



Frisco Bowl – 2019 Student Sideline Reporter Campaign Rules

The Frisco Bowl is hosting a contest to look for active Frisco ISD students who want to be a Sideline Reporter. Each entrant should submit an original video (no longer than :45 seconds) that promotes the 2019 Frisco Bowl Game. All submissions require an entry form be completed, in addition to the video submission. If you are selected as a Finalist in the campaign, then you will also have to participate in the Social Media Campaign to be eligible to win the Grand Prize.

Read the contest rules below and enter!

Preliminary information: No purchase necessary to enter or win. A purchase will not improve your chances of winning. Void where prohibited. The Frisco Bowl Student Sideline Reporter Contest (the “Contest”) will begin on **Monday, September 23, 2019 at 12:00PM CT** and end on **Sunday, November 10, 2019 at 5:00PM CT** (“Contest Entry Period”). Finalists will be selected from the Contest on Monday, November 11, 2019. These finalists will then begin The Frisco Bowl Student Sideline Reporter Campaign (the “Campaign”), which will begin **Tuesday, November 12, 2019 at 12:00PM CT**, and end on **Friday, November 29, 2019 at 5:00PM CT**. Entry into this Contest constitutes acceptance of these Official Rules. All times in this Contest refer to Central Time (“CT”). Contest is subject to all applicable federal, state and local laws.

Eligibility: Open only to legal, permanent U.S. residents who are currently enrolled at a Frisco ISD High School and are at least 13 years of age as of the start of the Contest Entry Period. Eligible entrants who are under the legal age of majority in Texas must get their parent or legal guardian’s permission to participate in the Contest. A minor entrant will be required to provide parental consent in the Entry Form before he or she will be declared a winner and any prize awarded. Officers, directors, managers, owners, employees and agents of Contest Entities (as defined below), members of these persons’ immediate families (spouses and/or parents, children, and siblings, and their spouses, regardless of where they reside), and/or persons living in the same households as these persons (whether or not related thereto) are not eligible to enter or win the Contest. For the purpose of these Official Rules, (a) “Sponsor” shall mean ESPN Events and (b) “Contest Entity” shall mean Frisco Bowl, their administrative, advertising, and promotion agencies, and any other entity involved in the development, administration, promotion, or implementation of the Contest and their respective affiliates. Sponsor reserves the right to exclude anyone convicted of a crime. The Sponsor shall have the right to reject any entry from any entrant who, in Sponsor’s good faith judgment, would be an embarrassment to Sponsor. Each contestant’s (or, if applicable, such contestant’s parent or legal guardian) must sign a publicity release and an affidavit attesting that such contestant meets all of the foregoing eligibility requirements and send this affidavit/publicity release with contestant’s entry as required or otherwise at Sponsor’s request. Sponsor reserves the right to disqualify contestants for not meeting any of the requirements outlined above or if Sponsor believes a contestant has violated these Official Rules, in Sponsor’s sole discretion. Contestants must agree that, if selected as a Finalist, they will be available to travel to Toyota Stadium in Frisco, Texas on the dates chosen by Sponsor, which are subject to change in the sole discretion of Sponsor.

Parents and legal guardians: The parent or legal guardian of Finalists and Grand Prize Winners will be required to acknowledge and agree to these Official Rules, execute and return the Entry Form (as defined below) and Contest Documents as specified below, and execute any other documents as requested by the Contest Entity, all on behalf of the minor contestant or such contestant shall not be eligible to enter, participate, or win the Contest as applicable. Parent or legal guardian of contestants must be eighteen (18) years of age or older as of the start of the Contest Entry Period and meet all of



the eligibility requirements as specified above. Prizes (as defined below) will be awarded in the name of parent or legal guardian on behalf of minor.

How to enter: To enter, during the Contest Entry Period go to the Frisco Bowl Official Website at www.theFriscoBowl.com (“Website”), click on “Student Sideline Reporter Campaign” icon and follow the provided instructions on the entry form, which includes space for your name, address, telephone number, email address, Facebook page link, Instagram handle, Twitter handle or Snapchat username, date of birth and, if necessary, the signature of your parent or legal guardian (“Entry Form”). Then, make an original video, no longer than :45 seconds in duration of a ***sports report on a topic of your choosing that promotes the 2019 Frisco Bowl*** (the “Video”). If a Video is longer than :45, only the first :45 will be reviewed and judged. You may submit your Video using Facebook, YouTube or Vimeo formats and share it on Facebook, Instagram, or Twitter using #FriscoBowlReporterContest. You may also print out the entry form and then print your name, address, telephone number, and email address on a label, and affix the label to your Video or article. Send the labeled Video or article, and your completed Entry Form (“Entry”) in a single package to the following mailing address: **Frisco Bowl Student Sideline Reporter Entry**, 9200 World Cup Way, Frisco, TX 75033. **Entrants must also participate and prove to be an active promoter through social media and content from the Frisco Bowl social media accounts (Facebook/Twitter).**

