

THE TICKETSMARTER BIRMINGHAM BOWL NATIONAL ANTHEM CONTEST  
OFFICIAL RULES AND REGULATIONS

1. NO PURCHASE IS NECESSARY TO ENTER OR CLAIM A PRIZE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. BY ENTERING THIS CONTEST, YOU AGREE TO THESE OFFICIAL RULES. PLEASE REVIEW THESE RULES AND REGULATIONS CAREFULLY, AS THEY CONSTITUTE A BINDING AGREEMENT (THE “**AGREEMENT**”). THIS AGREEMENT INCLUDES INDEMNITIES TO THE SPONSOR (DEFINED BELOW) AND OTHER PARTIES FROM YOU AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.

2. SPONSORS: This Contest is sponsored by ESPN Productions, Inc. d/b/a ESPN Events (the “**Sponsor**”) and promoted by TicketSmarter, LLC (the “**Promoter**”). Additional advertisers associated with the Contest shall be deemed a “Promoter” for purposes of these Official Rules.

3. ELIGIBILITY: “The TicketSmarter Birmingham Bowl National Anthem Contest” (“**Contest**”) is open to all legal residents of Alabama, age 13 years or older as of the date of entry (an “**Entrant**”). Each Entrant may include up to four (4) additional people in their Submission (each a “**Participant**”). Each Participant must also be a legal resident of Alabama, age 13 years or older as of the date of entry. Entrant (including all Participants) agree to participate in a rehearsal on December 27, 2021 and perform the national anthem at the TicketSmarter Birmingham Bowl on December 28, 2021 at Protective Stadium in Birmingham, Alabama if selected as the Winner(s). Minor Winner(s) and Participants must be accompanied to the rehearsal and performance by their parent or legal guardian. The following are not eligible for the Contest: (i) employees and agents of Sponsor, Promoter, their respective parent, subsidiary and affiliated companies, and each of their respective advertising/promotion agencies, officers, members, and franchisees; and (ii) the “immediate family members” and/or “household members” of any of the persons set forth in (i) above. “Immediate family members” shall mean parents, step-parents, children, step-children, siblings or spouses. “Household members” shall mean people who share the same residence at least three (3) months a year. Void in all other states, U.S. Territories (e.g., Puerto Rico and Guam) and wherever prohibited by law. Contest is governed by U.S. law and subject to all applicable federal, state and local laws and regulations. By entering the Contest, participants agree to accept and be bound by all terms of these Official Rules and Regulations (“**Official Rules**”). The decisions of the Sponsor regarding all matters relating to the Contest are final and binding. Winning a prize is contingent upon fulfilling all requirements set forth herein.

4. CONTEST DATES: The Contest Period will begin on September 7, 2021 at approximately 8:00 A.M. Central Time (“**CT**”) and ends on October 22, 2021 at 11:59 P.M. CT (the “**Contest Period**”). Entry in to the Contest will begin on September 7, 2021 at approximately 8:00 A.M. CT and ends on September 21, 2021 at 11:59 P.M. CT (the “**Entry Period**”). The top 10 entries, as chosen by the Judges (defined below), will compete in the first round of public voting that will begin on September 27, 2021 at 8 A.M. CT and end on October 6, 2021 at 11:59 P.M. CT (the “**First Voting Period**”). The two Submissions with the highest number of votes during the First Voting Period will move on to the second round of voting. The second round voting will be held on October 21 2021 at a private TicketSmarter Birmingham Bowl sponsor event (the “**Second Voting Period**”). The Winner(s) will be announced following the conclusion of the Second Voting Period on October 22, 2021. Note: Sponsor’s computer is the official time keeping device for this Contest.

