

## CHARLOTTE PRIDE “FACE OF PRIDE” SOCIAL MEDIA PHOTO CONTEST OFFICIAL RULES

July 16, 2014

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No Purchase Necessary to Enter or to Win.

1. Eligibility: The Charlotte Pride “Face of Pride” Social Media Photo Contest (the “Contest”) is open to legal residents of the 50 United States and the District of Columbia who are 18 years of age or older and who are members of Facebook, Twitter or Instagram social networks and have access to the networks’ websites via a computer and/or applications downloaded on their mobile smart device (“Device”) as of date of entry. Void where restricted or prohibited, and subject to all federal, state, and local laws.

2. Contest Period: The Contest begins on July 28, 2014 at 12:00 a.m. Eastern Time (“ET”) and ends on August 8, 2014 at 5:00 p.m. ET (the “Entry Period”).

3. How to Enter: NO PURCHASE NECESSARY. Before entering the Contest, the “Photos Are Private” option in your Instagram account settings must be set to “OFF.” Similarly, photo and other applicable profile settings on Facebook and Twitter must be set to public. To enter the Contest, you must be following Charlotte Pride on Facebook, Twitter and/or Facebook ([instagram.com/cltpride](https://www.instagram.com/cltpride); [twitter.com/cltpride](https://twitter.com/cltpride); [facebook.com/cltpride](https://www.facebook.com/cltpride)). During the Entry Period, (i) pick one of your original photos that you think captures the “essence of pride” (**NOTE: PHOTO MUST BE HEADSHOT ONLY**); (ii) follow the online instructions to upload your photo to Facebook, Twitter and/or Instagram; and (iii) tag your photo with the hashtag #CLTPrideFaces (iv) enter a caption explaining why you should be the Face of Pride.

You may only enter one photo. Photos and captions must be uploaded in accordance with the Instagram, Facebook and Twitter Terms of Use. Each uploaded photo and caption will be counted as one (1) “Entry” and is subject to the requirements outlined below. All Entries must be complete and received before the end of the Entry Period to be eligible. Entries may only be submitted by a single registered Instagram, Facebook and/or Twitter user. Group submissions are not permissible. Multiple entrants are not permitted to share the same Device or email address. Use of computer programs and/or other automated devices to enter the Contest is prohibited. Normal internet access and Device usage charges imposed by your on-line service will apply.

4. Entry Requirements: ANY ENTRY DEEMED INAPPROPRIATE OR UNSUITABLE, IN CHARLOTTE PRIDE’S SOLE DISCRETION, WILL BE DISQUALIFIED.

\* Entries must be the original work of entrant and entrant must have all right to use the photo

\* Entrant is required to be depicted in the Entry photo

\* Entries must not contain material that is inappropriate, indecent, contain profanity, nudity, sexual content; hateful content of any kind; content that promotes violence or harm to another living creature; or any other offensive content (as determined by Sponsor in its sole discretion)

\* Entries must not contain material that promotes alcohol, illegal drugs, tobacco, firearms/ weapons (or the use of any of the foregoing) or promotes any activities that may appear unsafe or dangerous

\* Entries must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation, gender identity/expression or age

\* Entries must not contain advertisements, personal or commercial solicitations; or promote any political agenda or party

\* Entries must not include any trademarks, logos, or copyrighted materials, other than Sponsor related materials, or advertise or promote any brand or product owned by any entity other than Sponsor

\* Entries must not contain materials embodying the names, likenesses, photographs, or other identifying elements of any person (other than entrant), including, without limitation, celebrities and/or other public or private figures, living or dead, without express written permission from the person or persons (or their estate) depicted in the Entry

\* Entries must be in keeping with Charlotte Pride's image and not contain any material that could reflect negatively on the name, reputation, or goodwill of Charlotte Pride.