Limit one (1) entry per person for the duration of the Contest Entry Period. Entries that are incomplete, illegible, garbled, late, postage due, damaged, corrupted, or unintelligible for any reason are void and will not be accepted. Videos must be original, unpublished, must not have been submitted in any other competition, including in this competition in previous years, and must not include any music, singing, photos, film, or other images that are not originally taken or created by you and must not infringe upon any rights of any third party, including but not limited to copyright, trademark, and right of privacy and publicity. There must not be any inappropriate or offensive materials in the Video.

By entering the Contest, each entrant hereby grant Sponsor the non-exclusive, royalty-free, and irrevocable rights to use, reproduce, copy, publish, display, distribute, perform, translate, adapt, modify, and otherwise exploit, edit and create derivative works related to, the Video and to incorporate the Video in other works in any and all jurisdictions and media worldwide now existing or hereafter devised in perpetuity without additional compensation, notification, permission or approval. Entrants warrant that they have the sole and exclusive right to grant such rights to Sponsor and that the Sponsor’s reproduction, publishing, displaying, and/or other use of the Video will not infringe on (or otherwise violate) any rights of third parties, including, without limitation, copyright, trademark, privacy, or publicity, or create claims for defamation, false light, idea misappropriation, intentional or negligent infliction of emotional distress, or breach of contract. All written permissions from any and all persons portrayed in the Videos must be in accordance with applicable law. If any Videos contain material that is violent, pornographic, obscene, illegal, inappropriate, or racially or morally offensive or if any Videos do not comply with these Official Rules or meet Sponsor’s standards for any reason, as determined by Sponsor’s in its sole discretion, such Videos (and the related Entries) may be rejected as ineligible for consideration. Entries must comply with all applicable laws, rules, and regulations. Sponsor shall have no obligation to copy, publish, display, or otherwise exploit the Videos.

By entering, you agree that the Video and any other portion of your Entry may be used in promotions and advertisements for the Frisco Bowl. All Entries become the property of the Sponsor and will not be returned.



Winner selection and notification: There will be two (2) rounds of judging: Round 1: Finalist Judging, and Round 2: Grand Prize Judging.

(A) Round 1: Finalist Judging. Qualified judges comprised of employees or representatives of Sponsor (“Judges”) will review the eligible Entries received during the Contest Entry Period and select up to Twenty (20) qualified contestants (each a “Finalist”) based on the following judging criteria measured on a 100-point scale: personality (thirty-three (33) points), creativity (thirty-three (33) points), and ability to promote the Frisco Bowl (thirty-four (34) points) (“Judging Criteria”). The selection and review process may occur on a rolling basis as Entries are received. Judging will be based on the Videos as well as any telephone or personal interviews or other solicitations for more information that the Contest Entity may elect to conduct with some or all entrants. In the event of a tie, the Judges will break the tie by selecting the tied contestant who received the highest points for ability to promote the Frisco Bowl from the Judges. In the event that there is still a tie after the first tie-breaker, the tied Entries will be judged by an additional tie-breaking judge using the Judging Criteria to determine which of the tied contestants will advance to Round 2: Grand Prize Judging. Each potential Finalist must agree to make themselves available to be in Frisco, TX between December 16, 2019 and December 20, 2019 (Frisco Bowl Game Week) or on such other dates designated by Sponsor in its sole discretion and agree to appear live at the game and to otherwise be available to be videotaped and/or interviewed by the Frisco Bowl, in their homes, or in the broadcast studio (or in another location selected by the Frisco Bowl in its sole discretion). Sponsor will make two (2) attempts to notify potential Finalist Winner at the phone number and/or email address submitted at the time of entry. Winners will be required as a condition of continued eligibility to sign an Affidavit of Eligibility, Waiver of Liability, and, except where prohibited, Publicity Release (collectively, “Contest Documents”) within three (3) days of such notification. Noncompliance within this time period will result in disqualification. If for any reason any of a potential Finalist does not meet any of the above requirements, or the parent or legal guardian of such potential Finalist does not satisfactorily execute all of the Contest Documents, each as determined by Sponsor in its sole discretion, such potential Finalist may be disqualified and the Judges may select the runner-up with the next highest score based on the Judging Criteria as an alternate potential Finalist. Sponsor reserves the right to advance fewer than two (2) Finalist Entries or no Finalist Entries to Round 2: Grand Prize Judging, or to extend the Contest Entry Period, for any reason, including if, in its sole discretion, Sponsor didn’t receive a sufficient number of eligible and qualified Entries during Contest Entry Period.

