

2020 American Family Insurance #DreamFearlessly Fan Vote Contest Official Rules

THESE OFFICIAL RULES ARE A CONTRACT—READ THEM CAREFULLY BEFORE ENTERING. WITHOUT LIMITATION, THIS CONTRACT INCLUDES A RELEASE AND LICENSE FROM YOU, AND A LIMITATION OF CERTAIN OF YOUR RIGHTS AND REMEDIES. THIS CONTEST IS VOID WHERE PROHIBITED.

NO PURCHASE IS NECESSARY TO ENTER OR WIN. No purchase, payment, quote or fee is necessary to enter the 2020 American Family Insurance “#DreamFearlessly Fan Vote Contest” (the “Contest”). A purchase, payment, or quote will not increase your chances of winning. Requesting information about insurance products or services will not increase the chances of winning. The Contest is no way sponsored, endorsed, administered by, or associated with Facebook, Inc. (“Facebook”), YouTube, LLC (“YouTube”), Twitter Inc. (“Twitter”), or Instagram, LLC (“Instagram”).

SPONSOR: American Family Mutual Insurance Company S.I., 6000 American Parkway, Madison, Wisconsin 53783.

ADMINISTRATOR: Intersport, Inc., 303 E. Wacker, Suite 2200, Chicago, Illinois 60601.

CONTEST VOTING PERIOD: The Contest starts on February 11, 2020 at 12:00 PM Central Time and ends on March 13, 2020 at 11:59 AM Central Time (the “Contest Voting Period”).

I. RULES FOR PARTICIPATING

ELIGIBILITY: The potential participants in the Contest are determined by Administrator, in conjunction with Sponsor, and must be current high school students in good standing who are on track to graduate at the end of the 2019-2020 academic school year or otherwise have completed their high school basketball career or exhausted their eligibility, sixteen (16) years of age or older (with parent or legal guardian consents where necessary), and legal residents of the forty-eight (48) contiguous United States and the District of Columbia. Employees of Sponsor, Administrator, CBS, Inc. (“CBS”), and their respective parents, subsidiaries, affiliates, promotion and advertising agencies, members of their immediate family (spouses, parents, children, and siblings and their respective spouses, regardless of where they reside), and persons living in the same household, of such employees (whether or not related), are NOT eligible to participate. Void where prohibited by law. The Contest is subject to all applicable federal, state, and local laws.

OPTIONAL COMMERCIAL COMMUNICATIONS:

For Entrants: Entrants have the option on the entry form to receive commercial communications from Sponsor, however, choosing to receive such communications is not

necessary to enter or win. If, at any time, entrants no longer wish to receive promotional emails from Sponsor entrants may go to Sponsor's privacy policy posted at <https://www.amfam.com/privacy-security> and follow the procedures indicated.

For Voters: Voters over the age of 21 seeking to vote in the Contest will be required to register with the Contest's website, which will collect voter data to be shared with Sponsor for follow up communications from Sponsor. Voters have the option as part of the registration process to receive commercial communications from Sponsor, however, choosing to receive such communications is not necessary to register to vote the Contest. If, at any time, a voter no longer wishes to receive promotional emails from Sponsor, that voter may go to Sponsor's privacy policy posted at <https://www.amfam.com/privacy-security> and follow the procedures indicated.

COMPLETING ENTRY: To complete the entry procedure as a participant in the Contest, potential participants must complete the following by February 7, 2020:

1. Return a properly signed copy (by parent or legal guardian where necessary) of these Official Rules to Administrator;
2. Post a video of your basketball highlights from the applicable category (slam dunk, boys' three-point, or girls' three-point) on youtube.com that complies with the entry terms below and provide a link via email to the highlight video to Administrator;
3. Reply via email to Administrator to the question, "What is your basketball dream?";
4. Complete the participant release and other documentation provided by Administrator; and
5. Provide Administrator with a headshot that is cleared for use in the online competition.

