



14th Century Castle offers £11,000 Anniversary Giveaway

To celebrate 25 years as a hotel, Langley Castle will be offering up to £11,000 cash reward to help find the “Langley Knights” plus £1,750 for forming large teams.

Five “Langley Knights” will be placed around UK in public parks, each assigned a unique code. There is a £1000 reward for the first to find each knight, with a bonus for finding more than one. You are encouraged to organize a team of your friends and family from throughout the country and the world to help you and share in the reward. In addition, there are rewards of £1000, £500, and £250 for the three largest teams formed, whether or not they find any knights.

Three of the knights will be “real knights” that you will find and meet in the actual parks to get their code number. Two of the knights will be “cyber knights,” that is photos that you must find on Google Maps or Google Earth to determine their code number.

Teams can register on-line starting from 1 June and the competition will start on Saturday, 2 July, at 9am when photos of all the knights will be released, and continue until all the knights are found or Monday, 4 July at 9pm, whichever occurs first.

Teams will be encouraged to use social media to recruit team members to find a knight quicker than other teams. Clues will be fed through our social media network after each day if knights remain unfound. We encourage charities and their members to also take part.

The concept being used is similar to one used two years ago by DARPA (the US government agency that sponsored research leading to the Internet and other technologies). In that experiment:

- 10 red weather balloons were tethered over 10 locations scattered across the USA
- the first team to determine the location of all 10 balloons won a prize.

The goal of the DARPA research was to test uses of “social networking.” The winner was a team based at MIT, who determined all 10 locations within 9 hours. A key to their success was the use of an incentive scheme for recruiting members through social media. In the DARPA experiment, over 4,000 teams were created and a network of 350,000 participants (about 0.1% of US population) was formed. We should be able to do much better in the UK!

In our version of their scheme, the person who first finds a knight receives £1000, the person who recruited him receives £500, etc. (See attached diagram to illustrate the default reward process – teams are allowed to select alternative reward schemes, such as donating some or all the funds to a charity.)

The purpose of this competition is to celebrate the 25th anniversary of Langley Castle being opened as a hotel, most recently winning the gold award for “Best Small Hotel in the North” and winning the silver award in the national “Best Small Hotel in England,” and the opening of the new Langley Crystal Pavilion. The castle will be celebrating these events on 6th July 2011 at Langley. At that time, the winning teams of this “Langley Knights” competition will be announced and present them with their prizes.

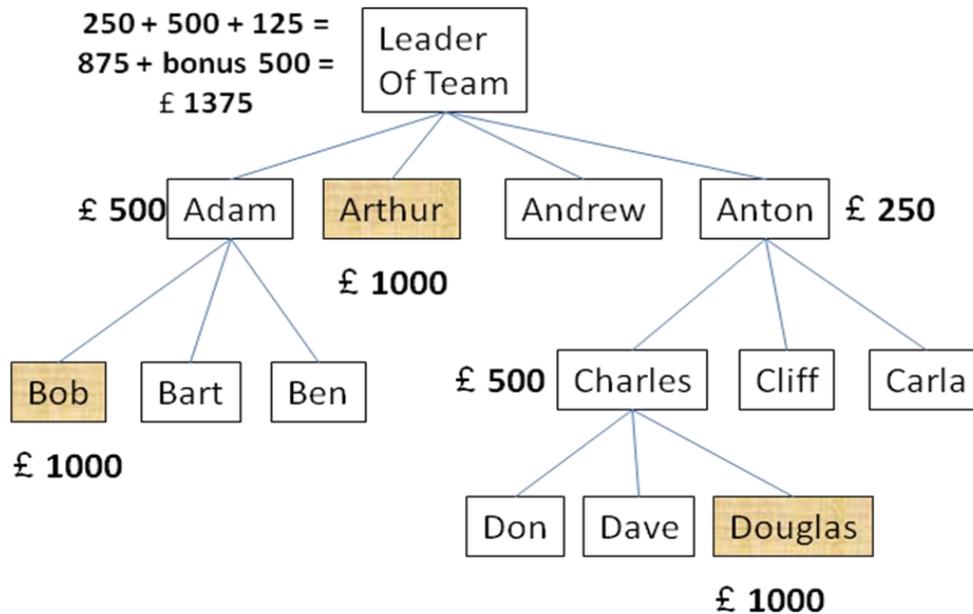
Ready to get started? You can register yourself and your team either via www.LangleyCastle.com or directly at www.LangleyKnights.com (answers to many of your questions can also be found there.)

General manager, Anton Phillips [at manager@langleycastle.com or (01434)688888, Langley Castle Hotel, Langley on Tyne, Hexham NE47 5LU www.langleycastle.com] will be happy to discuss further details or for answers to questions about this competition, you can email directly to LangleyKnightsInfo@LangleyCastle.com.

ILLUSTRATION OF HOW “FIND THE KNIGHTS” REWARD PAYOFF WORKS

The figure below helps to illustrate how the default payoff would work:

- Assume that the Leader of a team recruits 4 friends (Adam, Arthur, Andrew, Anton)
- Adam recruits three of his friends (Bob, Bart, Ben) and Anton recruits three of his friends (Charles, Cliff, Carla)
- Finally, Charles recruits three of his friends (Don, Dave, Douglas)



Now assume that all the people shown shaded in gold find a knight and compute the reward payoffs:

Arthur finds a knight, so he gets £1000; £500 goes to the Leader.

