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## Madison Travel Fund Program

### OFFICIAL RULES

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.** The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. The Sweepstakes will begin on July 30, 2023 at 12 p.m. Eastern Time (“ET”) and end on August 7, 2023 at 12 p.m. ET (the “Sweepstakes Period”). Sponsor’s computer is the official time-keeping device for this Sweepstakes. The Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Instagram.

**Eligibility:** The Madison Travel Fund Program (the “Sweepstakes”) is open to legal residents of the fifty (50) United States and the District of Columbia, who are at least thirteen (13) years of age or older as of the date and time of entry and are participants in the Madison Fund Travel Program competing in the Madison, WI games. Any entrant who is under 18 years of age (a “Minor”) must obtain permission to enter from his or her parent or legal guardian, and the agreement of the parent or legal guardian to these Official Rules. Employees, officers, directors and agents of Sponsor (as defined below) and any of its parent, subsidiary and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible to participate in the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein. Participation in the Sweepstakes constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s decisions, which are final and binding in all matters related to this Sweepstakes.

**Sponsor:** Reebok International Ltd., LLC 25 Drydock Ave., Boston, MA 02210. **Co-Sponsor:** None

**How to Enter:** To enter the Sweepstakes, individual athletes must: a) compete wearing the Nano X3 Bold Pack; b) post two (2) in-grid Instagram posts, at a minimum, between July 30, 2023 – August 7, 2023 wearing the Nano X3 Bold highlighting how they’re bringing Bold, Irreverent Energy to this year’s competition thanks to Reebok and the Nano X3 Bold Pack, and c) tagging @Reebok and using #NanoX3Bold to be entered to win. Additional In-Grid Instagram posts in the Nano X3 Bold will result in additional contest entries and a higher chance of winning. Posts must meet all Instagram social post criteria. **Your Instagram account must be publicly viewable in order to enter the Sweepstakes.** Upon submission of the initial two (2) Instagram posts participant will receive an entry in the Sweepstakes. For each additional Instagram post participant will receive one (1) entry in the Sweepstakes. Participant’s submission must comply with the Submission Requirements set forth below.

**Training Boxes:** For training Boxes to enter the Sweepstakes to win 10 Nano X3 pairs for their community they must: a) share one (1) In-Grid Instagram post between July 30, 2023 and August 7, 2023 highlighting how their Box exudes Bold, Irreverent Energy that deserves new Nanos, and; b) tagging @Reebok, using #NanoX3BoldBox to be entered to win. Posts must meet all Instagram social post criteria. **Your Instagram account must be publicly viewable in order to enter the Sweepstakes.** Participant’s submission must comply with the Submission Requirements set forth below.

All entries must comply with the Submission Requirements set forth below:

- MUST be in the English language;
- MUST be the entrant’s original idea (modification of an original work is not an original idea), where applicable;

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- MUST be viewable and accessible for at least thirty (30) days following the expiration of the Sweepstakes Period;
- MUST comply with all guidelines and terms of use on Instagram, as applicable;
- MUST NOT contain material which is (or promote activities which are) sexually explicit, obscene, pornographic, self-mutilating, discriminatory (based on race, sex, religion, natural origin, physical disability, sexual orientation or age), illegal (e.g. underage drinking, substance abuse, computer hacking, etc.), offensive, threatening, profane, or harassing;
- MUST NOT include any private information of a third party such as name, address, phone number or email address;
- MUST NOT disparage the Sponsor, its products or services or any other person or party affiliated with the promotion and administration of the Sweepstakes;
- MUST NOT include mention or performance of any copyrighted media production, including, but not limited to, music, films, books, television programming, etc., or identifying descriptions of any media property, except to the extent that such use constitutes a clear fair use or the copyright owner has expressly consented to such use;
- MUST NOT contain material that violates or infringes another's rights, including, but not limited to, material that violates privacy, publicity, or intellectual property rights, or that constitutes copyright infringement. Entries must not include third-party trademarks, logos, insignia, location signage, photographs, artwork, sculptures or music; and
- MUST NOT include any third parties.

Normal Internet, phone and usage charges imposed by your online or phone service may apply. Sponsor is not responsible for late or unsuccessful attempts to enter. Incomplete, corrupted, or untimely entries are void and will be disqualified. Sponsor is not responsible for lost, interrupted, or unavailable network, server, or other connections; or miscommunications, computer or software malfunctions, telephone transmission problems, technical failures, garbled transmissions, damage to a user's computer equipment (software or hardware), incomplete uploads, or other errors or malfunctions of any kind, whether human, mechanical, electronic, or otherwise. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Automated entries or entries submitted by third parties will be disqualified. Any attempt by any entrant to obtain more than the permitted number of entries by using multiple and/or different identities, forms, registrations, addresses or any other method will void that entrant's entries, and that entrant may be disqualified at Sponsor's discretion.

