

## Varsity Brands School Spirit Awards Contest

### Official Rules

**NO PURCHASE IS NECESSARY. YOUR CHANCES OF WINNING SHALL NOT BE IMPROVED BY YOUR PURCHASE OR PAYMENT OF ANY KIND. VOID WHERE RESTRICTED OR PROHIBITED BY LAW.**

**1. ELIGIBILITY:** The Varsity Brands School Spirit Awards Contest (“Contest”) by Varsity Brands, LLC (“Sponsor”) is open only to legal residents of the fifty (50) United States and the District of Columbia who are thirteen (13) years of age or older at the time of submission (each an “Entrant”). Registration for the Contest is free. Entrants may register by visiting the Sponsor’s website located at [www.varsity.com](http://www.varsity.com) (the “Website”). A Nominee (“Nominee”) must be nominated by an Entrant to be considered for a Contest award (each, an “Award”) as described below. A Nominee must meet the criteria set forth in Section 3 below. Each Entrant shall be solely responsible for securing any necessary written permissions (including, without limitation, the use of a School’s (as such term is defined below) name, logo, nicknames, mascot, etc.) from his or her School prior to making any submission in this Contest. Employees, officers, directors, managers, members, agents and representatives of Sponsor, and each of its parent companies, subsidiaries, affiliates (including, but not limited to, Hercules Achievement, Inc. and its subsidiaries), advertising, promotion and fulfillment agencies and any other person or entity directly or indirectly connected with the production and distribution of this Contest (each, a “Contest Party” and collectively, the “Contest Parties”) and each of their respective immediate family members (which shall include on the following persons: the legal spouse, parents, children and siblings of a Contest Party and the legal spouses of each of the foregoing, regardless of where such person resides) and household members, whether or not related, are not eligible to enter the Contest or win an Award.

**2. CONTEST PERIOD:** The Contest begins on January 23, 2017 at 12:01 a.m. Eastern Time (“ET”) and ends on February 13, 2017 at 11:59 p.m. ET (the “Contest Period”). Sponsor’s designated clock shall be the sole official timekeeper for the Contest and Sponsor reserves the sole right to determine the timeliness of any entry. All entries and submissions to the Contest must be made during the Contest Period, time being of the essence.

**3. HOW TO ENTER:** If Entrant is a legal minor in his or her jurisdiction of residence (a “Minor”), Entrant must first obtain the written permission of his or her parent or legal guardian to participate in and/or submit an entry to this Contest. Entrant (or, if the Entrant is a Minor, Entrant’s parent or legal guardian) expressly represents to Sponsor that by participating in and/or submitting an entry to the Contest, Entrant has the full legal authority and has secured all required written permissions, including from the Nominee (or, if the Nominee is a Minor, from the Nominee’s parent or legal guardian), to: (i) submit the entry and to enter the Nominee into this Contest; (ii) provide all information that Entrant submits to Sponsor concerning the Entrant and the Nominee, including without limitation any photographs and personally identifiable information; and (iii) grant to Sponsor the rights set forth in these Official Rules. Entrant (or, if the Entrant is a Minor, Entrant’s parent or legal guardian) further represents to Sponsor that he or

she has the legal capacity to agree to these Official Rules. Entrant (or, if the Entrant is a Minor, Entrant's parent or legal guardian) expressly agrees that within three (3) business days after any request by Sponsor, Entrant (or, if the Entrant is a Minor, Entrant's parent or legal guardian) shall provide Sponsor with originals of any and all written authorizations, consents, releases and/or other documentation from any individual who appears in or is referenced in any entry, or otherwise.

In order to enter the Contest, each Entrant may visit the Website and must follow the instructions therein with respect to uploading and submitting his or her entry. An Entrant shall be required to complete and submit the following documents and content for each applicable Award Category (as such term is defined below):

i. An essay of not more than 500 words (the "Essay") detailing reasons why Entrant Nominee deserves to receive an Award in an Award Category (as such terms are defined below). The Essay must include specific references that illustrate the Nominee's qualification to receive such Award based on the criteria for such Award Category;

ii. One (1) letter of recommendation from a high school principal, administrator or a community leader (the "Letter of Recommendation");

iii. Two (2) photographs (the "Photographs") of the Nominee and his/her/their work. Each Photograph must be strictly in accordance with the Submission Requirements/Restrictions set forth in Section 4 below; and

iv. OPTIONAL: Entrants may, but are not required to, submit not more than three (3) links ("Links") to press clippings, video footage and/or other media (the "Linked Material") pertaining to the Nominee.

v. Each Entrant must log into his or her registered Website account.

vi. Each Entrant must complete the Official Entry Form by providing his or her legal name, telephone number, email address, name of his or her School, such School's address, and Entrant's affiliation with such school.

vi. Each Entrant must upload the Essay, Letter of Recommendation, Photographs and optional Links (collectively, the "Entry") from his or her Website account.

