

2021 #GREATCOLLEGETAILGATE PINTEREST® SWEEPSTAKES

OFFICIAL RULES

If you participate in this Sweepstakes via mobile device, message and data rates may apply.

1. ELIGIBILITY:

A. **NO PURCHASE IS NECESSARY TO ENTER OR CLAIM A PRIZE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.** 2020 #GreatCollegeTailgate Pinterest Sweepstakes (the “Sweepstakes”) is open to legal residents of the 48 contiguous United States and the District of Columbia (excluding residents of Alaska and Hawaii), who are the age of majority in their state of residence (19+ in Alabama and Mississippi, 18+ everywhere else) at the time of entry. Employees, agents, and directors of Collegiate Licensing Company, LLC (“Sponsor”), Pinterest Inc., and each of their respective parent, subsidiaries, divisions, trustees, franchisees, participating vendors, distributors, cable affiliates, advertising and promotion agencies and affiliated entities (collectively, including Sponsor, the “Sweepstakes Entities”) as well as each of the foregoing’s spouses and immediate families (parent, child, sibling, and any of their respective spouses) and household members (whether or not related) are not eligible to enter or win. This Sweepstakes is not sponsored or endorsed by Pinterest, Inc.

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 where prohibited by law.

2. HOW TO ENTER:

A. From **12:00:00 AM Eastern Time (ET) on Monday, September 13, 2021** until **11:59:59 PM ET on Sunday, October 17, 2021** (the “Sweepstakes Period”), Sponsor will conduct a Sweepstakes encouraging participants to enter for a chance to win. The Sweepstakes Period consists of five (5) entry periods as follows (each an “Entry Period”):

Entry Period #	Entry Period’s Start Date and Time	Entry Period’s End Date and Time	Entry Period’s Approximate Drawing Date
1	September 13, 2021 at 12:00:00 am ET	September 19, 2021 at 11:59:59 pm ET	September 20, 2021 at 9:00:00 am ET
2	September 20, 2021 at 12:00:00 am ET	September 26, 2021 at 11:59:59 pm ET	September 27, 2021 at 9:00:00 am ET
3	September 27, 2021 at 12:00:00 am ET	October 3, 2021 at 11:59:59 pm ET	October 4, 2021 at 9:00:00 am ET

	October 4, 2021 at 12:00:00 am ET	October 10, 2021 at 11:59:59 pm ET	October 11, 2021 at 9:00:00 am ET
5	October 11, 2021 at 12:00:00 am ET	October 17, 2021 at 11:59:59 pm ET	October 18, 2021 at 9:00:00 am ET

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 roll into subsequent Entry Periods, if any.

There only way to enter the Sweepstakes is as follows, during the Sweepstakes Period:

- (i) Entrant must be the Authorized Account Holder (as defined below) for a Pinterest account and keep account active and in good standing during the Sweepstakes Period (Pinterest accounts are subject to the terms and conditions set forth by Pinterest);
- (ii) Entrant must create a new “board” for the Sweepstakes on Pinterest with the title “My Dream Tailgate Board Sweepstakes Entry” and add 10 original pins that describe their dream tailgate setup (collectively, the “Entry Board”); and
- (iii) Entrant must submit a link to their Entry Board on GreatCollegeTailgate.com.

All of the forgoing must be completed during an Entry Period to be valid and will only receive entry into the corresponding Entry Period. Entry Period entered shall be determined by time/date that the Entry Board is successfully submitted at GreatCollegeTailgate.com, not any other time (including the time/date of creation of the Entry Board). Entry Board must be set to public to receive an entry. Entry Boards will not be judged.

LIMIT ONE ENTRY PER PERSON/PINTEREST ACCOUNT. Entrants may only use one (1) Pinterest account to participate in the Sweepstakes. Changing, adding, deleting, or hiding any content of an Entry may disqualify Entrant from winning. An Entry must remain public until the end of the Sweepstakes. Any attempt by any Entrant to use multiple and/or different identities or accounts will disqualify the Entrant from the Sweepstakes. All Entries must be received during the Entry Period as outlined herein with any subsequently received Entries being disqualified. Entries are void if they do not comply with the Rules. All Entries will be deemed made by the Authorized Account Holder of the email address associated with the Pinterest account used for entry, and the potential winners may be required to show proof of being the Authorized Account Holder for that email address. The “Authorized Account Holder” is the natural person assigned to an email address or account by an internet service provider, online service provider, or other organization responsible for assigning email addresses for the domain.