Entrant explicitly acknowledges and agrees that Sponsor reserves the right to publish in any media, including on its social media accounts, your entry without first and last name or username credit to the entrant. Sponsor reserves the right in its sole discretion to disqualify any entry that it believes is inappropriate or not suitable for publication, that does not comply with these Official Rules or the Submission Requirements set forth above, or that is not consistent with the spirit or theme of the Sweepstakes.

**LIMIT: None.** In the event more than the stated number of entries is received from any one (1) person, all additional entries will be void. Entry must include all required information in order for the individual to receive an entry. Entries become the property of Sponsor and will not be returned. Sponsor is not responsible for lost, late, illegible, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind, whether mechanical, human or electronic. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. The prizes will be awarded to the individual corresponding to the username/profile associated with the entry post. In the event of a dispute as to the identity of an entrant, entry will be declared made by the authorized account holder submitted at the time of entry. "Authorized account holder" is defined as the natural person

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who is assigned to an email address by a wireless service provider, Internet access provider, Internet service provider or other organization (e.g. business, educational, institution, etc.) that is responsible for assigning email addresses associated with the submitted email address, as applicable, or otherwise is the individual who registered for the applicable social media account. Potential winner may be requested to provide Sponsor with proof that he/she is the authorized account holder of the email address or social media username associated with the winning entry.

**Winner Selection:** Upon completion of the Sweepstakes Period, on or about September 7, 2023, Sponsor will select fifty (50) potential winners from among all the eligible entries received during the entry period from Instagram for individual entrants and ten (10) potential winners from CF Box entrants. Sweepstakes submissions will be selected by random drawing conducted by the Sponsor. In the event there are not enough eligible entries, not all prizes will be awarded. Sponsor reserves the right to disqualify any potential winner if, in its sole discretion, it finds content on his or her social media pages to be inconsistent with the brand's image (for example, if it is in violation of any of the Submission Requirements above). The Sponsor's decisions are final and binding with respect to all matters relating to the Sweepstakes.

**Winner Notification:** On or about September 7, 2023, Sponsor will notify the potential prize winners via social media or e-mail from [MadisonTravelFund@Reebok.com](mailto:MadisonTravelFund@Reebok.com). The potential winner will be required to take the specified steps provided in the message with the requested contact information within 48 hours of receiving the win notification and will need to provide a written affirmation and warranty of ownership of the Submission and rights to use likenesses, and all the other documents required pursuant to the Official Rules, such as a Declaration of Compliance, Release of Liability and IRS Form W-9 documents, within 5 days of notification. If the potential winner is a Minor, Sponsor will have the right to request that the potential winner's parent or legal guardian sign all required documents. If a potential winner cannot be contacted within the required time period, fails to respond with the requested contact information and to provide the required documentation/assurances within the required time period, or does not comply with the Official Rules, the potential winner will be disqualified and forfeits the prize. If a prize is forfeited or returned as undeliverable, the applicable prize will remain un-awarded.

Acceptance of any prize shall constitute and signify winner's agreement and consent that the Sponsor and its designees may use the winner's name, city, state, likeness and voice captured in the Submission, if applicable, Submission, and/or prize information in connection with the Sweepstakes for promotional, advertising or other purposes, in any manner, worldwide, in any and all media now known or hereafter devised, including the Internet, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law. Winner accepts and acknowledges that the Sponsor shall not be obligated to use the Submission and that the Sponsor in its sole discretion shall have the right to refrain from using the Submission. The Sponsor shall not incur any liability whatsoever to the extent the Sponsor chooses to refrain from any exploitation of its rights hereunder. Winner will indemnify the Sponsor, Released Parties (as defined below) and any licensee of the Sponsor against all claims, damages, liabilities, and expenses (including reasonable counsel fees and legal expenses) arising out of any breach of the Official Rules. Prizes will be delivered to the winners 4 - 8 weeks following the date of winner notification by courier.

