

# LA KING KINGS VIRTUAL HALLOWEEN 5K CONTEST

## OFFICIAL RULES

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**ELIGIBILITY:** The LA Kings Virtual Halloween 5K Contest ("Contest") is open to registrants in the LA Kings Virtual Halloween 5K taking place October 23 through October 31, 2020, who are legal residents of **California, residing within a 75 mile radius of STAPLES Center in Los Angeles, CA,** and who are of legal age of majority in the jurisdiction in which they reside (and at least 18 years old) at the time of entry. Employees, officers and directors (including immediate family members (spouse, child, sibling, parent and their respective spouses, regardless of where they reside) and members of the same household, whether or not related) of The Los Angeles Kings Hockey Club, L.P. a/k/a "LA Kings" (LA Kings") and Kings Care Foundation ("Foundation") (LA Kings and Foundation each a "Sponsor" and collectively, the "Sponsors"), Anschutz Entertainment Group, Inc., and the National Hockey League ("NHL") and each of their respective parents, affiliated companies, subsidiaries, advertising and promotion agencies associated with the Contest are not eligible to participate in the Contest or win a prize. The Contest is subject to all applicable federal, state and local laws, rules and regulations. Void outside CA and where otherwise prohibited or restricted by law, rule or regulation.

**OBJECT OF CONTEST:** The object of the Contest is to submit one (1) original photo of entrant (and/or canine for consideration for the canine category) while participating in the LA Kings Virtual Halloween 5K ("Submission") during the Entry Period. Sponsors' judges will determine in their sole discretion which of the categories listed below (each a "Category" and collectively, the "Categories") best describes each eligible Submission received during the Entry Period. The judges consisting of Sponsors' staff shall then judge all eligible entries in the Categories based on the criteria set forth in the Judging section below:

### **CATEGORIES**

1. Best Race Selfie
2. Best Individual Costume
3. Best Group Costume
4. Cutest Canine Racer
5. Most Spirited Racer

**HOW TO ENTER:** The Contest begins at 9 a.m. Pacific Daylight Time ("PDT") on October 23, 2020 and ends at 5:00p.m. PDT on October 31, 2020 ("Entry Period"). During the Entry Period, there are **three** ways to enter: Twitter, Facebook or Instagram. No other method(s) of entry will be accepted. Limit one (1) entry per person, per household or social media handle, as applicable, regardless of method of entry. Multiple entries received from any person or social media account or household in excess of the stated limitation will be void. All information and files submitted in format specified will

become property of Sponsors and used as provided in the Sponsor's Terms of Use and Privacy Policy, each of which can be found by visiting <http://kings.nhl.com> (both of which are incorporated herein by reference).

1. **Twitter Method:** During the Entry Period as set forth below, in order to enter the Contest through Twitter, you must (a) be a registered user of Twitter with a public profile. Registration is free and can be done by visiting [www.twitter.com](http://www.twitter.com). If you don't already follow @LAKings and @LAKingsCare on Twitter, visit <https://twitter.com/lakings> and click on the icon to follow @LAKings and @LAKingsCare and (b) upload one (1) original photo of entrant (and/or canine for consideration for the canine category) participating in the LA Kings Virtual Halloween 5K with your Twitter account using the hashtag: #GoKingsGo. You must tag both @LAKings and @LAKingsCare to be entered. Tweets should not begin with @LAKings or @LAKingsCare. Images must be in digital format. No print or film submissions will be accepted for entry into this Contest. All digital files must be 3 megabytes or smaller in JPEG or JPG format. The image need not be taken with a digital camera; scans of negatives, transparencies, or photographic prints are acceptable. Twitter's clock will be the official time keeper for this Contest. If you make or receive tweets on your mobile phone, standard data fees may apply. See your wireless provider for pricing plan details. In order to participate in the Contest without receiving tweets on your mobile phone, be sure to deactivate your mobile phone from your Twitter account.
2. **Instagram Method:** During the Entry Period as set forth below, in order to enter the Contest through Instagram you must (a) be a registered user of Instagram with a public profile. Registration is free and can be done by visiting <http://instagram.com> and (b) upload one (1) original photo of entrant (and/or canine for consideration for the canine category) participating in the LA Kings Virtual Halloween 5K to Instagram using the hashtag: ##GoKingsGo and tag both @LAKings and @KingsCareFoundation to be entered. If you choose to enter via Instagram using your mobile phone, standard data fees may apply. See your wireless provider for pricing plan details. Eligible entries may be posted on ##GoKingsGo. Images must be in digital format. No print or film submissions will be accepted for entry into this Contest. All digital files must be 3 megabytes or smaller in JPEG or JPG format. The image need not be taken with a digital camera; scans of negatives, transparencies, or photographic prints are acceptable. By submitting your completed entry as directed, you will receive one (1) entry in the Contest.
3. **Facebook Method:** During the Entry Period as set forth below, in order to enter the Contest through Facebook, you must be a registered user of Facebook. Registration is free and can be done by visiting <http://facebook.com>. You must log on to [Facebook.com/LAKings](http://facebook.com/LAKings) and follow the instructions provided to fully complete and submit your official entry. You must upload one (1) original photo of entrant (and/or canine for consideration for the canine category) participating in the LA Kings Virtual Halloween 5K. Be sure to "tag" @LAKings and @KingsCareFoundation to be entered. Images must be in digital format. No print or film submissions will be accepted for entry into this Contest. All digital files must be 3 megabytes or smaller in JPEG or JPG format. The image need not be taken with a digital camera; scans of negatives, transparencies, or photographic prints are acceptable. If you choose to enter via Facebook using your mobile