Awards shall be given in each of twenty (20) categories as described below (each, other than the Principal Award (as such term is defined below) an "Award Category" and collectively, other than the Principal Award, the "Award Categories"). In addition to the foregoing requirements, each Entrant and/or Nominee must meet specific criteria for one or more Award Categories. The Award Categories and their respective criteria are as follows:

1. To be considered for the "**Varsity MVP Award**", a Nominee must be a student thirteen (13) years of age or older who is currently enrolled in a public or private high school (a "School") located in any state located in the United States, the District of Columbia (hereinafter, a "Student"). At the time of submission, such Nominee must participate in at least one sport at a

School. The Essay must identify specific examples of such Nominee's leadership, sportsmanship and teamwork.

2. To be considered for the "**Magnificent Team Manager Award**", a Nominee must be a Student and the manager of an officially recognized athletic team (a "Team") at his or her School at the time of submission. The Essay must include specific examples or anecdotes detailing the Student's commitment to his or her role as the manager of such Team.

3. To be considered for the "**Student to Celebrate Award**", a Nominee must be a Student at the time of submission, must participate in at least one club or sport at his or her School, and must hold at least one leadership position within the School.

4. To be considered for the "**Superior Sportsmanship Award**", a Nominee must be a School Team. The Essay must identify specific examples or anecdotes demonstrating such Team's good sportsmanship.

5. To be considered for the "**Outstanding Student Section Award**", a Nominee must be an organization for Students that is officially recognized by a School (an "Organization").

6. To be considered for "**The Mighty Mascot Award**", a Nominee must be a Student at the time of submission and must serve as a School mascot. The Essay must identify (a) specific spirit-raising activities and skits in which the Nominee participated as a School mascot and (b) specific reasons why the mascot role is personally significant to such Nominee.

7. To be considered for the "**Standout Student Film Award**", a Nominee must be either a Student or an Organization relating to film. Each Nominee must submit a film ("Film") no longer than five (5) minutes in length that is 100% original, does not contain any copyrighted material belonging to any other person or entity. Such Film must: (a) pertain to such Nominee's School; (b) be suitable for general audiences; (c) be made completely by students; and (d) focus on a School-spirit theme. Thematically, such Film must either relate to the Nominee's School or to one of the following subject prompts: (1) a day in the life at the School; (2) a School commercial that highlights the best features of the School to its incoming new Students and their families; or (3) a history of the School.

8. To be considered for the "**Principal of Principle Award**" (the "Principal Award"), a Nominee must be a principal at a School. Each Entrant must submit an Essay that identifies at least two (2) examples of such Nominee's commitment to elevating and improving the experience for students at his or her School.

9. To be considered for the "**Legacy Coaching Award**", a Nominee must be a coach of a School Team, and must have held such coaching position for a minimum of four (4) years.

10. To be considered for the “**Outstanding Athletic Director Award**”, a Nominee must be an athletic director who is employed by a School at the time of submission.

11. To be considered for the “**Top-Notch Teacher Award**”, a Nominee must be a teacher who is employed by a School at the time of submission. Each such Nominee must advise or participate in at least one (1) extracurricular activity at his or her School. The Essay must identify at least one example of such Nominee’s mentorship and/or teaching excellence.

12. To be considered for the “**Top Athletic Trainer Award**”, a Nominee must be an athletic trainer who is employed by a School at the time of submission.

13. To be considered for the “**Star Staff Member Award**”, a Nominee must be a staff member who is employed by a School at the time of submission.

14. To be considered for the “**Greatest Guidance Counselor Award**”, a Nominee must be a guidance counselor who is employed by a School at the time of submission. The Essay must identify at least one example of mentorship excellence.

15. To be considered for the “**Spirit of Inclusion Award**”, a Nominee must be a School. The Essay must describe at least two (2) programs or initiatives designed and/or implemented by such Nominee to support inclusiveness at such School.

16. To be considered for the “**Best School Tradition Award**”, a Nominee must be a School that has a tradition which existed for at least four (4) years. Such tradition must involve the majority of the Students at such School and/or the community which such School serves, and must be positive, uplifting and uniquely significant to such School.

17. To be considered for the “**Best Booster Club Award**”, a Nominee must be an Organization at a School that is a booster club.

18. To be considered for the “**Most Spirited Yearbook Award**”, a Nominee must be a School. Such Nominee must submit not more than five (5) pages from the 2016 or 2017 yearbook for such School. The Essay must include specific examples of School pride from such yearbook.

19. To be considered for the “**Most Memorable Graduation Ceremony Award**”, a Nominee must be a School. The Essay must set forth in detail the ways in which such Nominee’s graduation ceremony is different from traditional and/or other graduation ceremonies conducted by other Schools.

20. To be considered for the award of “**America’s Most Spirited High School**”, a Nominee must be a School. Such Nominee must submit: (i) a video, not to exceed ninety (90) seconds in duration, featuring footage from such School’s games, pep rallies, Student activities,

graduation and/or any other matter that displays such School's spirit, (ii) an essay, not to exceed 500 words in length, detailing such School's "Spirit Story", (iii) two letters of recommendation, and (iv) two photographs that demonstrate such School's spirit.

