

2022 COLLEGE FOOTBALL HALL OF FAME STEAM PLAYBOOK SWEEPSTAKES

NO PURCHASE NECESSARY TO ENTER OR WIN. MAKING A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

1. **PROMOTION DESCRIPTION:** The 2022 College Football Hall of Fame STEAM Playbook Sweepstakes ("Sweepstakes") begins on July 11, 2022, at 10:00 AM EST and ends on August 8, 2022, at 5:00 PM EST (the "Promotion Period").

The sponsor of this Sweepstakes is Atlanta Hall Management, Inc. ("Sponsor"). By participating in the Sweepstakes, each Entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Sponsor, which shall be final and binding in all respects. Sponsor is responsible for the collection, submission or processing of Entries and the overall administration of the Sweepstakes. Entrants should look solely to Sponsor with any questions, comments or problems related to the Sweepstakes. Sponsor may be reached by email at info@cfbhall.com during the Promotion Period.

2. **ELIGIBILITY:** Open to legal residents of Georgia who are 8-18 years old (the "Entrant"). For those Entrants under 16 years old, a parent or legal guardian for the Entrant must submit the entry on the behalf of the Entrant. Sponsor and its parents, subsidiaries, affiliates, distributors, retailers, sales representatives, advertising and promotion agencies and each of their respective officers, directors, agents, and employees (the "Promotion Entities"), are ineligible to enter the Sweepstakes or win a prize. Household Members and Immediate Family Members of such individuals are also not eligible to enter or win. "Household Members" shall mean those people who share the same residence at least three months a year. "Immediate Family Members" shall mean parents, step-parents, legal guardians, children, step-children, siblings, step-siblings, or spouses. This Sweepstakes is subject to all applicable federal, state and local laws and regulations and is void where prohibited or restricted by law.

3. PRIZES:

Grand Prize: Ten (10) winners will receive one (1) STEAM Prize Pack (contents of prize pack shall be at Sponsor's sole discretion; approximate retail value ("ARV") of each prize pack: \$500.00. The aggregate value of all prizes in Sweepstakes is \$5,000.00.

Only one prize per person and per household will be awarded. Gift cards and gift certificates are subject to the terms and conditions of the issuer. Prizes cannot be transferred, redeemed for cash or substituted by winner. Sponsor reserves the right in its sole and absolute discretion to award a substitute prize of equal or greater value if a prize described in these Official Rules is unavailable or cannot be awarded, in whole or in part, for any reason. The ARV of the prize represents Sponsor's good faith determination. That determination is final and binding and cannot be appealed. If the actual value of the prize turns out to be less than the stated ARV, the difference will not be awarded in cash. Restrictions, conditions, and limitations may apply. Sponsor will not replace any lost or stolen prize items.

All prizes are awarded "AS IS." Neither Sponsor nor Promotion Entities make or offer any warranty or guarantee, either express or implied (including, without limitation, quality,

merchantability and fitness for a particular purpose) in connection with this Sweepstakes or any prize. Federal, state, and local taxes on prizes, if any, and any other costs, fees and expenses not listed above as specifically included as part of the prize are the sole responsibility of winner. ALL TAXES ARE THE SOLE RESPONSIBILITY OF THE WINNER AND GUEST. An IRS form 1099 and other tax-related forms and documents may be issued by Sponsor if required by law. Winner and any guests are solely responsible for all costs and liability associated with any travel and accommodations related to the Sweepstakes or any prize. No travel or accommodations will be provided or compensated.

This Sweepstakes is open to legal residents of Georgia and prize will only be awarded and/or delivered to addresses within said locations. Failure to comply with the Official Rules will result in forfeiture of the prize.

