberg) was born in San Francisco on July 4, 1883. After graduating from the University of California Berkeley with a degree in engineering, Rube went on to work as an engineer for the City of San Francisco Water and Sewers Department.

After six months Rube shifted gears and left the Sewers Department to become an office boy in the sports department of a San Francisco newspaper. While there he began to submit drawings and cartoons to the editor until he was finally published. Rube soon moved from San Francisco to New York to work for the Evening Mail drawing daily cartoons. This led to syndication and a national presence – and the rest is history.

A founding member of the National Cartoonist Society, a political cartoonist and a Pulitzer Prize winner, Rube was a beloved national figure as well as an often-quoted radio and television personality during his sixty year professional career.

Best known for his “inventions”, Rube’s early years as an engineer informed his most acclaimed work. A Rube Goldberg contraption – an elaborate set of arms, wheels, gears, handles, cups and rods, put in motion by balls, canary cages, pails, boots, bathtubs, paddles and live animals – takes a simple task and makes it extraordinarily complicated. He had solutions for How To Get The Cotton Out Of An Aspirin Bottle, imagined a Self-Operating Napkin, and created a Simple Alarm Clock – to name just a few of his hilariously depicted drawings.

The promise and pitfalls of modern technology make Rube Goldberg’s inventions even more relevant now than when they were originally created. From think-tanks in Silicon Valley, to the New York Times, to Sunday morning’s Meet the Press, hardly a day goes by without the name “Rube Goldberg” being invoked. In fact Rube Goldberg is an adjective in Webster’s Dictionary.

Rube did not build the machines he drew, but his cartoons have become an inspiration to aspiring engineers and scientists across the world.

Today Purdue University hosts the annual National Rube Goldberg Machine Contest which brings Rube’s comic genius to life for millions of fans. Covered widely by the national media, the winning team and their working invention have often appeared on late night talk shows like David Letterman, Jay Leno or Jimmy Kimmel Live. To get a real window into the machine contest, go to [www.mousetraptomars.com](http://www.mousetraptomars.com) where you can watch a 2 minute clip from the upcoming documentary that chronicles three teams vying for the winning slot. A coffee table book of Rube’s work is being published by Abrams in 2012, along with a calendar and children’s pop-up book.

At a time when the U.S. is looking to inspire young minds, Rube Goldberg’s legacy represents the best in American innovation, humor and unconventional thinking; an inspiring model for us all.

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**RUBE GOLDBERG BIOGRAPHY**

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Rube Goldberg, 1920.  
In the background, Boob McNutt and other characters from his cartoons.

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### **RUBE GOLDBERG MACHINE CONTEST HISTORY**

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The Rube Goldberg Machine Contest (RGMC) is named after the late cartoonist Reuben Lucius Goldberg. Having died in 1970, he lives on in the RGMC as puzzling machines with crazy mechanisms are built in the spirit of his illustrations.

For 55 years the award-winning engineer turned cartoonist drew machines and contraptions that satirized the new machines and gadgets being built. His drawings, using simple gadgets and household items already in use, were incredibly complex and wacky, but had an ingenious, logical progression to them. Goldberg's inventions became so widely known that Webster Dictionary added the term "Rube Goldberg" to its listings, defining it as "accomplishing by extremely complex, roundabout means what seemingly could be done simply."

In the words of the inventor, the machines were a "symbol of man's capacity for exerting maximum effort to achieve minimal results." He believed that most people preferred doing things the hard way than using a more simple and direct path to accomplish a goal.

In 1949, at the peak of the Goldberg era, the two engineering fraternities at Purdue University, Phi Chapter of Theta Tau Fraternity and Triangle Fraternity, developed their own version of the Rube Goldberg Machine Contest. The contest was held as part of the Engineer's Ball, also sponsored by the two fraternities. The contest died out with the Engineer's Ball in 1955, when the two fraternities no longer sponsored the event.

In 1983, some members of the Phi Chapter of Theta Tau Fraternity became interested in an old trophy that they found while cleaning one day. It was the original traveling trophy from Purdue's first RGMC. After diligently searching out information on the contest, they resurrected the event. They also made it a point to produce a guide for others to follow in order to successfully start a competition.