phone, standard data fees may apply. See your wireless provider for pricing plan details.

Photos must be consistent with the Contest theme as established or determined by Sponsors, including the requirement that the content be appropriate for an “all ages” audience. Without limiting the foregoing, photographs may not contain profanity, political statements, references to violence, illegal activities, use of drugs or alcohol or demean any gender, race, religion or sexual orientation or contain any image which may otherwise be found to be offensive or harmful to the LA Kings’ goodwill at the sole determination of Sponsors. Photos must also meet the terms and conditions of the social media channel on which it is posted. This Contest is in no way sponsored, endorsed or administered by, or associated with Twitter, Instagram or Facebook. You are providing your information to Sponsors and not to Twitter, Instagram or Facebook.

You must complete all required information in order to be eligible. Limit one (1) entry per person and per valid e-mail address during the Entry Period. More than one (1) entry from any person or from any e-mail address during the entire Entry Period will void all entries from that person or e-mail address, as applicable. Any attempt by a person to enter more than once with multiple accounts may result in disqualification at the discretion of Sponsors upon verification of prize winner.

All information submitted online by entrants is subject to, and will be treated in a manner consistent with Terms of Use accessible at <http://kings.nhl.com> and Privacy Policy accessible at <http://kings.nhl.com> (both of which are incorporated herein by reference).

**JUDGING:** On or about November 2, 2020, the Sponsors’ panel of judges will judge all eligible entries received during the Entry Period. Eligible entries will be judged on the following basis within each category:

|    |  |             |
|----|--|-------------|
| 1) | Creativity                                     | 50%         |
| 2) | Photo Quality                                  | 40%         |
| 3) | Social Media Interest (i.e.: reposts/retweets) | <u>10%</u>  |
|    | Total  | <u>100%</u> |

Entrant(s) who submitted the entry with the highest score based on the criteria above as determined by the Judges in the Judges’ sole discretion, will be the potential Winners as set forth below, subject to verification of eligibility and compliance with the terms of these Official Rules. In the event of a tie, an additional, tie-breaking judging will determine the Winner from among such tied entries using the judging criteria outlined herein. Sponsors reserve the right to not award the prize if, in its sole discretion, it does not receive a sufficient number of eligible and qualified entries. The decisions of the Sponsors are final and binding on all matters relating to this Contest. Odds of winning depend on the total number of eligible entries received. Limit one (1) Prize per person, family and per household.

**PUBLICATION AND ASSIGNMENT OF RIGHTS TO SUBMISSIONS:** By entering the Contest, each entrant agrees that his or her Submission is an original photograph and he or she owns all right, title and interest in the entry as of the date of Submission. Entries cannot defame or invade the publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person’s personal

or property rights or any other third party rights. If the entry contains any material or elements that are not owned by the entrant and/or which are subject to the rights of third parties, the entrant is responsible for obtaining and has obtained, prior to Submission of the entry, any and all releases and consents necessary to permit the use and exhibition of the entry by the Sponsors 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. If any identifiable person appearing in the entry is under the age of majority in his/her state of residence, the parent or legal guardian is required to provide permission. Sponsors reserve the right to require proof of these permissions in a form acceptable to the Sponsors from any entrant at any time. Sponsors reserve the right to disqualify any entry it deems to be offensive, inappropriate, not in keeping with Sponsors' image or that is otherwise not in compliance with these Official Rules, in its sole discretion.