BINDING AGREEMENT: In order to enter the Sweepstakes as a participant, you must agree to these Official Rules (these "**Official Rules**"). These Official Rules consist of: (i) the terms and conditions outlined herein; (ii) an entry form; and (iii) a parental consent form (collectively, "**Contest Materials**"). If you are a minor, you must obtain the prior permission of your parent and/or legal guardian, who must agree to these Official Rules on his/her and your behalf before you can enter the Contest. Because these Official Rules form a legally binding agreement with respect to the Contest, please read them carefully. If you do not agree to these Official Rules, you are not eligible to participate in the Contest or to win any of the prizes. You agree that registration for the Contest and/or a submission of an entry in the Contest constitutes your agreement to these Official Rules.

REQUIREMENTS OF ENTRY VIDEOS: Entry videos may not contain, as determined by Administrator, in its sole discretion, any content that:

- defames, misrepresents or contains disparaging remarks about other people or companies;
- contains trademarks, logos, or trade dress (such as distinctive packaging, uniforms or building exteriors/interiors) owned by others, without permission; contains any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses;
- contains copyrighted materials owned by others (including commercial music, photographs, proprietary game footage, sculptures, paintings, and other works of art or

images published on or in websites, television, movies or other media), without permission;

- contains materials embodying the names, likenesses, voices, or other indicia identifying any person, including, without limitation, celebrities and/or other public or private figures, living or dead, without permission;
- contains look-alikes of celebrities or other public or private figures, living or dead;
- communicates messages or images inconsistent with the positive images and/or good will to which we wish to associate;
- promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); promotes any activities that may appear unsafe or dangerous; promotes any particular political agenda or message;
- is obscene or offensive; endorses any form of hate or hate group; or
- violates any law.

Entry videos must not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity. If the entry video contains any material(s) or element(s) that are not owned by the participant, and/or which are subject to the rights of third parties, the participant is responsible for obtaining, prior to submission of the entry video, any and all releases and consents necessary to permit the use and exhibition of the entry video by Sponsor and/or Administrator in the manner set forth in these Official Rules, including, without limitation, name and likeness permissions from any person who appears in or is identifiable in the entry video, necessary music licenses, etc. Administrator reserves the right to request proof of these permissions in a form acceptable to Administrator from any participant at any time. By submitting an entry video, participant warrants and represents that he/she and any persons appearing or who are identifiable in the entry video consent to the submission and use of the entry video in the Contest and to its use as otherwise set forth herein.

By submitting an entry video, participant acknowledges and agrees that Sponsor and Administrator shall have the right to edit or alter the entry video in any manner that Administrator deems necessary in its sole discretion, including, without limitation, replacing or editing out commercial music, adding content or text regarding the official Contest information and directions for the Contest Voting Period and/or adding any other elements.

By submitting an Entry video, participant hereby grants permission for the entry video to be posted on www.amfam.com/fanvoter or other websites. Participant agrees that Released Parties (as defined below) are not responsible for any unauthorized use of the entry video by third parties. All entries will become the property of Administrator and Sponsor, and will not be returned to participants.

Proof of submitting a device entry or online entry is not considered proof of delivery or receipt by Administrator or Sponsor.

In the event of a dispute over who submitted a winning Entry, the authorized subscriber of the e-mail account used to create the video on Youtube and, therefore, participate in the Contest at the actual time of entry, will be deemed to be the entrant. The authorized account subscriber is defined for online entries as the natural person who is assigned an e-mail address by an Internet

access provider, online service provider or other organization (e.g. business, education, institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Proof of submitting a device entry or online entry is not considered proof of delivery or receipt by the Administrator or Sponsor.

SELECTION OF PLAYERS: Prior to the Contest Voting Period, based on their judging criteria, in their sole discretion, a committee of independent judges compiled by Sponsor and Administrator will determine sixteen (16) finalists from all possible participants in each of three (3) categories. The committee shall select finalists based upon their demonstrated skillset, statistics throughout their high school career, character, and leadership qualities. Administrator will screen each potential Player (as defined below) for eligibility prior to the Contest Voting Period. Sixteen (16) finalists deemed eligible by Administrator shall be selected to participate in the slam dunk bracket of the Contest (the “**Dunkers**”), sixteen (16) finalists deemed eligible by Administrator shall be selected to participate in the girls’ three-point bracket of the Contest (the “**Girls Shooters**”), and sixteen (16) finalists deemed eligible by Administrator shall be selected to participate in the boys’ three-point bracket of the Contest (the “**Boys Shooters**,” and collectively with the Dunkers and the Girls Shooters, the “**Players**”). During the Contest Voting Period, the Players will be voted on by the public at www.amfam.com/fanvote (the “**Website**”) in three (3) bracket-style competitions featuring a profile and highlight reel for each Player.