Completing all of the steps set forth above in accordance with these Official Rules shall constitute one (1) Entry in the Contest for an Award Category or for the Principal Award, as applicable. **LIMIT: EACH ENTRANT SHALL SUBMIT NOT MORE THAN ONE (1) ENTRY FOR EACH AWARD CATEGORY AND NOT MORE THAN ONE (1) ENTRY FOR THE PRINCIPAL AWARD.** In the event that an Entry on behalf of a Nominee is submitted by two or more Entrants, Sponsor reserves the right to accept the first such submitted Entry (as determined by Sponsor in its sole discretion) and to reject the other Entry or Entries. Entries received after the end of the Contest Period shall not be eligible to enter or win.

#### Alternate Method of Entry

Entrants may choose to enter the Contest via an alternate method of entry ("AME") by mailing the information set forth in Section 3(i), (ii), and (iii) and the information set forth above that is required to enter an Award Category or the Principal Award for which a Nominee is being nominated, and the Entrant's full name, address, telephone number, email address, name of school, school's address and school affiliation, all of which shall be written by hand, to Varsity Brands School Spirit Awards, c/o Varsity Brands, 6745 Lenox Center Court Suite 300, Memphis, TN 38115. Any and all such AME's must be post-marked by February 13, 2017. Each AME shall constitute one (1) entry for the Award Category identified therein or for the Principal Award if identified therein. Sponsor shall not be responsible for any lost, stolen, incomplete, damaged, delayed, incomplete or misdirected AME's, which shall not be considered for the Contest.

**4. SUBMISSION REQUIREMENTS/RESTRICTIONS:** All Entries, including, without limitation, any Photographs and Linked Materials, must comply with the following minimum guidelines to be eligible:

- Must be original.
- Must not attempt to mislead Sponsor, including, without limitation, by submitting under a false identity or nominating a fictitious Nominee.
- Entrant must have secured in writing (and be able to produce the writing) any and all rights necessary and appropriate to submit the information contained in the Entry in the Contest and grant the rights herein, including all necessary appearance releases.
- Any Entry or any portion of any Entry, including any Photographs or Linked Material, must not have won a contest or been previously published or submitted in connection with other contests.
- Must be approved by the School's administration.
- Must not be fraudulent or infringe upon the copyrights, trademarks, property, privacy, publicity, intellectual property or other legal or moral rights of any person or entity.
- Must not disparage Sponsor, an entrant, or any other person or party affiliated with the Contest or contain material that promotes bigotry, discrimination, racism, ridicule,

mockery, or harm against any group or individual based on a health condition or illness, disability, race, gender, religion, nationality, sexual orientation, age, or any other basis.

- Must not contain any material that is libelous, defamatory, obscene, vulgar, threatening, abusive, pornographic, hateful, or is otherwise objectionable.
- Cannot depict illegal activity and cannot itself be in violation of any law.
- Sponsor reserves the right, in its sole discretion, to review all Entries, including, without limitation, any Photographs or Linked Material, either before or after they have been posted and to edit, reject and/or remove any Entries, including, without limitation, where it determines an Entry violates these Official Rules and/or these Submission Requirements/Restrictions, without any notification or warning.

**5. WINNER SELECTION AND NOTIFICATION:** The odds of winning shall depend on the number of eligible entries received during the Contest Period. Entrants may submit an Entry for a Nominee(s) with respect to each of the Award Categories and for the Principal Award. The winners for each Award Category and for the Principal Award (each a “Winner”) shall be determined by the following process:

Entries to the Contest shall be evaluated based on the submitted Entry. Although it is not required, additional media provided by an Entrant (including, but not limited to, optional Links) may positively impact the “Overall impression” score and Sponsor reserves the right, in its sole discretion, to determine which two Photographs or three Links to consider if an Entrant submits more than two Photographs or three Links. Entries can earn a maximum of 100 points based on the following criteria:

1. Overall Score: **100 points**
  - a. Essay (**50 points**)
    - i. Adherence to guidelines set forth in award description (**15 points**)
    - ii. Strength of contribution to/impact on school and community (**25 points**)
    - iii. Demonstrated enthusiasm for school (**10 points**)
  - b. Letter(s) of Recommendation (**25 points**)
  - c. Photographs (**15 points**)
  - d. Overall impression (**10 points**)

Sponsor shall award the above points based on its sole discretion as to whether an Entry met the aforementioned criteria, which shall be conclusive and binding. In the event of a tie, the Entry with the highest score in “Adherence to guidelines set forth in award description” shall be deemed the Winner in the respective Award Category. For the Award Categories, the Entrant who submits the highest score Entry, as well as each Entrant’s Nominee (or the parent or legal guardian of the Entrant and/or Nominee if either is a Minor), shall be contacted by email and/or telephone within fifteen (15) days of the end of the Contest Period. Additional requirements may be included in any such communication to the Entrant(s) and/or Winner(s). In the event that the notified Winner(s) does not respond to any such notification within three (3) business days of the date of the notification, a disqualification may result and the prize may be forfeited and an alternate Winner may be selected by Sponsor.

