

#eyesUP High School Challenge Contest OFFICIAL RULES

1. **NO PURCHASE NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT INCREASE YOUR ODDS OF WINNING. SUBJECT TO APPLICABLE FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS. VOID WHERE PROHIBITED.**

2. **Eligibility.** Subject to the additional restrictions below, the Eyes Up High School Challenge Contest (the “Contest”) is open to legal U.S. residents of the Minneapolis-St. Paul MN DMA in Minnesota and Wisconsin who are thirteen (13) years or older at the time of entry. Employees and contractors of Multimedia Holdings Corporation (“Sponsor”), TEGNA Inc., Federated Insurance, and each of their respective affiliated companies, and advertising and promotional agencies, and the immediate family members of, and any persons domiciled with, any such employees or contractors, are not eligible to enter or to win.

3. **How to Enter.** The Contest will begin at will begin at 4:30 am, Monday, September 21, 2020 and end at 1:00 pm, on Friday, November 13, 2020. (the “Contest Period”).

All entries must be submitted by 1:00 pm C.T. on Friday, November 13, 2020. By entering, you agree to the terms of these Official Rules.

Sponsor will not be responsible for failure to receive entries due to transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any network, hardware or software, whether originating with sender or Sponsor.

The #eyesUP High School PSA Challenge is open to submissions from any Minnesota or Wisconsin High School located within the Minneapolis-St. Paul MN DMA. High Schools can submit more than one public service announcement (PSA) for consideration. Music must be one of the KARE 11 provided options. All video footage must be original. Entries must be the original work of the entrant, written and presented in English, and must not exceed fifteen (15) seconds in length. Entrants must have permission from all people in the PSA to submit the PSA for the Contest.

PSAs must be uploaded to YouTube. Send the YouTube link to eyesup@kare11.com or submit the designated Caspio form. In addition to the link, you must submit a document (PDF Format) that includes a 500-word document that explains how your school would use the #eyesUP High School PSA Challenge prize to help promote distraction-free driving in your school and community.

Entrants may enter the Contest as often as they like but only one (1) prize per person or school.

Multiple entrants are not permitted to share the same email address. Sponsor will not be responsible for incomplete, lost, late, garbled, inaudible, or illegible entries, or entries that exceed the 15 second limit or for failure to receive entries due to transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any network, hardware or software, whether originating with sender or Sponsor. Ad blocking software on

your computer needs to be disabled so that it doesn't interfere with processing your entry. By entering, you agree to receive e-mails from Sponsor or those directed by Sponsor. You can opt-out of the receipt of such e-mails by following the directions in any email received from Sponsor. Contestants acknowledge and agree that Sponsor shall have the right to edit, adapt, modify, reproduce, publish, promote, create a sound recording of, broadcast, or otherwise display or use entries in any way it sees fit without limitation or compensation to entrants. Sponsor further reserves the right to disqualify any entry that is alleged to infringe on any third-party's intellectual property rights, or that Sponsor deems obscene, offensive or otherwise inappropriate for viewing by a general audience.

4. **Winner Selection.** Eleven Finalists will be selected via a committee of KARE employees. PSAs will be judged according to the following criteria: creativity (1/3), promotion of the safe driving/no distracted driving message (1/3) and adherence to the formatting and length guidelines provided (1/3). Entries will be judged on a scale of 0 to 20 per category above, with 20 being the highest possible score. Judging will conclude within one (1) week after the end of the Contest Period and the eleven contestants with the highest cumulative scores will be designated the Finalists. In the event of a tie, tied entries will be re-judged on the same criteria listed above. Decisions of judges and Sponsor shall be final and binding in all respects. Judging will be completed on or before November 30, 2020.

Once the 11 Finalists are selected, the community will vote for the top three PSAs. Viewer voting will run from on or about November 30, 2020 to on or about December 4, 2020. In the event of a tie, (a) winner(s) will be selected in a random drawing from the tied entries. The three winning PSAs will each receive a prize of \$1,100 to be used by their school to further help promote distracted free driving in the community. Winners will be announced on or about December 4, 2020.

5. **Prizes and Odds.** Grand Prize: The schools of the three (3) grand prize winners will receive a prize of \$1,100 from Federated Insurance to be used by the school to further help promote distracted-free driving in their community.

Odds of winning depend on the number of eligible entries received.