CONTEST PROCESS: During the Contest Voting Period, Players will be voted on by the public on the Website in three (3) bracket-style competitions – one (1) for the Dunkers, one (1) for the Girls Shooters, and one (1) for the Boys Shooters – featuring a profile and highlight reel for each Player. All profiles and highlight reels are property of Sponsor and will not be returned. Voters (as defined below) can vote up to once per device per calendar day for each head-to-head bracket match-up via the Website. The one (1) Player with the highest number of valid votes in each head-to-head bracket match-up will advance to the next round, as further detailed below. The one (1) Player from each of the three (3) brackets receiving the highest number of valid votes in the final head-to-head bracket match-up will be deemed a “Grand Prize Winner” (for a total of three (3) total Grand Prize Winners for the Contest) and will receive an invitation to receive a roster spot at the applicable portion of the 2020 American Family Insurance High School Slam Dunk & 3-Point Championships currently scheduled to take place on April 3, 2020 in Atlanta, Georgia (the “**Event**”), subject to verification of eligibility by Administrator. Administrator reserves the right to choose fewer than three (3) Grand Prize Winners or choose alternative Grand Prize Winners if, in its sole discretion, it determines that there are voting irregularities or other unsportsmanlike conduct on the part of Players or Voters. Grand Prize awards are subject to Grand Prize Winners’ acceptance of the invitation, verification of eligibility, completion of necessary releases and related forms for acceptance of the Grand Prize, and compliance with these Official Rules.

SPIRIT OF THE CONTEST: The spirit of the Contest is fair competition and good sportsmanship. Sponsor and Administrator expect Voters, Players, and their supporters to act accordingly. Sponsor and Administrator are looking for Players who want to participate in the Contest and win it the “right way” through fair-play and drumming up voting support in their schools and communities. However, using unsportsmanlike means to get votes including, but not limited to, the following will be deemed inappropriate and is expressly prohibited:

- payment for votes through online or other vote generating services;
- offer of giveaways or any other incentives for votes, or encouraging or knowingly allowing others to provide incentives for votes – which may include, but is not limited to, rewarding voters with merchandise, event tickets, services, autographs, or social, media likes, follows or similar; use of scripts, macros, bots, or any automated system to vote or with the intent to impair the integrity of the voting process during any Voting Period;
- voting through any means with the intent to impair the integrity of the voting process;
- disparaging or harassing conduct related to Players or Voters in person and/or on social media; and
- any other fraudulent, inappropriate, or unsportsmanlike conduct as determined in Administrator’s sole and absolute discretion.

Votes generated by any means that subvert these Official Rules or the spirit of the Contest may be declared void in the sole and absolute discretion of Administrator. Players/entrants deemed to have violated the spirit of the Contest, as determined in Administrator’s sole and absolute discretion, may be disqualified. Decisions by Administrator are final and binding on all matters relating to the Contest. By agreeing to participate in the Contest and Contest Voting Period, each Player and Voter agrees to abide by Administrator’s decisions and waives any and all claims (brought directly or on their behalf) arising out of Administrator’s decisions related to the Contest.

WINNER NOTIFICATION: Each potential Grand Prize Winner will be notified by telephone, via social media, or by email. Grand Prize Winners (or the parent or legal guardian of a Grand Prize Winner if such winner is under the age of majority in his or her state of residence) and accompanying parent or legal guardian (“**Guardian**”) as detailed below, if applicable, will be required to execute and return, an Affidavit of Eligibility, a Liability and Publicity Release (except where prohibited by law), an Assignment of Rights, or a single document that includes these elements, and any other documents required by Administrator within two (2) business days of the date appearing on prize notification. Each Grand Prize Winner must also agree to follow all standard rules and regulations relating to their participation in the Event or they may be removed from the Event and no additional or alternative compensation or prizing will be provided. Return of prize notification as undeliverable, failure to sign and return requested documentation within the specified time period, the inability of Administrator to contact a potential Grand Prize Winner within a reasonable time period, or noncompliance with these Official Rules by any potential Grand Prize Winner will result in disqualification and, at Administrator’s sole and absolute discretion, the opportunity to be a potential Grand Prize Winner may be awarded to a runner-up Player and Guardian.

GRAND PRIZES (3): A two (2) day/one (1) night trip to Atlanta, Georgia in connection with the Event where the winning Dunker, Girls Shooter, and Boys Shooter will have the opportunity to participate in the applicable portion of the Event. Details of the Grand Prize Winners’ participation in the Event will be determined in the sole discretion of Sponsor, the Event’s coaching and training staff and Administrator. Each Grand Prize Winner will also have the opportunity to offer to a Guardian the same two (2) day/one (1) night trip to Atlanta, Georgia in connection with the Event. The Guardian must accept the terms of these Official Rules and complete all required eligibility documents.

Each Grand Prize Winner's prize will include roundtrip, coach class air transportation from a major U.S. gateway airport in the forty-eight (48) contiguous United States or the District of Columbia nearest the Grand Prize Winner's residence to Atlanta, Georgia, one (1) night of standard hotel accommodations (one room, double occupancy, and all room taxes), and necessary ground transportation in Atlanta, Georgia for participation in the Event and related official event activities, official event gear and merchandise, organized Event participant meals, and participation in the events and media production around the Event. Ground transportation to and from Grand Prize Winner's home airport is not included. If a Grand Prize Winner resides within a one hundred (100) mile radius of Atlanta, Georgia, ground transportation will be provided in lieu of air transportation and no compensation, cash value or substitution will be provided with respect to any of these prize elements. The approximate retail value ("ARV") of each Grand Prize Winner's prize is One Thousand Six Hundred US Dollars (\$1,600).

The Guardian for each Grand Prize Winner, once determined eligible in accordance with these Official Rules, will receive roundtrip, coach class air transportation from a major U.S. gateway airport in the forty-eight (48) contiguous United States or the District of Columbia nearest the Guardian's residence to Atlanta, Georgia, one (1) night of standard hotel accommodations (one room, single occupancy, and all room taxes), and necessary ground transportation in Atlanta, Georgia. Ground transportation to and from a Guardian's home airport is not included. If a Guardian resides within a one hundred (100) mile radius of Atlanta, Georgia, ground transportation will be provided in lieu of air transportation and no compensation, cash value or substitution will be provided with respect to any element of the Guardian's trip. The ARV of each Guardian's trip is One Thousand US Dollars (\$1,000).

The total estimated value of all prizes which may be awarded in the Contest is Seven Thousand Eight Hundred US Dollars (\$7,800). Actual value of the prizes may vary based on Grand Prize Winner's and Guardian's residence, points of departure, and fares at time of travel. Any difference between stated value and actual value will not be awarded. The trips must be taken on dates specified by Administrator. Each Grand Prize Winner and Guardian must have completed all required paperwork, including an Affidavit of Eligibility, a Liability and Publicity Release (except where prohibited by law), an Assignment of Rights, or a single document that includes these elements, and any additional documents as required, agree to participate in the Event, and each Grand Prize Winner and Guardian must agree to participate in any media or recordings related to the Contest and the Event. Failure to comply with the foregoing may result in forfeiture of the prizes, in which case Sponsor and Administrator will have no further obligation to such Grand Prize Winner or Guardian and may award the prize to an alternative winner. Sponsor and Administrator reserve the right to change the dates of any phase of the Contest or the Event in their discretion. Travel must be booked through Administrator's agent on a carrier of Administrator's choice.

All federal, state, and local taxes and all other costs associated with prize acceptance and use not specified herein as being provided, including transportation to and from the home airports, hotel incidentals, additional unspecified transportation, meals (aside from official participant meals), souvenirs, gratuities, and luggage fees are the sole responsibility of the Grand Prize Winner or Guardian taking the trip. An IRS Form 1099 may be issued in the name of each Grand Prize Winner for the actual value of the prize received. In the event a Grand Prize Winner or his or her

Guardian engage in behavior that (as determined by Sponsor and Administrator in their sole discretion) is inappropriate, threatening, illegal, or that is intended to annoy, abuse, threaten, or harass any other person or which violates the terms or the spirit of these Official Rules, Sponsor and Administrator reserve the right to immediately terminate the use of the Grand Prize by that person, in whole or in part, and send the affected Grand Prize Winner and his or her Guardian home with no further compensation. Neither Sponsor nor Administrator shall be responsible for damages, losses, or injury resulting from acceptance or use of the Grand Prize elements. The Grand Prizes are awarded “as is” with no warranty or guarantee, either express or implied, by the Released Parties (defined below). Grand Prize Winners and Guardians may not substitute, assign, or transfer their prize or redeem any prize element for cash, but Sponsor and Administrator reserve the right, at their sole discretion, to substitute the prize (or any portion thereof) with one of comparable or greater value. All prize details are at Sponsor’s and Administrator’s sole and absolute discretion.

If a Grand Prize Winner is not available or eligible to travel on the dates specified, Sponsor and Administrator may, in their sole discretion, terminate the Grand Prize of such Grand Prize Winner, and an alternate Grand Prize Winner may be selected from the remaining eligible Players in Administrator’s and Sponsor’s sole discretion. If Guardian is not available or eligible to travel on the dates specified, no Guardian trip shall be provided, and no replacement prize or cash equivalent will be provided.

Travel restrictions, conditions, and limitations may apply. Travel arrangements are subject to availability and must be roundtrip. Sponsor and Administrator shall not be responsible for any cancellations, delays, diversions, substitutions, or any act or omissions whatsoever by the air carriers, hotels, other transportation companies, or any other persons providing any of these services and accommodations necessitated by same. Sponsor and Administrator shall not be liable for any loss or damage to any Grand Prize Winner’s or Guardian’s baggage. All travel dates are subject to change in the Sponsor’s and the Administrator’s discretion. If for any reason the Event is delayed, cancelled, or postponed, Sponsor and Administrator reserve the right, but are not obligated, to cancel or modify the Contest in their sole and absolute discretion and may award a substitute prize of equal or greater value, which may include, but is not limited to, a cash prize equivalent to the ARV of the trip portion of the Prize as set forth in these Official Rules

Each Grand Prize Winner and Guardian are solely responsible for obtaining any and all necessary travel documents (including, but not limited to, valid photo identification, credit card, etc.) before departure. Sponsor and Administrator will not be responsible for any failure by a Grand Prize Winner or Guardian to attend the events described herein due to flight or travel mishaps or delays. The Event dates and times are determined in the sole discretion of those entities responsible as hosts of the Event, as applicable, and may be subject to change. Sponsor and Administrator will not be responsible for Acts of God, acts of terrorism, civil disturbances, work stoppage, or any other natural disaster outside their control that may cause the cancellation or rescheduling of the Event.

GENERAL CONDITIONS: By participating in the Contest, each Player (and parent or legal guardian for any minor Players) agrees: (a) to abide by the terms and spirit of these Official Rules and the decisions of Sponsor, Administrator, and any judges of the Contest, which shall be

final and binding in all respects relating to the Contest and acceptance and use of the Grand Prizes; (b) to release, discharge and hold harmless Facebook, YouTube, Twitter, Instagram, Sponsor, Administrator, CBS, other sponsors of the Event, the venue of the Event, and third parties responsible for execution of the Event, and their respective parents, affiliates, contractors, subsidiaries, and advertising and promotion agencies, and the respective officers, directors, shareholders, employees, agents, and representatives of the foregoing (collectively, the “**Released Parties**”) from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from participation in the Contest or any Contest-related activity or the acceptance, possession, use, or misuse of any awarded prize including any travel or any activity related thereto; and (c) to the grant of rights to Licensees (as defined and detailed below).

By participating in the Contest, each Player acknowledges that the Event may include physical activities including, but not limited to, the following: running, passing, dribbling, shooting, jumping, body contact, and other basketball activities (the “**Activities**”). Each Player must warrant that they are physically fit and, if determined as a Grand Prize Winner, fully able to participate in the Activities and the Event and have not been advised to avoid the Activities by a medical practitioner. Furthermore, each Player must have health, accident, and liability insurance to cover any bodily injury or property damage which they may suffer while participating in the Event and the Activities (if determined as a Grand Prize Winner). If a Grand Prize Winner does not have insurance as described above, he or she agrees to bear the costs of any injury or damage to themselves and in no event will Released Parties be liable for such costs.

By participating in the Contest, each Player agrees and acknowledges that substantial swings in voting may occur during the Contest Voting Period without participants having violated these Official Rules.

By participating in the Contest, each Player further agrees that in the event Administrator, Sponsor, or CBS requests that such Player removes any publicity or other materials relating to the Player’s participation in the Contest or the Event, if applicable, from digital or social media or otherwise broadcast to the public, such Player will promptly comply with such requests.

By participating in the Contest, each Player (and parent or legal guardian for any minor Players) irrevocably grants to Administrator, Sponsor, CBS, their production partners related to the Contest and the Event, and their respective affiliates, agents, owners, officers, employees, vendors, sponsors, parent companies, their licensees, designees, successors, assigns and all other persons or entities acting in any capacity on their behalf (collectively, “**Licensees**”) all necessary rights to include Player’s and Guardian’s name, voice, picture, portrait, likeness, and all statements and/or performances they may give and any footage taken at the Event, and make audio and video recordings of the Player and Guardian, photograph the Player and Guardian, and record the Player’s and Guardian’s voice, conversation, and any performance he or she gives (including any musical compositions) and agrees that Licensees shall be exclusive owners of the results and proceeds of such taping, photography, and recording (collectively “**Content**”) with all rights including, but not limited to the right of publicity, throughout the world via all media (now known or subsequently developed) in perpetuity for all purposes including programming, advertising, publicity, and promotional purposes without compensation (unless prohibited by

law) or additional consents from the Player, Guardian or any third party and without prior notice, approval, or inspection. For the avoidance of doubt, each Player (and parent or legal guardian for any minor Players) and Guardian further agrees that Licensees have an unlimited right to use Content in perpetuity in association with media related to the Contest and the Event and related promotions, to copyright, to use and to license others to use, in any manner, all or any portion thereof or of a reproduction thereof without payment or any additional compensation to any Player, Guardian, or any third party or parties. Each Player (and parent or legal guardian for any minor Players) and Guardian expressly waives any and all moral rights in connection with Content. By participating, each Player and Guardian also agrees not to release any publicity or other materials on their own or through someone else regarding their participation in the Contest without the prior consent of Administrator, which may be withheld in the sole discretion of Administrator.

No payments or compensations are, or will be, due to the Players or any Guardian arising out of the grants of rights set forth herein and/or their participation. Nothing herein will constitute any obligation on the part of the Licensees to use any of the above rights. For any Player who is a minor at the time of participation in the Contest or the Event, grants of rights or other legal obligations set forth herein shall be deemed to be undertaken by the applicable Player's parent or legal guardian with authority to legally bind such Player.

MISCELLANEOUS: Released Parties are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered, or garbled profile, highlight reel or other Player materials (“**Materials**”) or communications received prior to pre-determining the eligible Players, nor for lost, interrupted or unavailable network, server, internet service provider, Website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing, or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the tabulation of votes, the announcement of the prizes, the incorrect uploading of the video or in any Materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by Website users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. Released Parties are not responsible for injury or damage to any person's computer related to or resulting from participating and voting in the Contest or downloading materials from or use of the Website. Persons who tamper with or abuse any aspect of the Contest or the Website, who act in an unsportsmanlike or disruptive manner, or who are in violation of these Official Rules, as solely determined by Administrator, will be disqualified and all associated Players will be disqualified and/or votes will be void. Should any portion of the Contest be, in the sole discretion of Administrator, compromised by virus, worms, bugs, non-authorized human intervention, or other causes which, in the sole discretion of Administrator, corrupt or impair the administration, security, fairness, or proper play, Administrator reserves the right at its sole discretion to suspend, modify, or terminate the Contest and, if terminated, at its discretion, determine the potential Grand Prize Winners from all eligible, non-suspect Players based on the suggested judging criteria listed above. CAUTION: ANY ATTEMPT TO DELIBERATELY

DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR AND ADMINISTRATOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION. THE ILLINOIS COURTS (STATE AND FEDERAL) SHALL HAVE SOLE JURISDICTION OF ANY CONTROVERSIES REGARDING THE CONTEST AND THE LAWS OF THE STATE OF ILLINOIS SHALL GOVERN THE SWEEPSTAKES. EACH ENTRANT WAIVES ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THESE COURTS AND HEREBY SUBMITS TO THE JURISDICTION OF THOSE COURTS.