5. HOW TO ENTER: During the Entry Period, Sponsor will conduct a Contest encouraging Entrants to submit a video entry of themselves individually or with Participants (maximum of 5 people) singing the first verse of The Star Spangled Banner:

*O say can you see, by the dawn’s early light,*

*What so proudly we hail'd at the twilight's last gleaming,  
Whose broad stripes and bright stars through the perilous fight  
O'er the ramparts we watch'd were so gallantly streaming?  
And the rocket's red glare, the bombs bursting in air,  
Gave proof through the night that our flag was still there,  
O say does that star-spangled banner yet wave  
O'er the land of the free and the home of the brave?*

The Entrant must upload the video to the Contest entry page at [www.ticketSMARTerBirminghamBowl.com](http://www.ticketSMARTerBirminghamBowl.com) along with Entrant's full name and email address (each a "**Submission**"). Submissions generated by script, macro or other automated means will be void. The Sponsor and Promoter 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 which may limit or affect a person's ability to participate in the Contest, whether human, mechanical, typographical, printing, electronic, network or otherwise, relating to or in connection with the Contest, including, without limitation, errors which may occur in connection with the administration of the Contest, the processing of Submissions, the announcement of the prize or in any Contest-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 and/or Promoter's control, which corrupt the integrity, administration, security or proper operation of the Contest, Sponsor reserves the right, in its sole discretion, to modify, cancel or suspend the Contest. In the event of cancellation, Sponsor and Promoter reserve the right to award the prize from among all eligible, non-suspect Submissions received prior to the event requiring such cancellation. False or deceptive Submissions or acts will render the participant ineligible. All Submissions become the property of the Sponsor and Promoter and will not be acknowledged or returned.

6. TERMS AND CONDITIONS OF SUBMISSION: THESE TERMS AND CONDITIONS OF SUBMISSION GOVERN ALL SUBMISSIONS IN CONNECTION WITH THE CONTEST. By submitting a Submission, each Entrant expressly accepts and, to be eligible for the Prize, must comply with, the Submission Guidelines and Requirements, which are set forth below. Entrants must read these Official Rules carefully prior to creating a Submission in the Contest. In the event that a Submission does not comply with any of the terms of these Official Rules, as determined by Sponsor in its sole discretion, such Submission will be void. Submissions that appear to duplicate any other submitted entries may be voided in Sponsor's sole discretion and only the first entry submitted (based on time/date) will be included in the Contest.

(a) SUBMISSION GUIDELINES AND REQUIREMENTS:

- Should be in English;
- Should contain only the first verse of The Star Spangled Banner;
- Should not utilize any audio filters or post-recording software (e.g. autotune, echos). Audio must be raw and unedited;
- Must be submitted at [www.ticketSMARTerBirminghamBowl.com](http://www.ticketSMARTerBirminghamBowl.com). No other form of submission will be accepted;
- Must include Entrant's full name and email address;
- Should not contain any more than four (4) additional Participants (total of five people);
- Should be a minimum of 30 seconds, but no more than two (2) minutes in length;
- Should not contain any material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights (e.g., copyright, etc.);
- Must have the permission of any person(s), other than Entrants, appearing in the Submission;
- Must not, in any manner, disparage Sponsor or any other person or party affiliated with

the promotion and/or administration, and/or otherwise participating in this Contest;

- Must not include personally-identifiable information;
- Must not contain any material that is inappropriate, indecent, lewd, pornographic, obscene, hateful, tortious, defamatory, slanderous or libelous;
- Must not contain any material or references to any alcohol or drugs;
- Must not contain any material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and
- Must not contain any material that is unlawful, in violation of, or contrary to the laws or regulations in any jurisdiction where Submission is created.
- Each Entrant represents and warrants that the Submission does not violate any third party's intellectual property rights as referenced above, and, in connection thereto, each Entrant hereby releases, discharges and holds the Sponsor and their respective directors, members, shareholders, officers, employees, agents, successors, and assigns, harmless from any claims resulting from the infringement of a third party's intellectual property rights, privacy rights or right of publicity.
- Must not violate any law, rule, or regulation.

NOTE: If any Submission fails to comply with any of these Submission Guidelines and Requirements or any other provisions of these Rules, Sponsor reserves the right to disqualify the Entrants and the Submission will not be eligible to win. Any use of a Submission on-air or on any of ESPN's media platforms during the Contest Period is at ESPN's sole discretion for the promotion of the Contest only and does not give Entrant any advantage in winning the Contest.