**Prize:** Each winner will receive one (1) of the following prizes set forth in the below table as determined by Sponsor in its sole discretion, for a total of fifty (50) prizes awarded:

SWEEPS ONE (GAMES ATHLETES):

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PRIZE	RETAIL VALUE	NUMBER BEING AWARDED
\$2,000 + 10 Nano X3 pairs	\$2,000	50

**SWEEPS TWO (TRAINING BOXES)**

PRIZE	RETAIL VALUE	NUMBER BEING AWARDED
10 Nano X3 pairs	\$1,500	10

Total approximate retail value of all prizes to be awarded in the Sweepstakes: \$115,000.00.

Terms and conditions for certain prizes may apply, including gift card prizes and event tickets; winners must comply with all such terms and conditions. Each prize is awarded “as is” with no warranty or guarantee, either express or implied. No substitution, exchange or transfer of a prize by winner. Prizes cannot be redeemed for cash. Sponsor reserves the right to substitute any prize for one of comparable or greater value, at its sole discretion. Any and all fees and costs and all applicable federal, state, and local taxes and expenses related to acceptance and use of the prize not specifically stated herein, are solely the responsibility of the individual winner.

TO THE EXTENT PERMITTED BY LAW, SPONSOR SHALL HAVE NO LIABILITY FOR ANY PERSONAL INJURIES, DEATH, PROPERTY DAMAGE, LEGAL IMPLICATIONS OR OTHER DAMAGES OR EXPENSES RESULTING FROM OR ARISING OUT OF ANY ASPECT OF WINNER'S ENTRY IN THE SWEEPSTAKES AND ACCEPTANCE OR USE OF THE PRIZE. All prize details are at Sponsor's sole discretion.

**General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may determine a new winner in accordance with the winner selection method described above from among all eligible entries. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. If, for any reason, the Sweepstakes is not capable of running as planned, Sponsor may, in its sole discretion, void any suspect entries and (i) cancel or terminate the Sweepstakes; (ii) modify or suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; and/or (iii) award the prize in accordance with the winner selection criteria set forth above from among the eligible, non-suspect entries received up to the time of the impairment. If the Sweepstakes is delayed, rescheduled, postponed or cancelled, Sponsor reserves the right, but not the obligation, to cancel or modify the Sweepstakes and shall not be required to award substitute prizes and shall have no further obligation to any participant in connection with the Sweepstakes. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**Publicity:** Acceptance of any prize shall constitute and signify winner's agreement and consent that Sponsor (which consent may be confirmed in writing at Sponsor's request) and its designees may use the winner's name, city, state, likeness and/or prize information in connection with the Sweepstakes for promotional, advertising or other purposes, in any manner, worldwide, in any and all media now known or hereafter

devised, including the Internet, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law.

**Release and Limitations of Liability:** Except where prohibited, by participating in the Sweepstakes, entrant agrees to release and hold harmless Reebok International Ltd., LLC and its respective related companies, parents, subsidiaries, affiliates, and their respective agents and agencies, promotional partners, prize partners, and their respective officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action arising out of participation in the Sweepstakes or use of the prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors related to computers, servers, providers, or telephone or network lines; (c) printing errors; (d) errors in the administration of the Sweepstakes; (e) late, lost, stolen, illegible, inaccurate, delayed, misdirected or undeliverable, posts, mail; or (f) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes and/or use of any prize. Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Sweepstakes and in no event shall the Released Parties be liable for attorney's fees. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing from among all legitimate, unawarded, eligible prize claims.

**Disputes; Governing Law:** Entrant agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for Commonwealth of Massachusetts or the appropriate Massachusetts Commonwealth Court located in Boston, Massachusetts; (ii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering 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 expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the Commonwealth of Massachusetts, without giving effect to any choice of law or conflict of law rules (whether of the Commonwealth of Massachusetts or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the Commonwealth of Massachusetts.

**Privacy:** Information collected from entrants is subject to the Sponsor's Privacy Policy, available at <http://www.reebok.com/us/Privacy+Policy.html>. By entering this Sweepstakes, each entrant consents and agrees to Sponsor's collection and use of the entrant's information for the administration of this Sweepstakes and agrees to Sponsor's use of entrant's information for the purpose of contacting entrant in relation to this Sweepstakes. Sponsor may send promotional communications to entrant's email address after entry, all such communications shall be subject to Sponsor's Privacy Policy. Entrants will have the option to opt-out of future emails.

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**Official Rules; Winner List:** To find out the name of the winners, please send a self-addressed stamped envelope no later than ninety (90) days after the Sweepstakes Period to: Will Smiarowski; Reebok Madison Travel Fund Program Sweepstakes, Reebok International Ltd., LLC, 25 Drydock Ave, Boston, MA 02210.

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