The Winners (or the parent or legal guardian of any Winner if such Winner is a Minor) shall be required to execute and return an Affidavit of Eligibility, Publicity Release and Release of Liability Agreement (collectively, the “Release”) within two (2) days of date of issuance of notification. In the case of a nomination by a School, an administrator, teacher, coach or administrative director representing a School (hereafter “Authorized Representative”), the Entrant and Nominee must be previously approved to participate on a School’s behalf and able to complete a Release and, in Sponsor’s sole discretion, complete other additional authorizations, consents, releases and other documents on behalf of his or her respective School. Upon successful completion and return of the Release and any other documents, the Nominee notified as the Winner in an Award Category shall be notified by the Sponsor and officially declared the Winner in the respective Award Category. Entrants and Nominees, including the potential Winner, may be required to produce government issued identification. If any Winner is a Minor, Sponsor reserves the right in its sole discretion to award any such prize won by the Minor to and in the name of the Minor’s parent or legal guardian.

Sponsor shall select up to twenty (20) finalists for each Award Category (the “Award Finalists”) and for the Principal Award (the “Principal Award Finalists”) from among those Nominees having the most points for each such Award Category and for the Principal Award, based on the criteria detailed above and in Sponsor’s sole determination. Sponsor shall notify each Award Finalist and Principal Award Finalist of his or her selection. Additional requirements may be included in any such notification to the Award Finalists. Sponsor reserves the right to select fewer than twenty (20) finalists for the each of the Award Categories and for the Principal Award in its sole discretion including, but not limited to, if it does not receive a sufficient number of eligible and qualified entries. The Award Finalists and the Principal Award Finalists shall be contacted by email and/or telephone within fifteen (15) days after the end of the Contest Period and each such Award Finalist (or the parent or legal guardian of the Award Finalist if the Award Finalist is a Minor) and Principal Award Finalist shall be required to execute and return a Release within two (2) days of date of issuance of notification.

The Principal Award Finalists may elect to travel to and participate in the Varsity Brands School Spirit Awards Show at the Walt Disney World® Resort in Orlando, Florida on May 13, 2017 (the “Awards Show”). Each Principal Award Finalist must notify Sponsor in writing by no later than April 1, 2017 regarding whether he or she elects to travel to and participate in the Awards Show. Subject to Sponsor’s additional terms and at Sponsor’s sole discretion, Sponsor shall pay the Principal Award Finalists’ reasonable travel costs to attend the Awards Show as expressly detailed in these Official Rules. Each Principal Award Finalist is solely responsible for obtaining any necessary travel documentation for himself or herself. The Winner of the Principal Award shall be determined by the highest score submitted in any Entry for such Principal Award. The Winner of the Principal Award shall be announced live at the Awards Show. No Award Finalist or Principal Award Finalist shall be required to attend the Awards Show in order to be named a Winner. However, in the event that Principal Award Finalist: (i) does not respond to any such notification and execute and return the Release to Sponsor within two (2) business days of the date of notification, and (ii) does not notify Sponsor in writing by April 1, 2017 regarding whether he or she elects to travel to and participate in the Awards Show,

Sponsor may in its sole discretion disqualify any such Principal Award Finalist from consideration for the Principal Award and an alternate Winner for the Principal Award may be selected.

A Nominee, including any Nominee deemed a Winner of an Award in any Award Category or the Principal Award, may choose to withdraw from consideration for such Award by submitting a written statement to Sponsor (or, in the case of a Minor, a written statement from such Nominee's parent or legal guardian) stating that such Nominee does not wish to be considered for such Award.

If any Winner, Award Finalist or Principal Award Finalist fails to comply with any of the obligations, requirements, terms and/or conditions of these Official Rules or is found to be ineligible or unqualified for any other reason (as determined by Sponsor in its sole discretion): the Winner, Award Finalist or Principal Award Finalist shall be subject to disqualification by Sponsor; any prize awarded to such person may be forfeited; and Sponsor may select an alternate Winner, Award Finalist or Principal Award Finalist. Sponsor in its sole discretion reserves the right to review, reject and/or withdraw from consideration any Entry that violates and/or does not comply strictly and in all respects with these Official Rules without any notification or warning. In the event (a) an Entrant does not comply with all of these Official Rules and/or (b) any notification sent by Sponsor to such Entrant is returned by the postal or courier service and/or by email as non-deliverable, Sponsor shall have the right in its sole discretion to disqualify such Entrant's Nominee, whereupon any prize for such Entrant's Award Category or the Principal Award shall be forfeited and Sponsor in its sole discretion may select an alternate Winner, Award Finalist and/or Principal Award Finalist.