Entrant must have a valid Pinterest account in good standing and have access to the Internet during the Sweepstakes. To participate in the Sweepstakes if you do not already have a Pinterest account, visit Pinterest.com or download the free Pinterest application

and create an account as instructed. Submission of your entry must comply with Pinterest's Terms of Service, which can be found at <https://policy.pinterest.com/en/terms-of-service>.

B. Individuals who do not follow all of the instructions, provide the required information, 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, 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 disqualify entrants and/or 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 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 Pinterest account. Should multiple users of the same account enter the Sweepstakes and a dispute thereafter arise regarding the identity of the entrant, the authorized account holder of said account at the time of entry will be considered the entrant. "Authorized Account Holder" is defined as the natural person who is assigned a Pinterest account by an Internet access provider, Pinterest, Inc. or other organization which is responsible for assigning such account or the domain associated with the submitted entry. Potential winner may be required to show proof of being the Authorized Account Holder.

3. WINNER SELECTION/ODDS:

A. On or around the date listed in the chart above (as “Entry Period’s Approximate Drawing Date”), one (1) potential winner (each, when verified by Sponsor as set forth below, a “Winner”) will be selected in a random drawing from all eligible entries received during the corresponding Entry Period. Odds of winning an Entry Period prize shall depend on the number of eligible entries received for such Entry Period. **Non-winning entries from one Entry Period will roll into subsequent Entry Periods, if any.**

Each potential Winner will be notified by Sponsor via email and/or telephone and 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. Winning a prize is contingent upon fulfilling all requirements set forth in these Official Rules.

B. Potential Winners will be disqualified, and the prize(s) will be forfeited if: (i) any prize notification is returned as undeliverable; (ii) a potential Winner declines his or her prize; (iii) a potential Winner fails to comply with any of the Official Rules; (iv) a potential Winner does not respond to notification or accept the prize within three (3) business days and/or (v) a winner cannot be verified or is otherwise unable or unwilling to accept and claim the prize as stated. 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.

C. The decisions of Sponsor in all matters regarding this Sweepstakes are final and binding.

4. **PRIZE:** For each Entry Period, one (1) winner (for a total of five (5) total winners for the entire Sweepstakes) will receive a tailgating prize pack, consisting of non-apparel tailgate items. The Approximate Retail Value (“ARV”) of each tailgate prize pack is \$250 US. All details including size, color, style, brand, contents, etc. of prize pack shall be determined by Sponsor in its sole discretion.

A. 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. There will be no substitutions if the Winner is unable for any reason to use or accept the prize. 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.

B. Winner is 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. Prize will be fulfilled within a reasonable time of Sponsor’s verification of Winner. All prize details and additional terms, conditions, or eligibility requirements are in Sponsor’s discretion.

5. GENERAL: By entering this Sweepstakes, entrant grants Sweepstakes Entities and their designees the right, unless prohibited by law, to use their names, user names, entries, cities and states of residences, voices, avatars, pictures and likenesses, 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 the State of Georgia; (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. If there is 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 prevail.

7. PRIVACY POLICY: Any personally identifiable information collected during an entrant's participation in this Sweepstakes will be used by Sponsor and its affiliates, agents and marketers in accordance with Sponsor's privacy policy, located at www.greatcollegetailgate.com/privacy.

8. OFFICIAL RULES OR WINNERS LIST: For a copy of the Winner List (available on or about October 28, 2021, send a self-addressed, stamped envelope to the following address no later than December 31, 2021 (Please specify "Official Rules" or "Winners"): 2021 #GreatCollegeTailgate Pinterest® 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 NE, Suite 3300, Atlanta, GA 30309.