(b) ORIGINALITY. Entrant represents and warrants that (i) the Submission is your original work and you have not copied or used other works or other third party materials in your Submission (except for the Star Spangled Banner), including any materials, music, photographs, images or footage owned by third parties; (ii) the Submission will not infringe or violate any rights of any person or entity including, without limitation, any copyright, trademark, patent, privacy or publicity, or contractual rights, or constitute idea misappropriation; and (iii) Entrant has all the rights, permissions and consents necessary to submit the Submission and for use of the Submission by Sponsor or any of their affiliated companies in all means and media. Entrant further represents and warrants that anyone engaged by you to participate in the Submission (x) has no claims for payment of any kind; (y) has no approval or consultation rights or any rights of participation; and (z) was not engaged by you or anyone associated with the Submission under any union or guild agreement that would result in any ongoing obligations resulting from the exploitation of the Submission. Promptly upon request, Entrant will provide Sponsor with signed releases, as it may deem necessary in its sole discretion. Entrant further represents and warrants that the Submission does not violate any federal, state or local law or regulation.

(c) NO PAYMENT FOR SUBMISSION. Entrant understands that he/she will not be paid any money for submitting the Submission or for agreeing to the terms set forth herein.

7. RIGHTS GRANTED: By submitting a Submission, each Entrant hereby irrevocably grants Sponsor, its parent, subsidiary and affiliated entities, and each of their respective licensees, distributors, agents, representatives and other authorized users including, without limitation, advertisers/sponsors directly associated with the Contest (collectively, the "**Licensed Entities**"), without the requirement of any permission from or payment to you or to any other person or entity, a perpetual, non-exclusive, irrevocable, fully-paid, royalty-free, sub-licensable and transferable worldwide license to use, re-use, reproduce, transmit, print, publish, display, exhibit, distribute, re-distribute, copy, host, store, cache,

archive, index, categorize, comment on, broadcast, stream, edit, alter, modify, adapt, translate, create derivative works based upon and publicly perform such Submission, in whole or in part (including, without limitation, all names, voices and likenesses contained in the Submission), in all means and media (including without limitation Sponsor's use of the Submission on all media properties) now known or hereafter devised, for any and all purposes including, without limitation, news, advertising, promotional, marketing, publicity, trade or commercial purposes, all without further notice to Entrant or to any third party and with or without attribution. Nothing in this Agreement obligates or may be deemed to obligate any of the Licensed Entities to use the Submission. Entrant acknowledges that the Submission may be edited and/or added to for any reason and in any manner which the Licensed Entities may, in their sole discretion, determine and may, to the extent decided by the Licensed Entities in their sole discretion, have other elements added to the Submission, and that the Licensed Entities may use and modify the Submission or any portion or element of it and combine it with other materials. Entrant further acknowledges that the consideration for entering into this Agreement is, among other things, ESPN's and/or their designees' review of the Submission in connection with the Contest, and the possible publicity and promotion as a result. Entrant is not guaranteed to receive any further consideration of any kind for the Submission and any credit received in connection with any of the Licensed Entities' use of the Submission shall be in the applicable Licensed Entity's sole discretion. Entrant acknowledges that the Submission is sent voluntarily, and not in confidence, and that no confidential relationship is intended or created between Sponsor and Entrant or between any of the Licensed Entities and Entrant by virtue of the submission of the Submission.

Entrant further acknowledges that Sponsor or the Licensed Entities may develop information internally or receive information from other parties that is similar to the Submission. Accordingly, nothing in this Agreement shall be construed as a representation or agreement that Sponsor and the Licensed Entities have not or will not develop or have developed ideas, concepts, products, systems or techniques that are similar to or compete with any ideas, concepts, products, systems or techniques contemplated by or embodied in the Submission. Entrant further acknowledges that in the event of a breach of this Agreement by Sponsor or any third party including any of the Licensed Entities, the damage, if any, caused to Entrant will not entitle Entrant to seek injunctive relief or other equitable relief, and Entrant will not have the right to enjoin the production, exhibition, distribution or any other exploitation of the Submission by any Licensed Entity.

