

Brackets For Hope, Inc.
Tournament Challenge - Official Rules

1 Entry Per Person. NO DONATION NECESSARY TO PLAY OR WIN. DONATION WILL NOT IMPROVE YOUR CHANCES OF WINNING. U.S. LAW AND LOCAL LAWS AS APPLICABLE IN EACH JURISDICTION GOVERN THIS CHALLENGE.

- 1. Eligibility:** Brackets For Hope (the "Challenge") is open only to legal residents of the fifty (50) United States and Washington, D.C., who are thirteen (13) years or older, as of the first day of the Challenge (defined below). Board Members of Brackets for Hope, Inc. or anyone directly connected with the development, implementation or marketing of this Challenge, and the immediate family or household members of each such person are not eligible to win prizes. This Challenge is void in all U.S. Territories, all foreign territories, and where prohibited by law.
- 2. Accepting Official Rules:** Your participation constitutes your full and unconditional agreement to these official rules and to Brackets For Hope, Inc.'s decisions. The decisions of Brackets For Hope, Inc. in regards to all matters of this Challenge are final and binding. Winning a prize is contingent upon fulfilling all requirements set forth in these rules.
- 3. Sponsor and Address:** This Challenge is sponsored by Brackets For Hope Inc., Brackets For Hope, Inc.'s Address: N8147 Zentner Road New Glarus, WI 53574. Any and all advertisers associated with this Challenge are referred to in these Official Rules as "Partners." This contest is not endorsed by, associated with, or sponsored by, ESPN or the National Collegiate Athletic Association ("NCAA"), its members or partners. This fund raiser is in no way sponsored, endorsed or administered by Facebook or Twitter.
- 4. Playing The Tournament Challenge Online:** To access the Challenge, log-on to the Challenge's web page at www.bracketsforhope.org and click PLAY NOW to get signed up.
- 5. Entry Period:** The Challenge entry period begins on March 16, 2014 at approximately 6:00 p.m. Central Time ("CT") and ends on March 20th at the start of the first game in the second round. The game will end on April 7, 2014 at the conclusion of the Championship Game (the "Challenge Period"). For purposes of these Official Rules all times are Central Time.
- 6. How to Enter the Contest.**
 - a. Enter online at: www.bracketsforhope.org. Click PLAY NOW on the website to begin the sign up process. Upon signing up for the Challenge you will be asked to donate or play for free and upon registering you will be prompted to sign in to our group and fill out your bracket on ESPN's bracket challenge website.

b. Limit. One entry per challenge per person regardless of the number of email addresses associated with entrant, or per email address regardless of the number of people who use the email address.

c. Void. Any use of an automated system or using false names/emails will prohibit you from winning any prizes and will void your bracket.

d. Changing Email Address During Challenge. If you change your email during the course of the challenge be sure to let us know so we can contact you if you win. To do so, click on the "contact us" page and send an email notifying Brackets for Hope Inc. of the change.

e. Entry Errors.

1) Brackets For Hope, Inc. is not responsible for lost, late, incomplete, damaged, stolen, invalid, unintelligible or misdirected entries, which will be disqualified.

f. Disputes. Potential winners may be required to show proof of identification. Brackets For Hope, Inc. may require you to provide proof that you are the actual entrant.

7. How to Participate In The Challenge.

The objective of the Challenge is to accumulate the most points by correctly selecting the "winning pick" for each of the sixty-three (63) match-ups during the course of the Tournament.

Making your picks: Once you are signed up for the challenge you will be sent to our Group Page on ESPN's bracket challenge page where you will be prompted to fill out your bracket.

The scoring and tie-breaker system used by ESPN's bracket challenge will apply to all entries in our group.

Brackets For Hope, Inc.'s Bracket Challenge allows 1 entry per person regardless of the number of email addresses associated with the entrant.

8. No Donation Required To Play.

There is no donation required to participate in the Challenge. Only entries received online in accordance with these Official Rules will be accepted. No other forms of entry

- fax, mail, email, phone or other - will be accepted. Winners will be determined on or about April 7th, 2014. *We do encourage donations if you are in a position to responsibly do so. 100% of the net proceeds raised during the challenge period will go directly to The Fred Hutchinson Cancer Research Center. All donations are tax deductible as we are a registered 501c3 Non-Profit Organization.