(B) Round 2: Grand Prize Judging. The Grand Prize Winners will be awarded the grand prize (“Grand Prize”). In the event of a tie in Round 2: Grand Prize Judging, the tied Finalist Entries will be judged by an additional tie-breaking judge, using the Judging Criteria, to determine which of the tied Finalist’s will be the Grand Prize Winner. The potential Grand Prize Winner must agree to make themselves available and agree to appear live at the game, if requested to do so by the Sponsor and to otherwise be available to be videotaped and/or interviewed by the Sponsor, in their homes, or in the broadcast studio (or in another location selected by the Sponsor in its sole discretion), on dates selected by the Contest Entity. If a potential Grand Prize Winner cannot be reached or if he/she is found to ineligible, if he/she cannot or does not comply with the foregoing requirements and these Official Rules, or if his/her prize or prize notification is returned as undeliverable, potential Grand Prize Winner will be disqualified and Sponsor will award the Grand Prize to the runner-up Finalist. If the potential Grand Prize Winner is a minor, that minor must be accompanied by the parent/guardian and at their own expense. Once finalists have been selected, then the “Social Media Competition” will begin. The Grand Prize Winners will be judged based on their ability to promote their video on social media, including but not limited to social media metrics (i.e. – sharing on various social media channels) and promotion of the Frisco Bowl to create awareness



and interest in the game. . Decisions of the Judges and the Sponsor are final and binding. Contestants agree that the Sponsor may record and broadcast contestant being advised by the Sponsor that he or she has been selected as a Finalist and/or Grand Prize Winner in the Sponsor's sole discretion. The Sponsor reserves the right to make public personal information (i.e., the contestants name and social media accounts that the contestant has shared with the Frisco Bowl) about the contestants on-air, prior to, during, or following the Contest.

Prizes: Grand Prize: There will be up to two (2) Grand Prizes awarded consisting of an award to be chosen at Sponsor's sole discretion at the sites of the Frisco Bowl and pre-game events to be chosen at Sponsor's sole discretion, and may include entry into the event, and Frisco Bowl items (approximate retail value of the Grand Prize is \$300). The Grand Prize Winner will be responsible for, and hereby indemnifies the Contest Entities from and against all losses related to, all taxes related to the Grand Prize. Except as expressly provided herein, the Grand Prize Winner is responsible for all other costs (e.g., transportation to and from the stadium, meals and incidentals) in connection with the Grand Prize. The Grand Prize is subject to change by the sponsor at any time.

If Sponsor, in its sole discretion, elects to incorporate the audio and video recording ("Recording") of the contestants' appearances at the game ("Appearance") into the Frisco Bowl's official promotions and advertisements, the Appearance and/or the Recording will not be considered an employment opportunity, and Winner will not be entitled to compensation or credit therefor. The nature of the Recording will be determined by Sponsor in its sole discretion. If the Recording is broadcast, such broadcast will be at a time, for a length of time, and on a date determined by Sponsor in its sole discretion. The content of the Recording as, and if, finally broadcast and the number of broadcasts and re-broadcasts thereof, if any, will be determined by Sponsor in its sole discretion. Winner and/or his/her parent or legal guardian will have no right of review, notice, or approval of the content of the Recording or any broadcast thereof. Sponsor have the right, in its sole discretion, to disqualify Winner, cause the Prize to be forfeited, and remove Winner from the game at any time, if Winner's behavior is deemed by Sponsor to be disruptive or if it may or does cause damage to person, property, or reputation of Sponsor or if it otherwise violates the policies of Sponsor, or if Winner does not follow the directions of Sponsor at all times. These Official Rules and Contest itself are neither a contract nor an employment application.