4. HOW TO ENTER: Enter the Sweepstakes during the Promotion Period by:

A. Visiting the College Football Hall of Fame at 250 Marietta Street, Atlanta, GA 30313. Entrant must complete the College Football Hall of Fame's STEAM Student Playbook during entrant's visit at the Hall of Fame. Upon exit, entrant will submit completed Playbook at the Hall of Fame Guest Services. To be eligible, your entry must (i) be submitted during the Promotion Period, (ii) contain the exact text stated above, (iii) contain all information required and requested within the Playbook; and (iii) comply with these Official Rules; or

B. Mail a 3x5 postcard to Attn: 2022 Steam Sweeps, 250 Marietta Street, Atlanta, GA 30313 and print (handwritten) your first and last name, your date of birth, your residential address, your phone number, your email address, and your favorite college football team. No mechanically reproduced or photocopied entries accepted. Entries become the property of sponsor and will not be returned. Entries must be received by August 8, 2022, and must be postmarked with a date within the Promotion Period.

Limit of one (1) entry per person, regardless of entry method. Illegible and incomplete entries are void. Sponsor is not responsible for lost, late, misdirected entries or entries not received regardless of cause. Any attempt by Entrant to obtain more than the stated number of Entries by using multiple/different email addresses, identities, registrations, logins or any other methods, including, but not limited to, commercial contest/sweepstakes subscription notification and/or entering services, will, at Sponsor's sole discretion, void all such entries and disqualify the entrant. Final eligibility for the award of any prize is subject to eligibility verification as set forth below.

5. WINNER SELECTION: The Winner(s) of the Sweepstakes will be selected in a random drawing from among all eligible entries received throughout the Promotion Period. The random drawing will be conducted on or around August 10, 2022, by Sponsor or its designated representatives, whose decisions are final. Odds of winning will vary depending on the number of eligible Entries received.

6. WINNER NOTIFICATION: Winner will be notified by email at the email address provided in the Entry Information approximately August 10, 2022, after the random drawing. Potential Winner must accept a prize by email as directed by Sponsor within forty-eight (48) hours of notification. Sponsor is not responsible for any delay or failure to receive notification for any reason, including inactive email account(s), technical difficulties associated therewith, or Winner's failure to adequately monitor any email account.

Any winner notification not responded to or returned as undeliverable may result in prize forfeiture. The potential prize winner may be required to sign and return an affidavit of eligibility and release of liability, and a Publicity Release (collectively "the Prize Claim Documents"). No substitution or transfer of a prize is permitted except by Sponsor.

7. LIMITATION OF LIABILITY: Sponsor assumes no responsibility or liability for (a) any incorrect or inaccurate entry information, or for any faulty or failed electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of entries at any point in the operation of this Sweepstakes; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, camera, computers or providers utilized in any aspect of the operation of the Sweepstakes; (d) inaccessibility or unavailability of any network or wireless service, the Internet or website or any combination thereof; (e) suspended or discontinued Internet, wireless or landline phone service; or (f) any injury or damage to participant's or to any other person's computer or mobile device which may be related to or resulting from any attempt to participate in the Sweepstakes or download of any materials in the Sweepstakes.

If, for any reason, the Sweepstakes is not capable of running as planned for reasons which may include without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes in whole or in part. In such event, Sponsor shall immediately suspend all drawings and prize awards, and Sponsor reserves the right to award any remaining prizes (up to the total ARV as set forth in these Official Rules) in a manner deemed fair and equitable by Sponsor. Sponsor and Released Parties shall not have any further liability to any participant in connection with the Sweepstakes.

8. WINNER LIST/OFFICIAL RULES: To obtain a copy of the Winner List or a copy of these Official Rules, send your request along with a stamped, self-addressed envelope to Atlanta Hall Management, Inc. cc: 2022 College Football Hall of Fame STEAM Playbook Student Sweepstakes at 250 Marietta Street, Atlanta, GA 30313. Requests for the names of the winners must be received no later than September 6, 2022.

9. SPONSOR: Atlanta Hall Management, Inc., 250 Marietta Street, Atlanta, GA 30313 and info@cfbhall.com