

## Official Rules for the Coach Snoop Promotion

### No Purchase Necessary. A Purchase Will Not Increase Your Chances of Winning.

1. **Eligibility:** The Promotion is open to all high schools with football teams in the United States and Puerto Rico.
2. **Sponsors:** The Promotion is sponsored by Eastbay, Inc., 111 South 1<sup>st</sup> Avenue, Wausau, WI 54401 and adidas America, Inc., 5055 N. Greeley Ave., Portland, OR 97217 (“Sponsors”).
3. **Nominations:** Between 12:00 AM ET on November 16, 2015 and 11:59 PM ET on November 22, 2015, U.S. residents who are at least thirteen (13) years old will be able to nominate their favorite school by filling out the form on [www.eastbay.com/threestripes](http://www.eastbay.com/threestripes). There is a limit of one (1) nomination per person.
4. **Voting:** Each school that is nominated will receive its own unique hashtag. Between 12:00 AM ET on November 25, 2015 and 11:59 PM ET on December 1, 2015, members of the public will be able to vote for their favorite school on Twitter by posting a tweet using the school’s hashtag and tagging @Eastbay. There is a limit of one (1) vote per person every four (4) hours. Sponsors, in their sole discretion, reserve the right to reject any votes in excess of this limit or votes obtained through fraudulent or inappropriate means.
5. **Communication with Schools:** On or about December 3, 2015, Sponsors will contact the ten (10) schools who received the most votes, and ask them if they would like to continue to the next stage of the Promotion. To continue, the schools must respond within four (4) days and agree to these Official Rules. If a school declines to participate or does not respond on time, Sponsors may contact an alternate school, based on the votes.
6. **Video Submissions:** Each school selected will be invited to submit a video between 0:30 and 1:00 in length which explains why the school deserves to win the Grand Prize (the “Video”).
  - (a) **Video Requirements:** Please make sure your Video does not: (i) violate anyone’s rights, including, but not limited to, copyrights, trademark rights, or rights of publicity; (ii) portray Sponsors or their products/services in a negative light; or (iii) contain any content that is inappropriate or indecent, as determined by Sponsors, in their sole discretion.
  - (b) **Video Submission:** Schools may submit their Videos on Twitter by using their unique hashtag and tagging @Eastbay. Alternately, schools may send their video via e-mail to [eastbaysweepstakes@eastbay.com](mailto:eastbaysweepstakes@eastbay.com). Either way, Videos must be received by 11:59 PM ET on December 20, 2015 to be eligible.
  - (c) **Representations and Warranties:** By entering, you represent and warrant that:
    - (a) the Video is an original work;
    - (b) you own all rights to the Video;
    - (c) the

Video does not violate any third party's rights; and (d) you have permission from each person in the Video or (if a person is a minor) from his/her parent or legal guardian to grant the rights to Sponsor described in the "Sponsor's Rights to Videos" section below, and you can make written copies of such permissions available to Sponsors upon request.

- (d) **Sponsors' Rights to Videos:** You do not transfer ownership of your Video by submitting. However, by submitting a Video, you grant Sponsors, their agents, licensees, and assigns an irrevocable, perpetual (non-exclusive) right and permission to reproduce, encode, store, copy, transmit, publish, post, broadcast, display, publicly perform, adapt, modify, create derivative works of, exhibit, and otherwise use the Video as-is or as-edited in any media throughout the world for any purpose, without limitation, and without additional review, compensation, or approval from you.

7. **Judging:** On or about January 8, 2016, Sponsors and Snoop Dogg will evaluate all Videos based on the following Judging Criteria: (a) Visibility and Framing of the Video (25 points); (b) originality/creativity (25 Points); (c) team/school style (25 Points); and (d) meaningful reason why their school deserves to win (25 Points).

8. **Prizes:**

- (a) **First Prize:** One (1) First Prize winner will receive up to 150 of the following items, designed by Snoop Dogg, for each member of the school's football team. Verification of roster size will be necessary to receive the prize.

Item	Approximate Retail Value ("ARV")
Custom Primeknit Jerseys	\$200
Blank Primeknit Pant	\$100
Gunshow Sublimated Base Layer	\$60
Team Speed Socks	\$15
Adizero Gloves	\$50

The maximum ARV of the First Prize is \$63,750.

- (b) **Second Prizes:** Nine (9) Second Prize winners will each receive up to 150 of the following items for each member of the school's football team. Verification of roster size will be necessary to receive the prize.

Item	ARV
Graphic Tee	\$25
Graphic Fitted Hat	\$26
Team Speed Socks	\$15

The maximum ARV of each Second Prize is \$9,900.

Maximum ARV for all prizes: \$152,850

- (c) **For all Prizes:** A winner is responsible for paying any applicable income taxes and any and all other costs and expenses not listed above. Any prize details not specified above will be determined by Sponsors, in their sole discretion. A prize may not be transferred and must be accepted as awarded. A winner may not request cash or a substitute prize; however, Sponsors reserve the right to substitute a prize with another prize of equal or greater value if the prize is not available for any reason, as determined by Sponsors, in their sole discretion.
9. **General Conditions:** In the event that the operation, security, or administration of the Promotion is impaired in any way, Sponsors may, in its sole discretion, either: (a) suspend the Promotion to address the impairment and then resume the Promotion; or (b) award the prizes based on the Judging Criteria. Sponsors reserve the right, in their sole discretion, to disqualify and seek damages from any individual who tampers with the operation of the Promotion, violates these Official Rules, or acts in a disruptive or unsportsmanlike manner. Sponsors' failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Proof of sending any communication to Sponsors by mail shall not be deemed proof of receipt of that communication. The Promotion is subject to federal, state, and local laws and regulations and is void where prohibited.
10. **Release and Limitations of Liability:** By participating in the Promotion, you agree to release and hold harmless Sponsors, their respective parents, subsidiaries, affiliates, and each of their respective officers, directors, employees, and agents (the "Released Parties") from and against any claim or cause of action arising out of participation in the Promotion or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Promotion; (b) technical errors; (c) printing errors; (d) lost, late, postage-due, misdirected, or undeliverable mail; (e) errors in the administration of the Promotion or the processing of entries; or (f) injury or damage to persons or property. 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 Promotion, and in no event shall the Released Parties be liable for attorney's fees. You waive the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.
11. **Disputes:** You agree that any and all disputes, claims and causes of action arising out of, or connected with, the Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in New York. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, your rights and obligations, or the rights and obligations of Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of New York, without giving effect to any choice of law or conflict of law rules (whether of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than New York.