**8. FINALIST NOTIFICATION AND REQUIREMENTS:** Each Finalist may be required to complete an Affidavit of Eligibility, Liability Release and Publicity Release (except where prohibited by law), which must be reviewed and agreed to within two (2) days of the date of receipt. Each Finalist must meet all eligibility requirements including the timely execution and return of all necessary releases and documents (if any) required by Sponsor as outlined above in order to win a prize. As a condition of advancing to the First Voting Period and Second Voting Period, the Finalists must be able to participate in a rehearsal on Monday, December 27, 2021. A Finalist may be replaced by an alternate based on the Judges selection if (i) any of the required documentation is not returned within two (2) days, (ii) a Finalist is ineligible, as determined by Sponsor in its sole discretion, (iii) a Finalist is otherwise not in compliance with these Official Rules; or (v) a Finalist will be unable to participate in the rehearsal on Monday, December 27, 2021. ALL FINALISTS ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL. SPONSOR SHALL SOLELY DETERMINE ANY FORM OF VERIFICATION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL WINNERS'S ELIBIGILITY HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS, AFFIDAVITS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. SPONSOR RESERVES THE RIGHT TO DISQUALIFY ANY FINALIST IF IT DETERMINES, IN ITS SOLE DISCRETION, THAT ANY INFORMATION WAS CHANGED OR FALSIFIED IN ORDER TO MEET ELIGIBILITY REQUIREMENTS.

## 9. WINNER SELECTION.

(a) **JUDGING:** A panel of judges as selected by the Sponsors in their sole discretion ("**Judges**") will review the Submissions and judge each Submission as follows: Quality of Submission (20%), Proper National Anthem lyrics and reverence (40%) and Performance Quality (40%). From among all eligible Submissions received, the top ten (10) Submissions receiving the highest scores from the Judges will move on to the First Voting Period (the "**Semi-Finalists**"). Sponsor reserves the right to select fewer than ten (10) Submissions if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Submissions. Semi-Finalists will be notified via email on or about September 24, 2021.

(b) **FIRST VOTING PERIOD:** On September 27, 2021, the Semi-Finalists' Submissions selected by the Judges will be posted on the TicketSmarter Birmingham Bowl Facebook, Twitter, and Instagram pages for online voting. During the First Voting Period users may cast their vote on Facebook @TicketSmarterBirminghamBowl, Twitter @Birmingham\_Bowl, or Instagram @ticketsmarterbirminghambowl by "liking" a Submission. Voting will end on October 6, 2021 at 11:59 P.M. CT. The two (2) Semi-Finalists receiving the highest number of cumulative votes across all social media platforms at the conclusion of the First Voting Period (the "**Finalists**") will move on to the Second Voting Period. Finalists will be announced on or around October 7, 2021.

(c) **SECOND VOTING PERIOD:** The Second Voting Period will take place during a private TicketSmarter Birmingham Bowl event at Protective Stadium in Birmingham, AL on October 21, 2021 (the "**Finalist Event**"). The Finalists may be asked to perform live at the Finalist Event. Finalists will be responsible for any transportation, accommodations, travel expenses and any other incidental costs or expenses related to participation in the Finalist Event. Following the Finalists' performances, all Finalist Event attendees will have the opportunity to cast one (1) vote. The Finalist who receives the highest number of votes from event attendees will be the "**Winner**", or in the case of a duet/group, "**Winners**". The Winner(s) will be announced on or around October 22, 2021.

10. **PRIZES:** The potential total approximate value ("**ARV**") of the prize is \$1,500 (\$300 per Winner, up to 5 Winners total). Each Winner will receive one (1) ticket to the TicketSmarter Birmingham Bowl on December 28, 2021 at Protective Stadium in Birmingham, AL (ARV \$300) and will perform the National Anthem (no retail value).

Minor Winner(s) must be accompanied by their parent or legal guardian. Exact seat locations at the TicketSmarter Birmingham Bowl to be determined by Sponsor in its sole discretion. The prize does not include any travel or accommodations to the rehearsal on 12/27/2021 or the TicketSmarter Birmingham Bowl on 12/28/2021. Winner and Participants are responsible for providing their own transportation to The TicketSmarter Birmingham Bowl. EACH WINNER IS RESPONSIBLE FOR ALL TRAVEL AND OTHER EXPENSES RELATED TO ATTENDING THE GAME AND FOR ALL APPLICABLE TAXES ASSOCIATED WITH RECEIPT OF A PRIZE. All other costs and expenses relative to participation in this Contest (including participation in the Finalist Event, the rehearsal and the acceptance of prize) not specified herein are not included and are solely the Winner's responsibility. The prize is nontransferable and non-refundable and must be accepted as awarded. No cash or other substitution may be made except by Sponsor, who reserves the right to substitute a prize with another prize of equal or greater value for any reason as determined by Sponsor in its sole discretion. WINNER IS RESPONSIBLE FOR ALL APPLICABLE TAXES ASSOCIATED WITH RECEIPT OF A PRIZE. Winner acknowledges that Sponsor, Promoter and its or their respective agencies or related companies have not made nor are in any manner responsible for any warranty, representation or guarantee, express or implied, in fact or in law, relative to any prize, including but not limited to its quality.