**6. PRIZES:** Twenty-three (23) Award Categories and Principal Award Winners: Sponsor shall award the sum of One Hundred Thousand (\$100,000.00) Dollars in the aggregate in prize money to the Winners in the Award Categories, the Principal Award and the Spirit Leader Award, Marching Band Award and Chorale Achievement Award. The Contest for the Spirit Leader Award, Marching Band Award and Chorale Achievement Award, for prize money in the aggregate sum of \$6,000.00, ended on December 9, 2016 at 11:59:59 p.m. ET. The remaining balance of \$94,000.00 of the total prize money herein shall be awarded to the Winners of the remaining twenty (20) Award Categories and the Principal Award in this Contest.

Each Principal Award Finalist who elects to travel to and participate in the Awards Show in person in accordance herewith shall receive the following for himself or herself and one (1) travel companion, if any, who must travel together: two (2) roundtrip coach airplane tickets (the "Plane Tickets") to Orlando, Florida from a major airport (as determined by Sponsor in its sole discretion) located near the Principal Award Finalist's residence; roundtrip ground transportation from and to Orlando International Airport to the Walt Disney World® Resort (the "Resort"); pre-paid lodging for not more than three (3) nights in one (1) standard double occupancy room at such Resort (including all pre-paid hotel fees and taxes and pre-paid Resort fees) and breakfast, lunch and dinner at a restaurant in such Resort of Sponsor's choosing (collectively, the "Principal Finalist Package"), all of which shall be subject to modification at any time and from time to time at Sponsor's sole discretion. The Principal Award Finalists shall be solely



responsible to pay all of their other costs and expenses (including without limitation meals that exceed the limitations set forth herein) and all federal, state and local taxes (including without limitation income taxes) associated with the Principal Finalist Package and receipt thereof. Each Principal Award Finalist's travel companion, if any, must sign the Release as a pre-condition to receiving and participating in the Principal Finalist Package. Sponsor reserves the right to require such companion to submit any and all additional forms, documentation and/or information at Sponsor's request. Sponsor in its sole discretion reserves the right to disqualify any Principal Award Finalist from the Contest if his or her travel companion does not comply with the foregoing. In lieu of and substitution for the Plane Tickets, Sponsor reserves the right to provide the sum of Two Hundred Fifty (\$250.00) Dollars to any Principal Award Finalist who resides within one hundred (100) miles of Orlando, Florida, to be used by such Principal Award Finalist for his or her travel expenses between the Principal Award Finalist's place of residence and the Walt Disney World® Resort; provided, however, that Sponsor shall not pay such Principal Award Finalist for any such travel expenses that exceed \$250.00 and such Principal Award Finalist shall be solely responsible to pay same. Sponsor shall not provide any refund or compensation of any kind to any Principal Award Finalist in the event of a flight or other travel cancellation. Other limitations and/or conditions may apply.

Each Award Finalist may be invited by Sponsor in its sole discretion to attend the Awards Show on May 13, 2017 at the Walt Disney World® Resort. In any such event, such Award Finalist shall be solely responsible to pay all costs, fees and taxes associated with traveling to and attending the Awards Show.

ALL PRIZES AND THE PRINCIPAL FINALIST PACKAGE ARE PROVIDED BY SPONSOR "AS IS" AND "WHERE IS", WITHOUT ANY EXPRESS OR IMPLIED WARRANTIES INCLUDING WITHOUT LIMITATION ANY WARRANTY OF MERCHANTABILITY, NON-INFRINGEMENT OR FITNESS FOR A PARTICULAR PURPOSE, ALL OF WHICH SPONSOR HEREBY EXPRESSLY DISCLAIMS.

Sponsor shall, in its sole discretion, determine the amount of prize money to be provided to the Winner of each Award Category and the Principal Award, but in no event shall any one (1) Winner receive more than Twenty-Five Thousand (\$25,000.00) Dollars in prize money.

The approximate retail value ("ARV") of each prize shall be the dollar amount of prize money provided to the Winner of each of the Award Categories and the Principal Award. The ARV of each Principal Finalist Package (exclusive of any prize money) shall be the sum of Two Thousand (\$2,000.00) Dollars. The actual retail value of each such Principal Finalist Package may vary from such ARV depending on travel dates, location and type of departure and return. The Principal Finalist Package may be subject to additional restrictions at Sponsor's sole discretion. Each Principal Award Finalist shall not receive any moneys and/or other remuneration and/or reimbursement in excess of the ARV of his or her Award, even if the actual retail value thereof exceeds the ARV for such Award.

Prizes cannot and shall not be transferred, substituted or redeemed for cash, except at Sponsor's sole discretion. Sponsor reserves the right to substitute any prize, or portion thereof, with a prize

of comparable or greater value, all as determined by Sponsor in its sole discretion. Each prize shall consist of only those items specifically stated herein as constituting a part of such prize. All federal, state and local income and other taxes based upon prize value and/or otherwise relating to the Contest are the sole and separate responsibility of each Winner and each Principal Award Finalist.