Bob finds a knight, so he gets £1000; £500 goes to Adam (who recruited Bob), and £250 to the Leader.

Finally, Douglas finds a knight, he gets £1000; £500 goes to Charles, £250 goes to Anton, and £125 to the Leader.

So the Leader gets £1375 (£500 + £250 + £125 + bonus of £500 – see below.)

Extra bonus:

There is an extra bonus, of up to £1000, if one team finds all 5 knights. If a team:

- finds a second knight, it gets an extra £250
- finds a third knight, gets an extra £500
- finds a fourth knight, gets an extra £750
- finds all five knights, gets an extra £1000.

HOW “THE THREE LARGEST TEAMS” REWARD PAYOFF WORKS

Note: It is not necessary for anyone on the team to find a knight. The team leader with the largest number of members* wins £1000, the team leader with the second largest number of members* gets £500, and the team leader with the third largest number of members* gets £250. The team leader can decide how to use the reward, such as to keep the reward for him or herself, donate it to charity, share it with team members, etc.

Registration of participants ends either at the end of the day when all five knights have been found or 4 July at 8:59pm, whichever occurs first. No registrations after that point count. In the case of a tie in team sizes, the award amounts will be evenly divided, e.g., if there is a tie for first place, each of the two teams would get $(£1000+£500)/2 = £750$.

* This includes all the members of sub-teams. Only “confirmed” members count.

Note: All payments described above are made directly by Langley Castle.

COMMON QUESTIONS AND ANSWERS

Where are the knights located?

The knights are scattered in parks anywhere in Britain. We do not tell you where – that is the goal of this competition.

There are actually two different groups of knights: real knights and cyber knights.

Real knights: There are three real knights and they are actually in real parks.

Cyber knights: There are two cyber knights and they appear as a photo in or near a park shown on Google Maps or Google Earth.

In both cases, on July 2nd we will post photos of all the knights to be found.

How do I find a knight?

Real knights: you (and the team of friends and family that you recruited) go to local parks and try to find a Langley Knight. We will post a description and photo of the knights.

Cyber knights: you search the photos on Google Maps or Google Earth shown in or near parks to find the photos that match the cyber knight photos that we will post. In this case, you can search areas that might be far from your home. Furthermore, you can recruit friends and family not only from UK but from anywhere in the world to be part of your team and search for the Langley cyber knights.

Are the knights there 24 hours a day?

Real knights: These will only be on location in their assigned parks from approximately 9am to 9pm each day.

Cyber knights: These are always in their assigned locations 24 hours a day.

How do I register myself and start a team?

The main web site for the Langley Knights competition is at:

<http://www.LangleyKnights.com>

You can click on the “Register” tab at the top of the page and register yourself there and create a team name. You will be assigned a team number and given a web address link (like <http://www.LangleyKnights.com/registration.php?p=1001> – but use the link you are assigned) which you can then email to your friends and family. When they click on the link, they will be able to register themselves and be joined to your team.

You can also easily invite your Facebook friends to join your team.

How do I know which of my friends and family have joined my team?

You can go to the Langley Knights web site, but instead of using the “Register” tab, use the “Login” tab. From there you can select the “Team” tab at the top to see the members of your team and the size of your team or sub-team.

Can only individuals participate? What about charities?

We encourage organizations, such as charities, hospitals, universities, and such, to form a team and recruit their members. They can decide whether they will use the “default” reward scheme and only get the “team leader” reward or request that all the winnings from the team be donated to them.

This can be not only a great fund raising opportunity for the organization but a fun way to engage your members.

How do I report the finding of a knight?

Your must report the knight through the Langley Knights web site. Use the “Login” tab and you will immediately be put in Submit mode: where you enter the knight number, the

knight code, the city that the knight was found in, and the park that the knight was found in. The time of your reporting will be recorded.

How will I know if I am the first to find a knight?

At the end of each day, we will review the reported findings and confirm the accuracy of the knight number, code, city, park and determine the time of the first reported finding. If you are the first, you will then be notified by email (and also by phone, if phone number is provided.)

If I am first to find a knight, am I the only one to get a reward?

If you are the first to find a knight, you get the £1000 reward for finding it.

But, in addition, the person who recruited you gets £500. If that person was recruited by someone, that person gets £250, etc. ... all the way up to the Team leader, who also gets a reward. See the diagram and explanation on the page labeled "ILLUSTRATION OF HOW REWARD PAYOFF WORKS."

All of these payments will be made by Langley Castle. If you wish to donate your reward to a charity, Langley will make the donation directly to the charity on your behalf.

How do I get my reward?

The winners of the competition (both for finding the knights and for forming the largest teams) will be announced at Langley Castle on 6 July 2011. If you can attend, you will be presented with your reward in person. Otherwise, you will be contacted by email (and phone, if number provided) to get your postal address and the reward will be posted to you.

How long will the competition and registration continue?

The competition will start 9am on Saturday, July 2nd, and continue until 9pm on Monday, July 4th, unless all the knights are found before July 4th. If a knight has been found, it will not be placed in the park the next day.

Are any clues to be provided?

For any knights not found on the first day, clues will be provided several times on each subsequent day.

Where can I learn more?

An amusing video explaining the Langley Knights competition can be seen at:

<http://www.youtube.com/watch?v=B2Z7NULcurk>