11. **PRIVACY AND PUBLICITY:** All information submitted by participants in the Contest will be treated according to the Privacy Policy available at <https://privacy.thewaltdisneycompany.com/en/>. Except where prohibited, participation in the Contest constitutes participant's consent to the Sponsor and Promoter use of his/her name, likeness, voice, opinions, biographical information, and state of residence for promotional purposes in any and all media, in any manner, now or hereafter known throughout the world in perpetuity without further consideration or any payment.

12. **GENERAL CONDITIONS:** This Agreement cannot be modified or waived except in writing signed by the party to be charged. The terms of this Agreement and its performance will be binding on the Entrant and his/her administrators, successors and assigns. If any provision of this Agreement is found by a court of competent jurisdiction to be illegal, invalid or unenforceable, the parties nevertheless agree that the court should endeavor to give effect to the parties' intentions as reflected in the provision to the maximum extent permitted by law, and the other provisions of the Agreement shall remain in full force and effect. Entrant may not assign his/her rights under this Agreement without Sponsor's prior written consent; any unauthorized assignment will be null and void. The Licensed Entities, as applicable, shall have the unlimited right to assign this Agreement and the rights granted by Entrant under this Agreement at any time, in whole or in part, to any person or entity.

13. **RELEASE AND INDEMNITY:** By participating in this Contest or receiving a prize, Entrants (and in particular, the Winner(s)) agree to release and to indemnify and hold harmless Sponsor, Promoter, Facebook, Twitter, Instagram and each of their respective parent(s), subsidiaries, other related entities, and each of their respective officers, directors, members, shareholders, assigns, members, successors, employees, franchisees, and agents of each of the foregoing (collectively, the "**Released Parties**") for any liability, injury, death, loss or damages to Entrant or any person or entity, including without limitation damage to personal or real property, caused in whole or in part, directly or indirectly, by participation in this Contest (and/or related activities) or the acceptance, possession or use/misuse of a prize.

14. **LIMITATIONS OF LIABILITY:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by Entrant, printing errors or by any of the equipment, hardware, software or programming associated or used with the Contest; (2) technical errors, defects, delays or failures of any kind, including without limitation malfunctions, interruptions or disconnections in communications lines, Internet or website access, hardware or software; (3) digital or electronic disruptions, e.g., viruses or other security breaches; (4) unauthorized human intervention, e.g., hacking; (5) technical or human error which may occur in connection with any aspect of the Contest; (6) any 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 Contest, access to, copying or downloading materials from YouTube.com, or any other website, or receipt or use of any prize.

15. **DISPUTES:** Participant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for or the appropriate State court located in New York, (b) all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Contest but in no event attorneys' fees, and (c) under no circumstances will participant be permitted to obtain awards for and participant 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 participant and Sponsor and Promoter in connection with the Contest, shall be governed by and construed in accordance with the laws of the State of New York without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York.

16. OFFICIAL WINNERS' LIST: For a copy of the list of Winners, mail a self-addressed stamped envelope to the address below. Requests must be received within thirty (30) days following the end of the Contest.

“The TicketSmarter Birmingham Bowl National Anthem” Contest  
2 Riverchase Office Plaza  
Suite 110  
Birmingham, Alabama 35244

SPONSOR: ESPN Productions, Inc. d/b/a ESPN Events, 11001 Rushmore Drive, Charlotte, NC 28277

PROMOTER: TicketSmarter, LLC, 7007 College Blvd Suite 100, Overland Park, KS 66211

This Contest is in no way sponsored, endorsed or administered by, or associated with, Facebook, Twitter, or Instagram.