**7. DELIVERY OF PRIZES:** Sponsor shall deliver prizes to each Award Category Winner and the Principal Award Winner by United States Postal Service or overnight courier to the address that such Winner provided to Sponsor. Notwithstanding the foregoing, the Winner of the Principal Award shall be entitled, but shall not be required, to claim his or her prize in person at the Awards Show.

**8. OWNERSHIP AND PUBLICITY:** As among Entrant, Nominee, Winner and Sponsor, Entrant and/or Nominee, as the case may be, shall be the sole owner of and shall be solely responsible for his or her Entry, including any Photographs or Linked Material that are provided in connection with the Contest. By participating in this Contest in any manner, each Entrant, Nominee, Winner, Award Finalist, Principal Award Finalist and/or otherwise and, additionally, in the case of a Minor, his or her parent or legal guardian (each, a “Licensor”) hereby expressly grants to Sponsor and each of its parent companies, affiliates (including, but not limited to, Hercules Achievement, Inc. and its subsidiaries), subsidiaries, agents and licensees (each, a “Sponsor Party”) a royalty-free, unconditional, irrevocable, non-exclusive, sub-licensable, assignable and perpetual right, license and consent (the “License”), without any compensation, consideration or further notification, to use, edit, copy, reproduce, print, publish, display, transmit, distribute, sell, perform, adapt, enhance, and/or create derivative works from and/or with respect to the Entry and/or to make fair use thereof, including without limitation: (i) the Entry, including without limitation the Photographs and the Linked Material and any video(s); (ii) the name, picture, likeness, and other personally identifiable information relating to a Licensor; and (iii) a School’s name, logo, nicknames, mascot, city and state, team member photograph(s) and/or School song. Each Sponsor Party shall be entitled to utilize and exercise its rights under the License for any lawful purpose, including but not limited to editorial, advertising, trade, commercial, and publicity purposes, in any media whatsoever now or hereinafter developed, including, without limitation, on Sponsor’s websites, social media and application(s), without additional compensation, payment or consideration to the Licensor, except where prohibited by law. Sponsor shall not incur any liability whatsoever to Licensee or to any other party to the extent Sponsor or any Sponsor Party chooses to refrain from any exploitation of its rights hereunder. Each Winner (or the parent or legal guardian of such Winner, if such Winner is a Minor) shall be required to complete and sign the Release described in Section 9 hereof in order to maintain his/her/its eligibility to win a prize.

**9. RELEASE:** By participating in the Contest in any manner, each Entrant, Nominee, Winner, Award Finalist, Principal Award Finalist and/or otherwise (and, additionally, in the case of a Minor, his or her parent or legal guardian) acknowledges and agrees: (1) to be bound by these Official Rules and all decisions of the Sponsor relating hereto and/or to the Contest, which decisions are final and binding in all respects; (2) that his/her/its Entry (and all components

thereof) shall not be acknowledged or returned; and (3) the Contest Parties shall have no liability and shall be held harmless by each Licensee (and, additionally, in the case of a Minor, his or her parent or legal guardian) for and against any and all liability, loss, injury or damage to participants or any other person or entity, including personal injury or death and/or damage to personal or real property, due in whole or in part, directly or indirectly, by reason of such Licensor's participation in this Contest, the use of any Entry, including, without limitation, any Photographs or Linked Material, or acceptance, possession, use or misuse of a prize (including any travel or activity related thereto), or otherwise directly or indirectly in connection with the Awards Show, including any travel and lodging related thereto.

Sponsor reserves the right, in its sole discretion, to void and/or reject any entries or to modify, cancel, terminate or suspend the Contest (or any portion thereof) in the event of a Cancellation Event (defined below). In the event of such modification, cancellation, termination or suspension, Sponsor, in its sole discretion, as applicable, reserves the right, to select any Winner from among all eligible entries received prior to the Cancellation Event. Sponsor, in its sole discretion, reserves the right to conduct background check(s) of any and all records of any Entrant, Nominee, Winner, Award Finalist, Principal Award Finalist, School member and/or participant (and, additionally, in the case of a Minor, such Minor's parent or legal guardian), including without limitation, civil and criminal court records and police reports. To the extent necessary under law, upon request by Sponsor, every such person shall authorize such background check. Sponsor may also take all steps necessary (as determined in its sole discretion) to verify any information provided to Sponsor by any Entrant, Nominee, Winner, Award Finalist, Principal Award Finalist, School member and/or other participant (and, additionally, in the case of a Minor, such Minor's parent or legal guardian). In connection therewith, such individuals shall be obligated to provide necessary contacts and information so that Sponsor may conduct such investigation. Sponsor reserves the right (at its sole discretion) to disqualify any individual Entrant, Nominee, Winner, Award Finalist, Principal Award Finalist, School member and/or participant from any prize element, based on any background check. "Cancellation Event" shall mean a virus, bug, unauthorized human intervention or other causes, including but not limited to war or armed conflict (whether or not officially declared), labor controversy or threat thereof, Act of God, and/or any other cause that corrupts or impairs the administration, security, fairness or proper play of the Contest, all as determined by Sponsor in its sole discretion.