All the attention finally paid off in 1988 when the first National Rube Goldberg Machine Contest was launched. Nationwide television, radio and printed media attention promotes the growth of the contest to make it bigger and better each year. In 1992, the first contest appeared on television when Beyond 2000 came to Purdue to film the contest.

The popularity of the machine contest grows with each year that Phi Chapter of Theta Tau hosts it. Past national contest winners have been featured on Newton's Apple, The History Channel, The Tonight Show Starring Johnny Carson, Late Night With David Letterman, ABC's Jimmy Kimmel Live!, NBC's Today Show, CBS's This Morning, The CBS Evening News, CNN and Good Morning America.

The RGMC now has the honor of being one of Purdue's largest non-sports media events. Because of the dedication of the Phi Chapter of Theta Tau, the Purdue faculty and staff, and sponsors, the contest continues to grow.

The RGMC contest was expanded to the high school level in 1996 with the support of the US Department of Energy's Argonne National Laboratory.

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**PAST CONTEST CHALLENGES**

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- 2010 Dispense an Appropriate Amount of Hand Sanitizer into a Hand
- 2009 Replace an Incandescent Light Bulb with a More Energy Efficient Light Emitting Design
- 2008 Assemble a Hamburger
- 2007 Squeeze the Juice from an Orange
- 2006 Shred 5 Sheets of Paper
- 2005 Change Batteries and Turn on a 2-battery Flashlight
- 2004 Select, Mark and Cast an Election Ballot
- 2003 Select, Crush and Recycle and Empty Soft Drink Can
- 2002 Select, Raise and Wave a U.S. Flag
- 2001 Select, Clean and Peel an Apple
- 2000 Fill and Seal a Time Capsule with 20th Century Inventions
- 1999 Set a Golf Tee and Tee Up a Golf Ball
- 1998 Shut Off An Alarm Clock
- 1997 Insert and Then Play a CD Disc
- 1996 Put Coins in a Bank
- 1995 Turn on a Radio
- 1994 Make Cup of Coffee
- 1993 Screw a Light Bulb into a Socket
- 1992 Unlock a Combination Padlock
- 1991 Toast a Slice of Bread
- 1990 Put the Lid on a Ball Jar
- 1989 Sharpen a Pencil
- 1988 Adhere a Stamp to a Letter
- 1987 Put Toothpaste on a Toothbrush

Purdue University News provides a dedicated Rube Goldberg page that has information, results and videos of contests going back to 1999 at:

<http://news.uns.purdue.edu/rube/rube.index.html>

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**OVERVIEW**

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The Rube Goldberg Machine Contest is named after the Pulitzer Prize winning artist Rube Goldberg whose "inventions" satirized new technologies. The Rube Goldberg Machine Contest® is a registered trademark of Rube Goldberg, Inc. RGI is the licensee of the contest.

This contest will give your students a chance to use everyday material and transform it into a wacky innovative machine that accomplishes the given task. Their own wild and ingenious inventions will provide a learning adventure in science, technology, engineering, arts and math. (STEAM). The only limits on creativity will be their imaginations.

The Rube Goldberg Machine Contest is open to high school and college level students.

Each Host Site has a Contest Site Chairman. The Contest Site Chairman will provide information concerning that specific site. The name and contact information for each Contest Site Chairman can be found on our web site under the Contest tab.

The Contest Site Chairman for the College Level Finals and the High School Level Finals can be found on the last page of this Rule Book.

**THE TASK**

The task is determined by Rube Goldberg Inc. and changes on an annual basis.

The task will be announced at the College Nationals each year and will be posted on Rube Goldberg Inc. web site - [www.rubegoldberg.com](http://www.rubegoldberg.com).



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**TEAM RESTRICTIONS**

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**High School**

- Each team member must be enrolled as a full-time high school student to participate in the high school competitions.
- There is no limit on the number of members a team may have, however, as a guideline we suggest that a minimum of 4 people may be around the machine once the contest has begun. The maximum number of people allowed around the machine will be determined by the Contest Host.
- Each team must have a Teacher Advisor present at the competition.
- Entries are accepted on a first-come, first-served basis by the deadline set by the host site. The host site will determine the maximum number of teams.

**College**

- Each team member must be enrolled as a full-time undergraduate or graduate student at an accredited university to participate in the college competitions.
- There is no limit on the number of members a team may have, however, as a guideline we suggest that a minimum of 4 people may be around the machine once the contest has begun. The maximum number of people allowed around the machine will be determined by the Contest Host.
- College teams may compete without an advisor.
- Entries are accepted on a first-come, first served basis by the deadline set by the host site. The host site will determine the maximum number of teams.

**TO PARTICIPATE IN A RUBE COMPETITION**

1. Find a host site by going to <http://www.rubegoldberg.com> and click on the Contest Scheduling Tab
2. Register
3. Build a machine and take it to the competition
4. Have fun

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**REGISTRATION PROCESS**

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1. All registration must come through Rube Goldberg Inc.

Teams register only once --- for their Regional competition. There is NO additional registration fee for the winning team to attend the National Contest.

Participants may obtain an official entry form by visiting [www.rubegoldberg.com](http://www.rubegoldberg.com). and downloading the PDF registration form.

2. All checks must be accompanied by our official Registration Form located on our web site.

Checks received without a Registration Form will be returned.

3. THE FORM:

The registration form is on our web site ([rubegoldberg.com](http://rubegoldberg.com)) and is downloadable. All Registration Forms must contain a legible email contact address.

4. THE FEE:

The fee is \$300.00 per team payable to Rube Goldberg, Inc.

This is the only fee. There is NO additional registration fee for the winning team to attend the National Contest.

\$100.00 of the fee is a registration fee to RGI.

\$200.00 of the fee is returned to the HOST SITE, after completion of their competition, to help defray contest costs.

Funds will be forwarded to either the contest Coordinator or a designated payee (i.e. convention center, hotel, etc.). Payments will not be made to individuals.

Some host sites waive all or a portion of the fee, as they have other funding.

5. ANY HOST SCHOOL THAT HOSTS AN OPEN CONTEST (Must include teams from other schools): If the host school is willing to waive their stipend of \$200.00 for all participating teams, then the \$100.00 portion of the fee to RGI will be waived for the Host school's team.

6. All Host Sites need to email [rube@rubegoldberg.com](mailto:rube@rubegoldberg.com) with all of their contest information including: registration deadline date, date and time of competition, name and address of competition venue, any portion of the fee that host will waive, contact name and email for questions. All of this information will be entered on the Schedule page on our web site.

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**REGISTRATION PROCESS** *continued*

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7. All teams that register and pay the fee will receive RGI's team gift, a 3" embroidered contest participant patch displaying the year and the task. These patches will be mailed out to the team leader/advisor name and address on the Registration form. Each member of the team (up to 12) receives a patch. Additional patches may be purchased at 30% discount from our web site at The Rube Store. On your order, you must notate these are for additional team members and shipping must be to your school.
8. Should a contest location be cancelled due to low registration, the Team will be refunded their registration fee and host site will not earn stipend.
9. Deadline for entries is established by the Host Site and is posted on [rubegoldberg.com](http://rubegoldberg.com) in the Schedule page under the Contest tab.

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**REGISTRATION FORM - SAMPLE**

All forms are downloadable from our web site - [rubegoldberg.com](http://rubegoldberg.com)

Rube Goldberg Machine Contest  
Registration Form 2011

THIS IS FOR A HIGH SCHOOL COMPETITION

THIS IS FOR A COLLEGE COMPETITION

Contest Location Desired: \_\_\_\_\_  
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Your Team Name \_\_\_\_\_

Your School Name: \_\_\_\_\_

Your School Address: \_\_\_\_\_  
\_\_\_\_\_

Your School Representative/Advisor: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Email: PLEASE PRINT CLEARLY \_\_\_\_\_

Team Members: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Submit Form to: Rube Goldberg, Inc.  
6 Barry Lane  
Westport, CT 06880  
Phone: 203-227-0818  
Fax: 203-557-4625  
Email: Rube@rubegoldberg.com

Make checks Payable to : Rube Goldberg, Inc.