Conditions: By entering the Contest, each contestant (and each contestant's parent or legal guardian on behalf of each contestant) agrees for contestant and for contestant's heirs, executors and administrators (a) to release and hold harmless Contest Entities and their respective officers, directors, managers, members, employees and agents (collectively, "Released Parties") from any and all liability, illness, injury, death, loss, litigation or damage that may occur, directly or indirectly, whether caused by negligence or not, from such contestant's participation in the Contest (including any travel related thereto) and/or his/her acceptance, possession, use, or misuse of a Prize, or any portion thereof; (b) to indemnify Released Parties from any and all liability resulting or arising from the Contest and to hereby acknowledge that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to any Prize, including express warranties provided exclusively by the Prize supplier that are sent along with a Prize; (c) if selected as a Finalist or the Grand Prize Winner, to the posting of such contestant's name on the Website and the use by Released Parties of such name, voice, image, and/or likeness in any and all media now or hereafter known without additional compensation, notification, permission or approval and, upon request, to the giving of consent, in writing, to such use; (d) to be bound by these Official Rules and to waive any right to claim any ambiguity or error therein or in the Contest itself, and to be bound by all actions of Sponsor and Judges, whose decisions are final and binding. Failure to comply with these conditions may result in disqualification from the Contest at Sponsor's sole discretion; (e) **at no time during this contest** may students contact or have **any interaction** with any official representative from the participating teams or institutions to include coaches, players, administrators,



etc.); (f) the Grand Prize winners will not take part in any part of the ESPN game broadcast; (g) the Grand Prize winners with access to the sideline area will be kept separate from the bench areas, and are not allowed to have any interaction with any official representative from the participating teams or institutions to include coaches, players, administrators, etc.) and will be accompanied by a Frisco Bowl staff member during their entire time on the field; and (h) Grand Prize winners attending the pre/post game media press conference are not allowed to have any interaction with any institutional members as noted previously (i.e. – ask coaches or players questions during the press conference).

Additional terms: Sponsor reserves the right to terminate the Contest or permanently disqualify from any promotion any person they believe has intentionally violated these Official Rules. Any attempt to deliberately damage the Contest or “Appearance” or the operation thereof is unlawful and subject to legal action by Sponsor, who may seek damages to the fullest extent permitted by law. Sponsor reserves the right to cancel, suspend or modify the Contest or Appearance or any element thereof (including, without limitation, these Official Rules) without notice in any manner and for any reason (including, without limitation, in the event of any unanticipated occurrence that is not fully addressed in these Official Rules). In the event of cancellation, modification or suspension, Sponsor reserves the right to select a Finalist and/or Grand Prize Winner, as applicable, and award the Finalist Prize and/or Grand Prize in their sole discretion from among all eligible, non-suspect Entries received prior to the time of the event warranting such cancellation, modification or suspension based on the Judging Criteria. Notice of such cancellation, modification or suspension will be posted on the Website. Sponsor may prohibit any contestant or potential contestant from participating in the Contest or Appearance, if such contestant or potential contestant (or their parent/legal guardian) shows a disregard for these Official Rules; acts with an intent to annoy, abuse, threaten, or harass any other contestant, Sponsor, or agents or representatives of Sponsor; or behaves in any other disruptive manner (as determined by Sponsor in its sole discretion).

The failure of Sponsor to comply with any provision of these Official Rules due to an act of God, hurricane, war, fire, riot, earthquake, terrorism, act of public enemies, actions of governmental authorities (exempting compliance with applicable codes and regulations), or other “force majeure” event will not be considered a breach of these Official Rules.

Released Parties assume no responsibility for any injury or damage to contestants’ or to any other person’s computer relating to or resulting from entering or downloading materials or software in connection with the Contest or Appearance. Released Parties are not responsible for telecommunications, network, electronic, technical, or computer failures of any kind; for inaccurate entry information; for errors in any publicity, promotional, advertising or marketing materials or in these Official Rules; for any human or electronic error; or for entries that are stolen, misdirected, garbled, delayed, lost, late, damaged, returned, corrupted or postage due.

Disputes: THE CONTEST IS GOVERNED BY AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF TEXAS AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN FRISCO, TEXAS. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JUDICIAL ARBITRATION AND MEDIATION SERVICES, INC., IN ACCORDANCE WITH ITS STREAMLINED ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF (“JAMS RULES”). THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, INCLUDING ATTORNEY’S FEES OR SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF.