

2021 COLLEGE COLORS DAY WEEKLY SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE IS NECESSARY TO ENTER OR CLAIM A PRIZE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

If you enter this Sweepstakes via your mobile device, message and data rates may apply.

1. ELIGIBILITY:

A. The 2021 College Colors Day Weekly Sweepstakes (the “Sweepstakes”) is open to: (i) legal residents of the 48 contiguous United States and the District of Columbia (excluding residents of Alaska and Hawaii), who are age eighteen (18) years or older (or at least the age of majority in their state of residence if greater than 18) at the time of entry. Employees, contractors, members, directors, and officers of Collegiate Licensing Company, LLC (“Sponsor”), its parent, subsidiaries, divisions, trustees, franchisees, participating vendors, sponsors, advertising and promotion agencies, successor entities, and affiliated entities (collectively, including Sponsor, the “Sweepstakes Entities”), and the immediate family members (spouse, parent, child, sibling, and any of their respective spouses) and/or household members of any such person (whether or not related) are not eligible to win.

B. The Sweepstakes is governed by U.S. law and is subject to all applicable federal, state, and local laws and regulations. By entering the Sweepstakes, entrants agree to accept and be bound by all terms of these official rules (“Official Rules”). Void in Alaska and Hawaii and where prohibited by law.

2. SWEEPSTAKES PERIOD/HOW TO ENTER:

A. Sweepstakes Period: Eligible entrants may enter the Sweepstakes from 12:00:00 am Eastern Time (“ET”) Monday, August 9, 2021 through 11:59:59 pm ET Sunday, September 12, 2021 (the “Sweepstakes Period”). The Sweepstakes Period consists of one (1) grand prize entry pool and five (5) separate weekly entry periods (each an “Entry Period” or “Weekly Entry Period”) as set forth below.

Entry Period #	Entry Period’s Start Date and Time	Entry Period’s End Date and Time	Entry Period’s Approximate Drawing Date
1	August 9, 2021 at 12:00:00 am ET	August 15, 2021 at 11:59:59 pm ET	August 16, 2021
2	August 16, 2021 at 12:00:00 am ET	August 22, 2021 at 11:59:59 pm ET	August 23, 2021
3	August 23, 2021 at 12:00:00 am ET	August 29, 2021 at 11:59:59 pm ET	August 30, 2021
4	August 30, 2021 at 12:00:00 am ET	September 5, 2021 at 11:59:59 pm ET	September 6, 2021
5	September 6, 2021 at 12:00:00 am ET	September 12, 2021 at 11:59:59 pm ET	September 13, 2021

All entries must be received before the Entry Period’s end time/date to be valid for such Entry Period. Non-winning entries from one Entry Period will **NOT** roll into subsequent Entry Periods, if any.

B. How to Enter: To enter, during the Sweepstakes Period, eligible entrants must visit the website located at www.collegecolorsday.com (the "Sweepstakes Website") and follow the instructions to complete and submit the online form, including entrant's name, address, telephone number, email address, age, and/or any other information requested on the form. Each valid entry will earn the entrant one (1) entry into the corresponding Entry Period and one (1) entry into the grand prize entry pool.

Limit one (1) entry per person/email address per day during the Sweepstakes Period. For purposes of this Sweepstakes, "day" means each calendar day (starting at 12:00:00 am ET and ending at 11:59:59 pm ET on the corresponding day). Therefore, there is a limit of seven (7) entries per person/email address during each Entry Period and a limit of 35 entries into the grand prize entry pool per person/email address during the Sweepstakes Period.

Individuals who do not follow all of the instructions, provide the required information, timely submit the form as indicated herein, and/or abide by these Official Rules or other instructions of Sponsor may be disqualified. Entries generated by script, macro, or other automated means will be void. The Sweepstakes Entities are not responsible for misdirected, incomplete, lost, late, illegible, undelivered, inaccurate or delayed entries, or for technical, hardware, or software failures of any kind, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer transmissions or other errors or problems that may limit or affect a person's ability to participate in the Sweepstakes, whether human, mechanical, typographical, printing, electronic, network or otherwise, relating to or in connection with the Sweepstakes, including, without limitation, errors that may occur in connection with the administration of the Sweepstakes, the processing of entries, the announcement of the prizes or in any Sweepstakes-related materials. In the event of sabotage, acts of God, riot or civil commotion, epidemic, pandemic, act of public enemy, order or act of any government or governmental instrumentality (whether federal, state, local or foreign), terrorism or threats thereof, computer virus or other events or causes beyond the Sponsor's control, that corrupt the integrity, administration, security or proper operation of the Sweepstakes, Sponsor reserves the right, in its sole discretion, to modify, cancel or suspend the Sweepstakes. In the event of cancellation, Sponsor reserves the right to award prizes from among all eligible, non-suspect entries received prior to the event requiring such cancellation. False or deceptive entries or acts will render the entrant ineligible. All entries become the property of the Sponsor and will not be acknowledged or returned. ANY ATTEMPT DELIBERATELY TO DAMAGE ANY WEBSITE (INCLUDING THE SWEEPSTAKES WEBSITE) OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

Any entrant who attempts to enter with multiple e-mail addresses, under multiple identities, or uses any device or artifice to register multiple times will be disqualified and forfeits any and all prizes won, in Sponsor's sole discretion. Multiple entrants are not permitted to share the same e-mail address. Should multiple users of the same e-mail account enter the Sweepstakes and a dispute thereafter arise regarding the identity of the entrant, the authorized account holder of said e-mail account at the time of entry will be considered the entrant. "Authorized Account Holder" is defined as the natural person who is assigned an e-mail address by an Internet access provider, on-line service provider or other organization which is responsible for assigning e-mail addresses or the domain associated with the submitted e-mail address. Potential winner may be required to show proof of being the Authorized Account Holder.

3. DRAWING, ODDS, AND HOW TO WIN:

- On or about the date listed in the chart above (as “Entry Period’s Approximate Drawing Date”), the Sponsor will randomly select one (1) potential winner for each Entry Period from among all eligible entries received for such Entry Period. Odds of winning an Entry Period prize depend on the number of eligible entries received for such Entry Period. **Non-winning entries from one Entry Period will not roll into subsequent Entry Periods, if any.** All potential winners are subject to verification. Each Entry Period winner, once verified by Sponsor as set forth below will be referred to herein as a “Weekly Winner.”
- On or about September 15, 2021, Sponsor will randomly select one potential Grand Prize winner from all qualified entries submitted during the Sweepstakes Period. Odds of winning the grand prize depend on the number of eligible entries received during the Sweepstakes Period. Potential winner is subject to verification. The grand prize winner, once verified by Sponsor as set forth below will be referred to herein as a “Grand Prize Winner.”

Weekly Winners and Grand Prize Winners shall be collectively referred to herein as “Winner(s).”

Each potential weekly winner and each potential grand prize winner will be **notified within five (5) days** after the applicable drawing via email and/or telephone provided during registration. Potential winners must meet all eligibility requirements, including timely replying to the notification and execution and return of all releases and documents (if any) required by Sponsor, which will include a winner affidavit form due to Sponsor within seven (7) days after winner receives notice from Sponsor of such prize. Winning a prize is contingent upon fulfilling all requirements set forth in these Official Rules. Limit one Weekly Prize per entrant. Limit one Grand Prize per entrant. Weekly Winners are eligible to win a Grand Prize.

Potential winners will be disqualified, the prize will be forfeited and an alternate potential winner may be selected if (all as determined by Sponsor in its sole discretion): (i) any prize notification is returned as undeliverable; (ii) a potential winner declines his or her prize; (iii) a potential winner is found not to be eligible or fails to comply with any of the Official Rules; (iv) a potential winner does not respond to notification or accept the prize within forty-eight (48) hours; and/or (v) a winner cannot be verified or is otherwise unable or unwilling to accept and claim the prize as stated (including, without limitation, if the potential grand prize winner is not able to attend the game on the date scheduled). Sponsor is not responsible for any change of email address, mailing address and/or telephone number of entrants. The decisions of Sponsor in all matters regarding this Sweepstakes are final and binding.

4. PRIZE:

Weekly Entry Period Prizes. For each Weekly Entry Period, one (1) Weekly Winner (for a total of five (5) total Weekly Winners for the entire Sweepstakes) will receive a collegiate prize pack corresponding to the Entry Period in which they were selected as a winner (each of which has an approximate retail value (“ARV”) as set forth below). All details including size, color, style, brand, contents, etc. of prize pack shall be determined by Sponsor in its sole discretion.

ENTRY PERIOD	PRIZE	ARV
1	One (1) collegiate prize pack consisting of a Vera Bradley Rain Garden or Bandana bag, Zephyr hat, Gametime Sidekicks 20oz tumbler, 1 pair of Rock 'Em socks, and a Blue 84 hoodie	\$300
2	One (1) collegiate prize pack consisting of a Vera Bradley Rain Garden or Bandana bag, Zephyr hat, Gametime Sidekicks 20oz tumbler, 1 pair of Rock 'Em socks, and a Blue 84 hoodie	\$300
3	One (1) collegiate prize pack consisting of a Vera Bradley Rain Garden or Bandana bag, Zephyr hat, Gametime Sidekicks 20oz tumbler, 1 pair of Rock 'Em socks, and a Blue 84 hoodie	\$300
4	One (1) collegiate prize pack consisting of a Vera Bradley Rain Garden or Bandana bag, Zephyr hat, Gametime Sidekicks 20oz tumbler, 1 pair of Rock 'Em socks, and a Blue 84 hoodie	\$300
5	One (1) collegiate prize pack consisting of a Vera Bradley Rain Garden or Bandana bag, Zephyr hat, Gametime Sidekicks 20oz tumbler, 1 pair of Rock 'Em socks, and a Blue 84 hoodie	\$300

Grand Prize. One (1) Grand Prize Winner will receive a three-day/two-night trip for the Grand Prize Winner and one (1) guest (guest must be at least the age of majority in their state of residence) to the 2022 College Football Playoff National Championship game in Indianapolis, Indiana (currently scheduled for January 10, 2022) (“CFP National Championship”) (“grand prize” or “Grand Prize”). The Grand Prize will include:

- (i) Round-trip, coach-class airline ticket for the winner and one (1) guest from the major U.S. gateway airport nearest to Grand Prize Winner’s residence (in the 48 contiguous U.S.) to Indianapolis, IN (all as determined in Sponsor’s sole discretion) (if a Grand Prize Winner resides within 250 miles of Indianapolis, Indiana ground transportation may be provided in lieu of air transportation and no compensation or substitution will be provided for difference in prize value);
- (ii) One (1) hotel room, double occupancy, at a Indianapolis-area hotel (to be determined by Sponsor in its discretion), for two (2) nights, for Grand Prize Winner and guest; and
- (iii) Two (2) tickets to the CFP National Championship. Grand Prize Winners and guests must comply with all rules and regulations of BCS Properties, LLC d/b/a College Football Playoff, Lucas Oil Stadium, and Sponsor.

Additional Details for Grand Prize:

ARV of Grand Prize: \$ 4,750. Actual value of trip may vary based on point of departure and airfare fluctuations. Any difference between stated ARV and actual value of prize will not be awarded.

All trip/travel arrangements (including, without limitation, selection of the airline, departure and arrival airport, and lodging) are determined by Sponsor in its sole discretion. Trip must be booked at least thirty (30) days in advance of CFP National Championship and travel arrangements are subject to availability. All travel must be completed by December 10, 2021. **Grand Prize Winner must be available to travel on the dates specified by Sponsor (currently January 9, 2022 until January 11, 2022; no alternate travel dates are available.** In the event the winner cannot travel to Indianapolis, IN on the timeline provided, Grand Prize Winner may be disqualified and the prize will be forfeited. The Grand Prize Winner and guest must travel on the same itinerary (on dates specified by Sponsor, which may be subject to change) and are solely responsible for obtaining proper documentation (e.g., valid photo ID) prior to travel. All travel arrangements are subject to availability, blackout dates, and other restrictions. All tickets are subject to terms and conditions of their issuers. Travel must be made through Sponsor’s (or its designee’s) agent, on a carrier of Sponsor’s choice, in seat locations determined by Sponsor.

Winner is responsible for all costs and expenses not expressly provided for above, including, without limitation, all ground transportation, meals and beverages, travel upgrades, baggage fees, incidentals, gratuities, in-room charges (telephone calls, mini-bar, room service, movies, etc.), souvenirs, additional hotel charges and fees, taxes, and other personal expenses incurred during the use of the prize. Winner and guest may be required to provide a valid major credit card or some other acceptable form of payment, as determined in the hotel’s sole discretion before check-in and all damages, charges, telephone calls, meals, beverages, upgrades, amenities, personal incidentals and any other expenses incurred by the winner and/or their guest will be charged to that major valid credit card or deducted from the deposit provided. If the CFP National Championship game or any portion of the prize is canceled or postponed for any reason, Sponsor will have no obligation to award compensation in lieu of such prize. The remainder of the prize may be awarded, and Sponsor

will have no further obligation to the Grand Prize Winners. Grand Prize Winners may not substitute, assign, or transfer any portion of the prize or redeem the prize for cash, but Sponsor reserves the right to substitute a prize (or portion thereof) of comparable or greater value, for any reason, in its sole discretion.

Sponsor is not responsible for any fees or additional charges resulting from a Grand Prize Winner's or guest's change to itinerary or accommodations. Sponsor shall not be responsible for any cancellations, delays, diversions or substitutions, or any act or omissions whatsoever by the air carriers, hotel providers, transportation companies, or any other persons or providing providing any of these services/accommodations/prize portions to passengers including any results thereof such as changes in services or accommodations necessitated by same. Sponsor shall not be liable for any loss or damage to baggage. If the Grand Prize Winner becomes disabled or cannot otherwise fully enjoy the prize due to illness, Sponsor shall have the option at its sole discretion of being relieved of liability for fulfillment of the prize award and no other compensation in lieu of the prize will be awarded. Grand Prize Winner and guest are responsible for obtaining his/her own medical and life insurance and the associated costs. All travel is subject to any and all restrictions instituted by the Department of Defense and/or Department of Homeland Security, as required. If any Grand Prize Winner is eligible, but a minor in his/her state of residence, the travel guest must be the winner's parent or legal guardian. A minor may accompany winner as a travel guest only if the Grand Prize Winner is the minor's parent or legal guardian. Minors must be accompanied at all times during trip (including, but not limited to, in-flight and during game) by minor's parent or legal guardian. Travel guests must sign and return a travel release before any ticketing of travel occurs. Once travel guests are selected, they may not be substituted, except in Sponsor's sole and absolute discretion. Airline tickets are non-refundable/non-transferable and are not valid for upgrades and/or frequent flyer miles. All airline tickets are subject to flight variation, work stoppages, and schedule or route changes. Additional prize award details and travel information to be provided to the winner at the time of notification. Lost, stolen or damaged airline tickets, travel vouchers or certificates will not be replaced or exchanged.

Sponsor is not responsible for any delay or cancellation of prize or any event related thereto due to unforeseen circumstances, or those outside of Sponsor's control. CFP National Championship tickets are subject to the terms, conditions, and restrictions set forth thereon. Grand Prize Winner and guest agree to comply with all applicable venue regulations in connection with Championship game. Sponsor and the applicable venue representatives reserve the right to remove or to deny entry to Grand Prize Winner and his/her guest who engage in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at the game, or in any other objectionable behavior. Location of CFP National Championship ticket seats shall be selected by Sponsor in its sole discretion.

Because COVID-19 is a novel virus, Grand Prize Winner agrees and acknowledges that there is always a risk with travel and Sponsor shall not be responsible for any such risk or outcome. Further, Sponsor is not responsible for any change or difference in the availability of any amenities, offerings, or otherwise when such arises out of our effort to adhere to changes in regulations and protocols with respect to COVID-19, over which we have no control.

For all Sweepstakes prizes:

ALL PRIZES, INCLUDING CHAMPIONSHIP GAME TICKETS, ARE NON-TRANSFERABLE AND FOR PERSONAL, NON-COMMERCIAL USE ONLY. No substitution or transfer of prizes or cash

redemption is permitted. Sponsor reserves the right to substitute a prize (or portion thereof) of comparable or greater value, in its sole discretion. Winners are responsible for the reporting and payment of all federal, state and local taxes (if any) and any other costs and expenses associated with prize acceptance and use not specified in these Official Rules and/or in the applicable entry instructions as being provided. Prizes will be fulfilled within a reasonable time after Sponsor's verification of Winner. All gift cards and promotional codes are subject to the terms and condition of their issuer. All prize details and additional terms, conditions, or eligibility requirements are in Sponsor's discretion.