Registration Fee: \$300.00 per team

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**MACHINE SPECIFICATIONS**

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- The machine must complete the task as described in the challenge.
  - The machine must be no larger than 6 ft. x 6 ft. x 6 ft.
  - The machine must have a minimum of twenty (20) steps. There is no maximum number of steps.
- C ■ The machine must run for no more than two (2) minutes per run.
  - Teams will have three (3) minutes before the first run to explain their machine.
  - The machine will have a minimum twenty (20) minute reset time.
- Only two (2) team members may interact with the machine once the contest has begun. This includes resetting the machine.
  - Machines may display corporate logos or names from team sponsors. No other corporate logos may be displayed without written permission from the logo owner. All responsibility for copyright permission rests with the team.
  - No animals may be used in the machine.
  - The machine must not imply profane, indecent or lewd expressions.
  - Any loose or flying objects must remain within the set boundaries of the machine. This includes, but is not limited to, drops of water, slivers of balloon, and other "small" objects. Steam and other gasses are exempt from this rule.
  - The machine may utilize one (1) air compressor hose and one (1) power cord. No other cords may be run to or from the machine; however there is no limit to the number of hoses and cords utilized within the space of the machine.
  - No flames may be used on or within the machine. Electrical arcing may be used upon approval of the Contest Site Chairman.
  - Machines must be safe and not harm team members, judges, the audience, or equipment outside the bounds of the machines. No hazardous materials, explosives, or flames may be used on or within the machine. Questions about the safety of specific steps (e.g., electrical arcing) should be directed to the contest site Chairman.
  - The machine must be safe to the satisfaction of the RGMC officials. The contest Chairman must approve any questionable items prior to competition.
  - Any destructive action against another machine is grounds for disqualification.

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**MACHINE OPERATIONAL DETAILS**

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- All machines entering the National Contest must have won a local contest that uses these official rules. (Please see \* on bottom page 15)
- Each Contest Host Site will allow participants into the contest venue to have adequate set up time.
- Each team must submit ten (10) - or a number determined by the host site - concise, typed copies of a step-by-step description of their machine no later than one (1) hour before the contest begins to the host competition's chair. Diagrams and pictures may be included in this description along with the typed information.
- **All machines must be set up and the area cleared no later than forty (40) minutes before the contest begins.**
- A team captains meeting will be held thirty (30) minutes before the contest begins.
- Teams will compete in a designated order. The teams will compete in that order for the first run. After all teams have completed their first run, teams will begin competing in the second run in this same order.
- If, for any reason, a team so chooses, they may void one (1) run of their machine. One designated team member will announce the void, but must do so **BEFORE** the machine completes the task. Requests presented after the machine has finished will not be granted. If a team does choose to use their void, they will compete again in the next round of runs.
- Teams may only void their first or second run before the task is complete. Teams may not void a run after the machine has completed the task. If a team does not void either of their first two runs, they may choose to do a third run, but that run will not be judged.
- While the judges are calculating the results and the audience's ballots are counted, the audience will be allowed to view the machines more closely. Teams are encouraged to run their machines and be available to answer any questions during this time.
- Timely removal of machines and clean up of the area will be determined by the Host Site Chairman.
- Contest participation implies consent to use contest photographs in all forms of publicity.
- For site specific rules, contact your Host Site Chairman.

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**ADDITIONAL MACHINE OPERATIONAL INFORMATION**

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- A step in the machine should be considered a transfer in energy from one action to another action. Identical transfers of energy in secession should be considered one step.
  - For example, a set of dominos falling into each other should be considered one step. While technically each single domino falling is a step, stating one hundred steps because of the dominos is repetitive and not in the spirit of Rube Goldberg.
  
- Programmable Logic Controllers or any other electronic controller may be used on the machines. The use of these devices must be in line with a step. Using these devices as a fail-safe for the machine is illegal and grounds for disqualification.
  - Let's say a ball is supposed to fall onto a switch and turn on a motor which is run by the controller.
    - If the ball misses the switch, but the controller still starts the motor, the controller is not transferring energy from one step to the next step. It is acting as a failsafe so the machine can finish and not in line with the definition of a step.
    - If the ball hits the switch and the controller starts the motor as it should, the device is merely transferring the energy from one step to another, so this is in line with the definition of a step.
  - If a controller is used, each instance of its operation should be clearly stated in the step-by-step description submitted before the contest.
    - Each instance should be considered one step, but please supply detailed information of how the step is being accomplished.

***\*ALL MACHINES ENTERING THE NATIONAL CONTEST MUST HAVE WON A LOCAL CONTEST THAT USES THESE OFFICIAL RULES.***

Entry to the National Rube Goldberg Machine Contest is reserved for teams that have previously won a regional competition in their area. **Exceptions** for teams that have never competed before in a regional competition and/or are not reasonably located close to a preexisting competition may be granted admission - **on a first-come, first-served basis** - at the discretion of Rube Goldberg Inc.