WINNERS LIST: For the names of the Grand Prize Winners, visit the Website within thirty (30) days of March 14, 2020. Profiles and highlight reels related to Players who are not determined as Grand Prize Winners may be taken down after March 30, 2020.

II. RULES FOR VOTING

VOTING: Each of the three (3) brackets for the Contest shall include sixteen (16) eligible Players, for a total of eight (8) head-to-head bracket matchups in the first round in each bracket. The brackets will be seeded initially in Administrator's sole discretion. Voters must be legal residents of the forty-eight (48) contiguous United States and the District of Columbia, who are thirteen (13) years of age or older as of date of voting ("**Voters**"). Voters may click on the appropriate link on the Website to submit a vote. Voters may receive commercial communications from Sponsor, however, choosing to receive such communications is not necessary to vote. Sponsor's privacy policy and procedures to opt out is available at <https://www.amfam.com/privacy-security>.

Limit one (1) vote per device per calendar day for each head-to-head bracket match-up. Additional votes are subject to removal at Administrator's discretion. In the unlikely event of a tie in voting results, a winner from such tie will be selected through a random drawing conducted by Administrator. Voters are encouraged to use the following criteria when voting for their favorite Player:

- Best embodiment of Dreaming Fearlessly (60%)
- Most compelling profile and highlight reel (40%)

Phase One Voting Period: All sixteen (16) Players in each bracket will be featured on the Website between February 11, 2020 at 12:00 PM Central Time and February 18, 2020 at 11:59 AM Central Time (the "**Phase One Voting Period**"). During the Phase One Voting Period, Voters will be invited to visit the Website and vote one (1) time per device per calendar day for each head-to-head bracket match-up. The Player in each bracket match-up with the most valid votes during the Phase One Voting Period, as determined by Administrator, will have the opportunity to move on to the next phase.

Phase Two Voting Period: The eight (8) Players in each bracket who advance from the Phase One Voting Period will be featured on the Website between February 19, 2020 at 12:00 PM Central Time and February 26, 2020 at 11:59 AM Central Time (the “**Phase Two Voting Period**”). During the Phase Two Voting Period, individuals will be invited to visit the Website and vote one (1) time per device per calendar day for each head-to-head bracket match-up. The Player in each bracket match-up with the most valid votes during the Phase Two Voting Period, as determined by Administrator, will have the opportunity to move on to the next phase.

Phase Three Voting Period: The four (4) Players in each bracket who advance from the Phase Two Voting Period will be featured on the Website between February 27, 2020 at 12:00 PM Central Time and March 5, 2020 at 11:59 AM Central Time (the “**Phase Three Voting Period**”). During the Phase Three Voting Period, individuals will be invited to visit the Website and vote one (1) time per device per calendar day for each head-to-head bracket match-up. The Player in each bracket match-up with the most valid votes during the Phase Three Voting Period, as determined by Administrator, will have the opportunity to move on to the next phase.

Phase Four Voting Period: The two (2) Players in each bracket who advance from the Phase Three Voting Period will be featured on the Website between March 6, 2020 at 12:00 PM Central Time and March 13, 2020 at 11:59 AM Central Time (the “**Phase Four Voting Period**”). During the Phase Four Voting Period, individuals will be invited to visit the Website and vote one (1) time per device per calendar day for each head-to-head bracket match-up. Subject to verification of eligibility and compliance with these Official Rules, the one (1) Player in each bracket with the most votes during the Phase Four Voting Period, as determined by Administrator, will be deemed the Grand Prize Winners, for a total of three (3) Grand Prize Winners. Votes received from any person in excess of the stated limit, or otherwise in violation of these Official Rules, may be void. All voting and winner determination are subject to verification of eligibility and compliance with these Official Rules.

PLEASE NOTE THAT ALL VOTING DURING THE CONTEST VOTING PERIOD IS LIMITED TO ONE (1) DEVICE PER CALENDAR DAY FOR EACH HEAD-TO-HEAD BRACKET MATCH-UP. FOR SHARED DEVICES, SUBMISSIONS FROM ONLY ONE (1) VOTER WILL BE ACCEPTED PER CALENDAR DAY FOR EACH HEAD-TO-HEAD BRACKET MATCH-UP.