Total ARV of all Sweepstakes prizes: \$6,250.

5. GENERAL: By entering this Sweepstakes, entrant grants Sweepstakes Entities and their designees the right (but not the obligation), unless prohibited by law, to use their names, user names, cities and states of residences, voices, avatars, pictures and likenesses, and entries without compensation, notification or approval, for the purpose of advertising and publicizing the goods and services of the Sweepstakes Entities and all matters related to the Sweepstakes, in any manner or medium, now or hereafter known, throughout the world in perpetuity. THE SWEEPSTAKES ENTITIES EXPRESSLY DISCLAIM ANY RESPONSIBILITY AND ENTRANTS AGREE TO INDEMNIFY AND HOLD HARMLESS THE SWEEPSTAKES ENTITIES AND THEIR RESPECTIVE EMPLOYEES, OFFICERS, DIRECTORS, SHAREHOLDERS AND AGENTS, FROM AND AGAINST ANY AND ALL CLAIMS, ACTIONS, DEMANDS AND/OR LIABILITIES FOR INJURY/DEATH, DAMAGE OR LOSS TO ANY PERSON OR PROPERTY RELATING TO OR ARISING IN CONNECTION WITH PARTICIPATION IN THIS SWEEPSTAKES (REGARDLESS OF THE CAUSE OF SUCH INJURY OR LOSS), THE DELIVERY AND/OR SUBSEQUENT USE OR MISUSE OF THE PRIZE AWARDED AND/OR PRINTING, DISTRIBUTION OR PRODUCTION ERRORS. WINNER ACKNOWLEDGES THAT THE PRIZE IS AWARDED "AS IS" AND THAT SPONSOR HAS NOT MADE, AND IS NOT IN ANY MANNER RESPONSIBLE OR LIABLE FOR ANY REPRESENTATION, GUARANTEE OR WARRANTY, EXPRESSED OR IMPLIED, IN LAW OR IN FACT, RELATIVE TO ANY PRIZE, INCLUDING, BUT NOT LIMITED TO ITS QUALITY, MECHANICAL CONDITION OR FITNESS FOR A PARTICULAR PURPOSE.

6. DISPUTES:

A. Except where prohibited, entrants agree that: (i) any and all disputes, claims and causes of action arising out of or connected with the Sweepstakes or any prize awarded will be resolved individually, without resort to any form of class action and exclusively by the appropriate court located in Atlanta, GA; (ii) any and all claims, judgments, and awards to entrants will be limited to actual out of pocket costs incurred, including costs associated with participating in this Sweepstakes, but in no event attorneys' fees; and (iii) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental and consequential damages, and any other damages other than for actual out of pocket expense and any and all rights to have damages multiplies or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or entrants' and/or Sponsor's rights and obligations in connection with the Sweepstakes are governed by and construed in accordance with the laws of the State of Georgia, without giving effect to any choice of law or conflict of law rules.

B. In the event of any conflict with any Sweepstakes details contained in these Official Rules and Sweepstakes details contained in sweepstakes materials (including, but not limited to, point of sale, television, radio, and print advertising, promotional packaging, and other promotion media), the details of the Sweepstakes as set forth in these Official Rules shall prevail.

7. PRIVACY POLICY: Any data or information, including personally identifiable information, collected during an entrant's participation in this Sweepstakes will be used by Sponsor, its affiliates, agents, and marketers in accordance with Sponsor's privacy policy, located at <https://clc.com/privacy-policy/>.

8. OFFICIAL RULES OR WINNERS LIST: For a copy of the Official Rules or Winner List (available on or about October 18, 2021, send a self-addressed, stamped envelope to the following address no later than December 31, 2021, (please specify "Official Rules" or "Winners"): 2021 College Colors Day Sweepstakes, Collegiate Licensing Company, LLC, Brand Marketing Division, 1075 Peachtree Street NE, Suite 3300, Atlanta, GA 30309.

9. SPONSOR: Collegiate Licensing Company, LLC, 1075 Peachtree Street, Suite 3300, Atlanta, GA 30309.

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