

Neither KickoffLabs nor its service providers are your legal advisors. Be sure to consult a licensed attorney in your state to address the specifics of your contest. This document is intended as a generic template and may not meet your needs.

OFFICIAL CONTEST RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ALL FEDERAL, STATE, LOCAL, AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED. PARTICIPATION IN THE CONTEST CONSTITUTES YOUR AGREEMENT TO AND ACCEPTANCE OF THE OFFICIAL RULES (“RULES”) BELOW.

AN AFFIDAVIT OF ELIGIBILITY/ PRIZE ACCEPTANCE DOCUMENTS MAY BE REQUIRED. ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION. YOU MAY OPT-OUT OF ARBITRATION BY SENDING AN EMAIL TO ADDRESS WITHIN 30 DAYS OF YOUR INITIAL PARTICIPATION IN THIS CONTEST.

SPONSOR. This contest is sponsored by _____. (“Sponsor”). References to Sponsor in this Agreement shall refer solely to the company sponsoring the contest and, its parent company, affiliates, subsidiaries and respective employees, officers and directors.

- 1. Eligibility.** This Sponsor Referral Contest (the “Contest”) is open to legal residents of any of the fifty (50) United States and the District of Columbia who are at least the age of majority in their state of resident (which is eighteen (18) years of age in most states, but 19 in Nebraska and Alabama and 21 in Mississippi). Employees of Sponsor and other companies associated with the promotion of the Contest, and their respective parents, subsidiaries, affiliates and advertising and promotion agencies as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Contest is subject to federal, state, and local laws and regulations.
- 2. Agreement to Rules.**
Participation in the Contest constitutes your agreement to and acceptance of these Rules and the decisions of the Sponsor, which are final and binding. Winning a Reward is contingent upon being and staying compliant with these Rules.
- 3. Contest Period**
The Contest begins on **MONTH DAY, YEAR** at 12:00am **PST** and ends on **MONTH DAY, YEAR** at 11:59pm **PST** (the “Contest Period”). Entries that are submitted before or after the Contest Period will be disqualified.
- 4. How to Enter**
During the Contest Period, you will have the opportunity to generate unique links to send to your family and friends (“Contacts”) that you would like to refer Sponsor to. As more and more of your referred Contacts sign-up for the Sponsor’s services, you stand to win more exciting Rewards. In order to constitute a valid referral, your Contacts must: 1) sign up for the Sponsor’s services during the Contest Period; 2) use a valid email address to sign up; and 3) not already have an account with the Sponsor. Each valid referral will be marked as an Entry in the Contest.

There is no limit to the number of referrals you may make per day for the duration of the Contest Period. All Entries become the property of Sponsor and will not be acknowledged or returned.

5. Rewards and Reward Levels

On or about **MONTH DATE, YEAR**, Sponsor will tally the number of eligible Entries received through each referring party.

CONTEST TYPE 1: REFERRALS AND REWARDS

- If you refer at least X (5) Contacts that become eligible Entries, you will receive **REWARD 1**.
- If you refer at least ten (10) Contacts that become eligible Entries, you will receive **REWARD 2**.
- If you refer eleven (11) or more Contacts that become eligible Entries, you will receive **REWARD 3**.

CONTEST TYPE 2: REFERRALS AND EXTRA ENTRIES

We'd like to thank you for referring us to your friends and family! For each Contact you refer, we'll enter your name into the random drawing for our Grand Reward, announced at the end of the Contest period. For each Contact that you refer that becomes an eligible Entry, you will receive an additional entry into the random drawing for the Grand Reward of **PRIZE DESCRIPTION**. Good luck!

CONTEST TYPE 3: REFERRAL LEADERBOARD

The more you refer, the higher your chances of winning our Grand Reward! At the end of the Contest Period, the **NUMBER** people with the most number of Contacts referred that convert into eligible Entries will be selected to receive our Grand Reward of **PRIZE DESCRIPTION**.

6. Winner Notification

This section is only applicable to referring parties that qualify for a Reward. Sponsor will attempt to notify the potential winner(s) via email on or about **MONTH DATE, YEAR**. If you are eligible for a Reward, you will be notified by email. You will be required to respond to us within five (5) days of the date of notice or attempted notice is sent, in order to claim your Reward. If you cannot be contacted, or you fail to respond appropriately within the required time period, or the Reward is returned as undeliverable, you forfeit your Reward. If you are at least eighteen (18) but are still considered a minor in your jurisdiction of residence, Sponsor reserves the right to place the Reward in the name of your parent or legal guardian, who will be required to sign the Declaration of Claim on your behalf and fulfill any other requirements imposed on you set forth herein. Receiving a Reward of any type is contingent upon fulfilling all requirements and compliance with these Rules. In the event that a Reward recipient is disqualified for any reason, Sponsor is not obliged to provide an alternate Reward, or extend the Contest Period in any way.