**10. LIMITATION OF LIABILITY: NO CONTEST PARTY SHALL BE LIABLE OR RESPONSIBLE IN ANY MANNER, AND EACH OF THE CONTEST PARTIES HEREBY EXPRESSLY DISCLAIMS ANY AND ALL LIABILITY FOR, ANY LOSS, EXPENSE, COSTS, INJURY, DAMAGE OR ACCIDENT RESULTING DIRECTLY OR INDIRECTLY FROM: (1) THE ACTS OR OMISSIONS OF ANY OTHER PARTY IN CONNECTION WITH THE CONTEST, INCLUDING, WITHOUT LIMITATION, THE AWARDS SHOW AND ANY TRAVEL THERETO; (2) THE ACTS OR OMISSIONS OF ANY OF SPONSOR'S CONTRACTORS OR AGENTS RELATING DIRECTLY OR INDIRECTLY TO THE CONTEST; AND (3) ACTS OF GOD, FIRE, ACTS OF PIRACY, STRIKES, CIVIL UNREST, THEFT, RIOTS, EPIDEMIC, DISEASE, QUARANTINE, WEATHER, DANGERS RELATED**

TO TRAVEL OR ANY OTHER ACTIVITIES OR FROM ANY CAUSE BEYOND SPONSOR'S CONTROL.

The Contest Parties shall not be responsible in any way whatsoever for any lost, incomplete, late, damaged, delayed, garbled, inaccurate, incomplete or misdirected Entries, submissions or email messages; failures and/or malfunction of telephones, telephone lines or telephone systems or other telecommunications and/or Internet blackouts, brownouts and/or connectivity; interrupted or unavailable network, server or other telecommunications and/or Internet connections including those available through the Website, miscommunications, failed computer hardware or software or other technical failures; garbled, lost, misrouted or scrambled transmissions; any error, omission, interruption, defect or delay in any transmission or communication; traffic congestion on the Internet or for any technical problem, including but not limited to any injury or damage to Entrant's or any other person's computer related to or resulting from participation in this Contest; printing, typographical or other errors appearing within these Official Rules or in any Contest-related advertisements or other materials; or other errors or problems of any kind whether mechanical, human, technical, electronic or otherwise; or the administration of the Contest; or the processing or judging of entries. Use of any device to automate or subvert the entry process is prohibited and any Entries received through such means shall be void. Entries shall be disqualified if they contain inappropriate material or language, including profanity.

**11. LIMITATION OF DAMAGES:** BY PARTICIPATING IN THIS CONTEST IN ANY MANNER, WHETHER AS AN ENTRANT, NOMINEE, WINNER, AWARD FINALIST, PRINCIPAL AWARD FINALIST AND/OR OTHERWISE, YOU (AND, ADDITIONALLY, IN CASE YOU ARE A MINOR, YOUR PARENT OR LEGAL GUARDIAN) AGREE THAT, TO THE MAXIMUM EXTENT ALLOWED BY APPLICABLE LAW, THE CONTEST PARTIES SHALL NOT BE RESPONSIBLE OR LIABLE TO YOU OR TO ANY OTHER PARTY FOR ANY INJURY, DAMAGE, DEATH, LOSS, CLAIM, ACT OF GOD, ACCIDENT, DELAY OR ANY DIRECT, INDIRECT SPECIAL, PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OF ANY KIND (INCLUDING, WITHOUT LIMITATION, LOSS OR THEFT OF DATA OR RECORDS, LOSS OF GOODWILL, DELAY DAMAGES, BUSINESS INTERRUPTION OR LOST PROFITS), WHETHER BASED IN CONTRACT, TORT, STRICT LIABILITY, OR OTHERWISE, ARISING OUT OF OR RELATED IN ANY MANNER TO THE CONTEST OR THESE OFFICIAL RULES OR THE PERFORMANCE OR NON-PERFORMANCE OR DELAY IN PERFORMANCE BY THE CONTEST PARTIES, EVEN IF THE CONTEST PARTIES HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. IF, DESPITE THE ABOVE LIMITATIONS OF LIABILITY AND DAMAGES, ANY OF THE CONTEST PARTIES IS FOUND LIABLE FOR ANY LOSS OR DAMAGE ARISING OUT OR RELATED IN ANY MANNER TO THE CONTEST OR THESE OFFICIAL RULES, THEN, TO THE MAXIMUM EXTENT ALLOWABLE BY APPLICABLE LAW, THE MAXIMUM LIABILITY OF THE CONTEST PARTIES SHALL IN NO EVENT EXCEED THE AGGREGATE SUM OF ONE HUNDRED DOLLARS (\$100.00).