It is highly encouraged that these teams express a desire to host a regional competition in their area. Rube Goldberg Inc. will help provide materials, guidance, direction, advice, and any other forms of support for such an endeavor.

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**JUDGING FORM**

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**TEAM NAME:** \_\_\_\_\_

**100 Points**

Judging will be based on a one hundred (100) point scale broken down into the following categories:

■ **GENERAL IMPRESSIONS (50 POINTS)**

- \_\_\_\_\_ Theme (0 to 10 points)  
How well is a recognizable theme integrated into the machine?
- \_\_\_\_\_ Rube Goldberg Spirit (0 to 20 points)  
Parallel to Rube Goldberg's cartoons, how well does the machine use a complex sequence of everyday items to satirically complete the task in a manner harder than necessary?
- \_\_\_\_\_ Explanation/Description (0 to 10 points).  
How clear, concise, creative and charismatic is the explanation of the machine?
- \_\_\_\_\_ Team Chemistry (0 to 5 points)  
How well does the team communicate and work together?
- \_\_\_\_\_ Submitted Machine Description (0 or 5 points)
- \_\_\_\_\_ **TOTAL GENERAL IMPRESSIONS**

■ **RUN RELATED (50 POINTS)**

- \_\_\_\_\_ First Run Task Completed (0 to 15 points)
- \_\_\_\_\_ Second Run Task Completed (0 to 15 points)
- 15 points - if the machine completes all steps without human intervention
  - 10 points - if the machine skips some steps before completing the task
  - 0 points - if the machine does not complete the task
- \_\_\_\_\_ Facility of machine flow (0 to 10 points)  
How easy is the machine to see and follow from the first through the last step?
- \_\_\_\_\_ Rube Goldberg style steps (0 to 10 points)  
How well are steps designed to use a variety of recognizable everyday items in creative, unique and difficult/risky ways? How much variety in mechanisms, energy forms, materials and physical principles exists in the steps?
- \_\_\_\_\_ **TOTAL RUN RELATED**



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**JUDGING FORM** *continued*

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■ **PENALTIES (AT JUDGES' DISCRETION)**

- \_\_\_\_\_ Description Length (-5 or 0 points)
- \_\_\_\_\_ First Run Length (-10 or 0 points)
- \_\_\_\_\_ Second Run Length (-10 or 0 points)
- \_\_\_\_\_ Human Intervention (-5 points each)
- \_\_\_\_\_ Objects leaving machine (-5 points each)
- \_\_\_\_\_ **TOTAL PENALTIES**

\_\_\_\_\_ **TOTAL POINTS FOR**

**TEAM NAME:** \_\_\_\_\_

Teams may only void their first or second run before the task is complete. Teams may not void a run after the machine has completed the task. If a team does not void either of their first two runs, they may choose to do a third run, but that run will not be judged. A void must be communicated by one designated team member before the task is complete.

**NOTES:**

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**HOST RESPONSIBILITIES**

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The Local / Regional Host will have sole responsibility for organizing and running the competition. This includes selection of the date, time and location as well as selection and training of judges. Traditionally, judges are chosen from the local sponsors of the event.

**Competition Date**

- Local / Regional Competitions must be held before the National Competition for their level.
- The host selects the competition date and emails the following information to RG Marketing Coordinator at [rube@rubegoldberg.com](mailto:rube@rubegoldberg.com):
  - registration deadline date
  - date, day and time of competition
  - venue location name and full address
  - any portion of the fee that host will waive
  - contact name, email and phone number

All competition information will be posted on [www.rubegoldberg.com](http://www.rubegoldberg.com).

- One first place winning team from each Local / Regional Competition will go on to compete in the National Competition per the posted schedule.
- No competition will be held for any location with fewer than 3 entrants. Should a location have fewer than 3 teams, the location will be cancelled for that year. Teams competing from the same school are considered individual entrants.

**Competition Site**

The site should be a large open room or area that accommodates teams, machines, judges audience and refreshments. Suggested sites for competitions: gymnasiums, ballrooms, science or children's museums, convention halls, Armories, etc..