7. General Conditions

In the event that the operation, security, or administration of the Contest is impaired in any way for any reason, including, but not limited to fraud, technical problems, security malfunctions or in the event the Contest is unable to run as planned for any other reason, as determined by Sponsor in its sole discretion, Sponsor may, in its sole discretion, either: (1) suspend the Contest to address the

impairment and then resume in a manner that best conforms to the spirit of these Rules; or (2) terminate the Contest and, in the event of termination, no participant shall be eligible for a Reward of any type.

Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the operation of the Contest or to be acting in violation of these Rules or in a disruptive manner. Any attempt by any person to damage the website or undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages (including attorneys fees) and any other remedies from any such person to the fullest extent permitted by law. Failure by Sponsor to enforce any provision of these Official Rules shall not constitute a waiver of that provision.

Participating individuals have been advised of the existence of Section 1542 of the California Civil Code which provides:

A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE WHICH, IF KNOWN BY HIM OR HER, MUST HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR.

Notwithstanding Section 1542 of the California Civil Code, entry and participation in the Contest shall constitute a full release of liability in accordance with its terms. Each Participating party knowingly and voluntarily waives the provisions of Section 1542, as well as any other statute, law or rule of similar effect, and acknowledge and agree that this waiver is an essential and material term of these Rules and that without such waiver, Sponsor would not have accepted the entry.

8. Release and Limitations of Liability

By participating in the Contest, you agree to release and hold harmless Sponsor, and each of its respective parents, subsidiaries, affiliates, advertising and promotion agencies, other companies associated with the Contest, and each of their respective officers, directors, employees, shareholders, representatives, and agents (together, "Released Parties") from and against any claim or cause of action arising out of participation in the Contest or receipt of a Reward, including, but not limited to: (a) any technical errors associated with the Contest, including lost, interrupted or unavailable Internet Service Provider (ISP), network, server, or wireless service provider; (b) unauthorized human intervention in the Contest; (c) mechanical human, printing or typographical errors; or (d) injury, death, losses or damages of any kind, to persons or property which may be caused, directly or indirectly, in whole or in part, from your participation in the Contest or acceptance, receipt or misuse of any Reward you may receive. You further agree that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Contest, and in no event shall the entrant be entitled to receive attorney's fees. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest.

9. Privacy & Information Submitted

As a condition of entering the Contest, you give consent for Sponsor to obtain and deliver his or her name, address and other information to third parties for the purpose of administering this Contest and to comply with applicable laws, regulations and rules. Any information you provide to Sponsor may be used to communicate with you

in relation to this Contest or on a Contest Winner's list. Information submitted in connection with the Project will be treated in accordance with the Sponsor's Privacy Policy

10. Miscellaneous.

The invalidity or unenforceability of any provision of these Rules or the prize acceptance documents will not affect the validity or enforceability of any other provision. In the event that any provision of the Rules is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Rules will not constitute a waiver of that provision. You agree to waive any rights to claim ambiguity of these Rules. Headings are solely for convenience of reference and will not be deemed to affect in any manner the meaning or intent of the documents or any provision hereof. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Contest-related materials, privacy policy or terms of use on the Site and/or the terms and conditions of the Rules, the Rules shall prevail, govern and control.

Arbitration.

These Rules shall be governed by, and construed in accordance with, the laws of **STATE**, without giving effect to any choice of law or conflict of law rules, which would cause the application of the laws of any jurisdiction other than **STATE**. Except where prohibited, you agree that any and all disputes, claims and causes of action arising out of, or connected with, the Contest or any Reward awarded shall be resolved by binding arbitration, without resort to any form of class action, and exclusively by the appropriate court located in **STATE**. The parties agree to follow the arbitration procedures set forth by the American Arbitration Association (AAA) to resolve the dispute. Arbitration proceedings shall take place in the State of **STATE**. Each party is responsible for paying its own filing, administrative and arbitrator fees. Judgment on the arbitration award may be entered in any court having jurisdiction thereof.