\* Entries must not violate or encourage the violation of any law, rule or regulation

5. Winning Photo Selection and Notification: Entries will be judged by representatives of Charlotte Pride and the artist. At the end of the Entry Period, one (1) entrant will be selected among all eligible Entries received to become the Face of Pride in the artist's finished work:

\* Style and creativity- 45%

\* Relevancy to and incorporation of Charlotte Pride in your caption - 45%

\* Photo clarity and quality- 10%

Winner will be notified by Charlotte Pride via comment to their winning Instagram, Facebook, or Twitter photo and given instructions on how to contact Charlotte Pride through email for additional instructions. The winner must reply to the winner notification from Charlotte Pride and include the mailing address and email address of the winner within forty-eight (48) hours. If a winner is not reachable at the address or e-mail address provided and a forwarding mailing address or e-mail address is not made available or if winning notification is returned as undeliverable, then that entry will be forfeited and an alternate winner may be selected. Determinations made by Charlotte Pride are final on all matters relating to the Contest.

6. Prizes: One (1) winner will be selected for the contest. The winner's photo will be used as the basis for a public work of art. No substitution or transfer of prize permitted except at the sole discretion of Charlotte Pride.

7. General Rules: By entering the Contest, entrant grants Charlotte Pride a worldwide, royalty free, non-exclusive right and license to copy, distribute and display each submitted Entry and use each Entry in any manner including promotional, advertising, marketing, publicity and commercial uses without any further notice or payment to entrant (except where prohibited by law). Entrant represents and warrants that its Entry does not and will not infringe on any copyright or trademark or any other third-party right or violate any applicable law or regulation, including any right to privacy or publicity. In the event of a dispute regarding the identity of the person submitting an Entry, the Entry will be deemed submitted by the person in whose name the identified Instagram, Facebook and/or Twitter account was registered. Charlotte Pride will send the winner an affidavit of eligibility and publicity release and the winner will be required to sign and return via email an Affidavit of Eligibility and Liability and Publicity Release (where legal) within three (3) days of notification before the prize is awarded. If the winner fails to return the affidavit of eligibility within three (3) days or if the winner is ineligible, the prize will be forfeited and an alternate winner may be selected from all eligible Entries received. By participating in this Contest, entrants agree to be bound by these Official Rules and the decisions of Charlotte Pride. Charlotte Pride is not responsible for technical, hardware, software or telephone malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by the user or by any of the equipment or programming associated with or utilized in this Contest or by any human error which may occur in the processing of entries in this Contest. Charlotte Pride reserves the right in its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or the operation of the Contest; violates these Official Rules; or acts in an un-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Charlotte Pride reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Contest if it is not capable of running as planned, including, but not limited to, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures or any other problems beyond the control of Charlotte Pride and award the prize from among all eligible Entries received prior to cancellation. Charlotte Pride will have no liability or responsibility whatsoever, and will be held harmless by entrant, for any claim or liability for any bodily injury, loss, cost or damages of any kind to persons, including death and property, damages sustained due in whole or in part, directly or indirectly, from the creation of an Entry including any and all claims for copyright infringement, invasion of privacy, violation of the right of publicity or defamation, the acceptance, possession, use or misuse of the prize or parts thereof, if applicable, or participation in the Contest or participation in any Contest or related activity. Winner assumes all liability for any injury or damage caused, or claimed to be caused including computer malfunction, by participation in this Contest or by use or redemption of any prize or by any related activities. Acceptance of the prize or parts thereof constitutes permission to use winner's name and likenesses for promotional purposes without further compensation except where prohibited by law. Except as otherwise provided herein for the use of certain winner information, personal information collected from each entrant will only be used by Charlotte Pride for the purpose of administration of the Contest.

8. Jurisdiction: The Contest shall be governed by and interpreted in accordance with the laws of the State of North Carolina applicable to promotions fully carried out within North Carolina. Except where prohibited by law there shall be no judgment, claims or awards and winner hereby waives all rights to claim punitive, incidental and consequential damages and

any other damages (including attorney's fees). The prize winner acknowledges that no other party nor any agent or attorney of any other party has made any promise, representation or warranty whatsoever, express or implied, not contained herein concerning the subject matter hereof, to induce the winner to execute any document and the winner acknowledges that he or she has not executed any document in reliance on any such promise, representation or warranty not contained herein.

9. Winner's Announcement: The name of the prize winner may be obtained by sending a self-addressed stamped envelope to: Charlotte Pride #CltPrideFaces Contest, P.O. Box 32362, Charlotte, NC 28232

10. The Contest is not sponsored, endorsed or administered by Instagram, Facebook or Twitter.