Suggested Guidelines:

- Host will provide a table 27" high to accommodate the presentation of the machine.
- Seating Area: Based on the maximum attendees allowed by the facility.

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**HOST RESPONSIBILITIES** *continued*

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**Recruitment**

Publicity is the key to building a long term successful program. RGI will make the following available for media purposes: The Rube Goldberg logo, illustrations and the Official Poster/Flyer-delivered by email as a pdf. Any materials developed by the Host should be forwarded to RGI for approval prior to distribution.

- Target schools in the surrounding towns through mailings, newspapers announcements and press releases.
- Local Boards of Education, Fraternities, Sororities and Associations are good resources for entrants.

**Expenses**

Expenses not covered by registration fees may be covered by local fund-raising efforts.

- Suggested sponsors: Manufacturing and Engineering companies, local businesses, local colleges, educational supply stores, etc.
- Use direct mail and email to professional societies for sponsorship.
- Expenses may include:
  - o Facility Fees
  - o Postage, printing and mailing of recruitment materials
  - o Refreshments at competition
  - o Awards / Prizes
  - o Printing of Program Agenda

**Judges/Judging**

- Selection: Host site will select at least 3 judges with a maximum of 12.
- Suggested individuals for judges include: Teachers/Educators, Engineers of various disciplines, Town Officials and Sponsors. Plan for alternate judges to avoid last minute problems.
- Judges will use the Official Rube Goldberg Machine Contest Judging Form. This form is included in this packet on page 16 and may also be downloaded from our web site.

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**HOST RESPONSIBILITIES** *continued*

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**Awards**

- Awards, trophies or certificates are provided by the host location, but can be facilitated by RGI. Our [zazzle.com](http://zazzle.com) store has many items that can be personalized with school logos, team names, etc. Go to [zazzle.com](http://zazzle.com) and enter Rube Goldberg in search. If you need assistance, please email us at [rube@rubegoldberg.com](mailto:rube@rubegoldberg.com).

Rube Goldberg offers all materials provided in their on-line Rube Store, located at [rubegoldberg.com](http://rubegoldberg.com), at a 30% discount to all teams and hosts.

**Post Competition**

Forward the following winning team info to [rube@rubegoldberg.com](mailto:rube@rubegoldberg.com) for inclusion on our web site and in our newsletter:

1. .jpg or .gif
2. Name of Host Site
3. Name of winning team and name and city/state of school they represent

Email to the Marketing Coordinator ([rube@rubgoldberg.com](mailto:rube@rubgoldberg.com)) for posting to RGI web site and newsletter.

# THE *RUBE GOLOBERG* MACHINE CONTEST®

## OFFICIAL RULE BOOK FOR 2011 COMPETITION

### RUBE STORE AND [zazzle.com](http://zazzle.com)

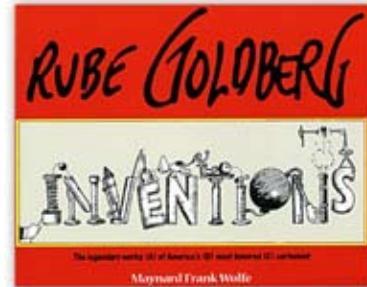
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To assist in marketing efforts, Rube Goldberg will offer all materials provided in the Rube Store - located on our web site [www.rubegoldberg.com](http://www.rubegoldberg.com) - at a 30% discount to all teams and hosts.

**NEW THIS YEAR:** Visit Rube Goldberg on [zazzle.com](http://zazzle.com), where you can create your own team T-shirt or sweatshirt and put your school logo or team name on the back! We have the official RGMC 2010 image uploaded and [zazzle.com](http://zazzle.com) offers a wide variety of shirts to choose from.

It's easy. Try it. And if you need help, email us at [rube@rubegoldberg.com](mailto:rube@rubegoldberg.com).

Playing cards in plastic case.  
*The Best Mousetrap*



THE **RUBE GOLDBERG** MACHINE CONTEST®  
**OFFICIAL RULE BOOK FOR 2011 COMPETITION**

**CONTEST CONTACT INFORMATION**

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*"To invent, you need a good imagination and a pile of junk."*  
– Thomas Edison

Special thank you to Shawn Jordan for his expertise and input in production of the RGMC Official Rule Book.