**12. INDEMNIFICATION:** By participating in this Contest in any manner, whether as an Entrant, Nominee, Winner, Award Finalist, Principal Award Finalist and/or otherwise, you (and, additionally, in the case of a Minor, your parent or legal guardian) agree to and shall indemnify, defend and hold harmless each of the Contest Parties from and against any and all claims, causes of action, demands, actions, lawsuits, proceedings, judgments, amounts paid in settlement and/or any other cost or expense including, without limitation, reasonable attorneys' fees, arising out of or related to: (1) your breach or alleged breach of these Official Rules, or the Terms of Use or Privacy Policy (as such terms are defined herein); (2) your negligence or commission of any other tort; (3) your violation or alleged violation of any applicable law; (4) your use of Sponsor's websites, social media and/or application(s) other than in accordance with the Terms of Use and Privacy Policy and all other policies and/or legal agreements between you and Sponsor; (5) your infringement or alleged infringement of the intellectual property rights or other rights of any third party; (6) your actions or omissions that directly or indirectly relate to or arise out of, in whole or in part, your use of any Social Media Website and/or claims by any Social Media Website (as such term is defined herein); or (7) any other act or omission by or on behalf of you.

**13. DISPUTES/CHOICE OF LAW:** Except where prohibited by applicable law, each Entrant, Nominee, Winner, Award Finalist, Principal Award Finalist and/or other participant in this Contest, as the case may be, agrees that: (i) all issues and questions concerning the Contest and these Official Rules shall be governed by Tennessee law without giving effect to any principles of conflicts of laws or statutes of any jurisdiction; (ii) any and all disputes, claims and causes of action at law or in equity arising out of or relating to this Contest or any prize awarded shall be (A) resolved individually, without resort to any form of class action; and (B) filed only in the state or federal courts situated in Shelby County, Tennessee, and Entrant, Nominee, Winner, Award Finalist, Principal Award Finalist and/or any other participant hereby consents and submits to the personal jurisdiction of such courts for the purposes of litigating any such disputes, claims or causes of action; (iii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, but in no event shall attorneys' fees be awarded; and (iv) under no circumstances shall any Entrant, Nominee, Winner, Award Finalist, Principal Award Finalist and/or other participant be permitted to obtain awards for and hereby waives all rights to claim punitive, incidental, special or consequential damages or any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All federal, state and local laws and regulations apply to this Contest. These Official Rules are subject to change at any time at Sponsor's sole discretion without notice. Sponsor's failure to enforce any terms or conditions in these Official Rules shall not constitute a waiver of any such term or condition. Contest is void where prohibited by law. If any provision(s) of these Official Rules is held illegal, invalid or unenforceable, the legality, validity or enforceability of the remaining provisions of these Official Rules shall not be affected or impaired thereby and such remaining provisions shall remain in full force and effect.

**14. PRIVACY:** Personally identifiable information submitted by Entrants, Nominees, Winners, Award Finalists, Principal Award Finalists and/or otherwise as part of this Contest shall be used to administer the Contest, select and announce the Winner(s) and fulfill the prizes, and shall be treated in accordance with Sponsor's terms of use (the "Terms of Use"), accessible at

[http://www.varsity.com/terms\\_of\\_use](http://www.varsity.com/terms_of_use); and Sponsor's privacy policy (the "Privacy Policy"), accessible at [https://www.varsity.com/privacy\\_policy](https://www.varsity.com/privacy_policy). By submitting an Entry and/or otherwise participating in this Contest, you (and, additionally, in the case of a Minor, such Minor's parent or legal guardian) expressly agree and consent: (i) to be bound by these Official Rules; (ii) to be bound by the Privacy Policy and the Terms of Use; and (iii) to receive telephone and/or email communications from Sponsor, and each of its parent companies, subsidiaries, affiliates, agents and representatives for marketing, solicitation or other commercial purposes.

**15. OFFICIAL RULES / WINNERS LIST:** For a copy of these Official Rules and/or a list of Contest winners, please send a self-addressed, postage prepaid envelope by no later than May 30, 2017 to: Varsity Brands, LLC, 6745 Lenox Center Court Suite 300, Memphis, TN 38115, and specify whether your request is for the Varsity Brands School Spirit Awards Contest Winners List and/or the Official Rules.

**16. SPONSOR:** The Sponsor of the Contest is Varsity Brands, LLC located at 6745 Lenox Center Court Suite 300, Memphis, Tennessee 38115. This Contest is in no way sponsored, endorsed, administered by or associated with Facebook, Twitter, Instagram, Pinterest, YouTube, Google+, Snapchat or any other social media platform or any third party application or interface therewith (each, a "Social Media Website"). By entering in and/or otherwise participating in the Contest, you (and, additionally, in the case of a Minor, such Minor's parent or legal guardian) expressly waive and release all claims, damages, injuries or losses of any kind that you may have, past, present or future, against each of the Social Media Websites in connection with the Contest or otherwise.

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