9. Prizes.

1. The approximate retail value ("ARV") of all prizes is \$700. Brackets For Hope, Inc. will award one (1) "1st Place Prize" to the Entrant who accumulates the most points during the Challenge Period (and wins any pending tiebreaker), and one (1) "Second Place Prize" to the Entrant who accumulates the second most points during the Challenge Period (and wins any pending tiebreaker), (1) "Third Place Prize" to the Entrant who accumulates the third most points during the Challenge Period (and wins any pending tiebreaker), (1) "Fourth Place Prize" to the Entrant who accumulates the fourth most points during the Challenge Period (and wins any pending tiebreaker), (1) "Fifth Place Prize" to the Entrant who accumulates the fifth most points during the Challenge Period (and wins any pending tiebreaker)

Note: No Entrant may win more than one (1) prize.

- **1st Place Prize Winner** (One): IPAD Mini with Wi-Fi 16GB - Space Gray Vale \$450
- **Runner-up Prize Winner** (One): \$100 Best Buy Gift Card
- **Third Place Prize Winner** (One): \$75 Buffalo Wild Wings Gift Card
- **Fourth Place Prize Winner** (One): \$50 Amazon Gift Card
- **Fifth Place Prize Winner** (One): \$25 Fat Head Gift Card

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

10. Potential Winners:

a. Verification: All winning entrants will be required to verify their eligibility and identification prior to receiving prize.

b. Prize Restrictions: No assignment, transfer, or substitution of prize is permitted, except Brackets For Hope, Inc. reserves the right to substitute the prize if prize becomes unavailable.

- c. Prize Taxes: All federal, state or other tax liabilities arising from this Challenge are the sole responsibility of the winner.
- d. Pre-Verification. In addition to the verification procedures for winners and potential winners, entrants may be subject to "pre-verification" by Brackets For Hope.
- e. Prize Notice VIA Email. Winners will be notified via email sent within 30-days following the end of the Challenge. Entrants are responsible for insuring that all e-mail information is up-to-date and accurate.
- f. Disqualification. A potential winner will be disqualified and an alternate potential winner may be selected if he/she does not comply with these Official Rules (or is otherwise determined to be ineligible), (ii) he/she does not respond to the prize notice within ten (10) days of its transmission, or if the emailed prize notice, after three (3) attempts, is returned as undeliverable. If Brackets For Hope, Inc. notifies, or seeks to deliver a prize to an alternate potential winner and are unable to get a hold of them or deliver prize then prize shall go to the next alternate winner per the final standings of the challenge.
- g. Releases and Affidavits. As a condition of receiving a prize, a potential winner may be required to complete, sign and return an Affidavit of Eligibility, a Liability Release, and, except where prohibited, a Publicity Release.
- h. Release. By participating in this Challenge or receiving a prize, entrants (and in particular, winners) agree to release and to indemnify and hold harmless Brackets For Hope, Inc., and each of their respective partners, and all of its or their organizations officers, directors, employees and agents (collectively, the "Released Parties") for any liability, injury, death, loss or damages to entrant or any person or entity, including without limitation damage to personal or real property, caused in whole or in part, directly or indirectly, by participation in this Challenge (or related activities) or the acceptance, possession or use/misuse of a prize (including any travel or activity related to the prize).
- i. Publicity. Except where prohibited, participation in this Challenge constitutes any winner's consent to Brackets For Hope, Inc. to use entrant's name to promote future events without pay, notice, or approval.

11. Conditions Of Participation:

- a. Conduct. Brackets For Hope, Inc. reserves the right to modify, cancel, terminate, and/or suspend the Challenge and to disqualify any individual who tampers with the entry process, violates the Rules, or acts in a disrespectful

manner towards either Brackets For Hope, Inc. or any other participants. **NOTICE: Anyone who attempts to undermine Brackets For Hope, Inc.'s organization or damage Brackets For Hope, Inc's website may be subject to Civil and/or Criminal Penalties and Fines. Brackets For Hope, Inc. also reserves the right to seek damages from any such person to the fullest extent permitted by law.**

12. Gambling Forbiddance:

This Challenge is strictly intended for Charitable and Entertainment purposes and may not be used in connection with any form of gambling. This Challenge is not to be considered a contest subject to odds or any type of random selection of winners.

13. Limitations Of Liability: Brackets For Hope, Inc. is not responsible for any incorrect use or errors of any kind in using programming associated with the challenge.

14. Disputes: Except where prohibited, each entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Challenge or any prize awarded shall be resolved individually, without resort to any form of class action, (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees; and (3) no punitive, incidental, special, consequential or other damages, including without limitation lost profits may be awarded (collectively, "Special Damages"), and (4) entrant hereby waives all rights to claim Special Damages and all rights to have such damages multiplied or increased.

15. Rules; Winners Lists: For a copy of these Rules and/or list of winners, mail a self-addressed stamped envelope to the address below. Requests must be received within thirty (30) days following the end of the Challenge.

Brackets For Hope Inc.
N8147 Zentner Road
New Glarus, WI 53574