6. **Winner Notification and Acceptance.** Winners will be notified on or about December 4, 2020 at the telephone number and/or email address used for entry. Sponsor will call during regular business hours at number provided on entry form and will leave no messages. Failure to reach winner by phone after three (3) attempts, return of email notification as undeliverable, or failure of winner to respond to email notification may result in disqualification of winner, forfeiture of his or her interest in all prizes, and selection of a substitute winner from among all remaining eligible entries. Return of prize notification as undeliverable, or failure or recipient to respond, may result in disqualification and an alternate winner may be selected. To claim the prize Winner must contact KARE 11 no later than December 8, 2020 and will be required to complete an affidavit of eligibility/liability and publicity release (except where prohibited by law) which must be returned as instructed by Sponsor. Winners may waive their right to receive prizes. Prizes are non-assignable and nontransferable. No substitutions allowed by winner. Prizes are not redeemable for cash. Prizes and individual components of prize packages

are subject to availability and Sponsor reserves the right to substitute prizes of equal or greater value. Winners are solely responsible for reporting and payment of any taxes on prizes. Winners may be required to complete an affidavit of eligibility/liability certifying that the entrant's submission is entrant's original work, that entrant owns right to the work, that the submission has not previously won an award or prize in a contest and has not previously been published, and that entrant has complied with the Official Rules of the Contest, and publicity release which must be returned as directed by Sponsor. Failure to sign and return the affidavit or release, or to comply with any term or condition of these Official Rules, may result in a winner's disqualification, the forfeiture of his or her interest in the prize, and the award of the prize to a substitute winner. Prizes won by minors will be awarded to parent or legal guardian who must sign any affidavit or release required by Sponsor. Except where prohibited, acceptance of any prize constitutes winner's consent to the publication of his or her name, biographical information and likeness in any media for any commercial or promotional purpose, without limitation the Internet, or further compensation. Prizes not won and claimed by eligible winners in accordance with these Official Rules will not be awarded and will remain the property of Sponsor.

7. **Participation.** By participating, contestants agree to be bound by these Official Rules and the decisions of Sponsor. Sponsor reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this Contest as solely determined by Sponsor. In the event the Contest is compromised by a virus, non-authorized human intervention, tampering or other causes beyond the reasonable control of Sponsor which corrupts or impairs the administration, security, fairness or proper operation of the Contest, Sponsor reserves the right in its sole discretion to suspend, modify or terminate the Contest. Should the Contest be terminated prior to the stated expiration date, Sponsor reserves the right to award prizes based on the entries received before the termination date. Sponsor will not be responsible for incomplete, lost, late, postage-due, misdirected or illegible entries (either photos or ballots), poor quality photos, or for failure to receive entries or votes or other electronic communications due to transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any network, hardware or software, whether originating with sender or Sponsor. The authorized account holder of the e-mail address submitted at time of entry will be considered the entrant. An "authorized account holder" shall mean the natural person assigned to such e-mail account by the Internet access provider, online service provider, or other organization responsible for assigning e-mail addresses for the domain associated with such e-mail account. A potential winner may be requested to provide proof that he or she is the authorized account holder of the e-mail address associated with a winning entry. In the event of a dispute, all online entries will be deemed to have been submitted by the owner of the ISP account from which they were sent. For these purposes, an ISP account holder shall mean the natural person assigned to such ISP account by the Internet access provider, online service provider or other organization responsible for assigning ISP addresses for the domain associated with such ISP account. Any questions regarding the number of entries, or votes submitted or the owner of an ISP account shall be determined by Sponsor in its sole discretion.

8. **Copyright.** By entering the Contest, each contestant grants to Sponsor an exclusive, royalty-free and irrevocable right and license to publish, print, edit or otherwise use the contestant's submitted entry, in whole or in part, for any purpose and in any manner or media (including, without limitation, the Internet) throughout the world in perpetuity, and to license

others to do so, all without limitation or further compensation. Each contestant further agrees that if his/her entry is selected by Sponsor as the winning entry, he/she will sign any additional license or release that Sponsor may require and will not publicly perform or display his or her submission without the express permission of Sponsor.

9. **Construction.** The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

10. **Sponsor.** The #eyesUP High School Challenge Contest is sponsored by Multimedia Holdings Corporation. The decisions of Sponsor and the Contest judges regarding the selection of winners and all other aspects of the Contest shall be final and binding in all respects. Sponsor will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials relating to the Contest. For a list of winners (available after December 10, 2020) or a copy of these Official Rules, send a self-addressed, stamped envelope to “Winners List/Official Rules” (as applicable), #eyesUP High School Challenge contest, Attn.: KARE 11, 8811 Olson Memorial Highway, Minneapolis, MN 55427. If you have any questions regarding this Contest, please contact Jenna at 763-797-7263 or eyesup@kare11.com.