By entering the Contest, entrants agree to provide Sponsors with a perpetual royalty-free license to use, reproduce, publish and transmit the entry throughout the world through use of any media now known or hereafter developed in the future, and grant permission for Sponsors, and their respective designees to publish or publicize all or part of their entry, including but not limited to entrant's name, likeness and photograph Submission, in whole or in part, for advertising, promotional and trade or other purposes in conjunction with this and similar promotions in any and all media now known or hereafter developed, worldwide in perpetuity, without notice or permission and without further compensation, except where prohibited by law.

**PRIZES:** There will be five (5) Prizes awarded in all (each a "Prize" and collectively, the "Prizes") (one (1) Prize per each Category below). Each Winner will receive one (1) LA Kings Virtual Halloween 5K puck autographed by Daryl Evans (each a "Prize" and collectively, the "Prizes") with an approximate retail value ("APR") of \$20.00):

- Best Race Selfie
- Best Individual Costume
- Best Group Costume
- Cutest Canine Racer
- Most Spirited Racer

ARV of all Prizes: \$100.00.

Each Winner is fully responsible for any and all applicable federal, state, and local taxes (including income and withholding taxes). All costs and expenses associated with Prize acceptance and use not otherwise specified herein as being provided or any other expenses of a personal nature are the sole responsibility of each Winner. All prize details are at Sponsors' sole discretion.

Each Prize is non-transferable and non-assignable, with no cash redemptions or substitutions except at Sponsors' sole and absolute discretion. Sponsors reserve the right to substitute a prize (or portion thereof) with one of comparable or greater value, at its sole and absolute discretion.

**NOTIFICATION:** Potential Winners will be notified on or about November 6, 2020 via Twitter, Instagram or Facebook direct message, as applicable, by Sponsors. In the event that any potential Winner does not respond to any such notification within twenty-four (24) hours of date of issuance, a disqualification will result, Prize will be forfeited and, at Sponsors' sole discretion and time permitting, an alternate potential Winner may be chosen from among all remaining eligible entries. Potential Winner may be required to submit his/her valid social security number (if applicable) and/or other identification to Sponsors and will be required to execute, and return an Affidavit of Eligibility and Release of Liability and, unless prohibited by law, Release of Publicity within five (5) days of receipt from Sponsors. A disqualification will result, prize will be forfeited and, at Sponsors' sole discretion and time permitting, an alternate potential Winner (the next highest scoring eligible Submission in that Category) may be determined from among all remaining eligible entries if all required documents are not properly executed and returned within the specified period of time. Refusal or return of such documents as non-deliverable or potential Winner's noncompliance with these Official Rules will also result in disqualification and prize forfeiture and, at Sponsors' sole discretion and time permitting, may cause an alternate potential Winner (the next highest scoring eligible Submission in that Category) to be selected from among all remaining eligible entries.

**WAIVER OF LIABILITY/PUBLICITY RELEASE:** By participating in the Contest and submitting an entry, each entrant agrees to (i) be bound by these Official Rules, including all entry requirements, and (ii) waive any and all claims against the Sponsors, Anschutz Entertainment Group, Inc., NHL, Twitter, Instagram, and Facebook and each of its and their respective parents, affiliated companies, subsidiaries, licensees, distributors, dealers, retailers, printers, representatives and advertising and promotion agencies, and any and all other companies associated with the Contest, and all of their respective officers, directors, employees, agents and representatives (collectively, "Released Parties") for any injury, damage or loss, including death, that may occur, directly or indirectly, in whole or in part, from the participation in the Contest or from the receipt or use or misuse of any Prize. Released Parties will not be responsible for Acts of God, acts of terrorism, civil disturbances, work stoppage or any other natural disaster outside their control.

By accepting the Prize, Winner grants to the Sponsors and each of its respective designees the right to publicize such Winner's name, address (city and state of residence), photograph, voice and/or other likeness and Prize information in any and all media now known or hereafter devised, throughout the world, in perpetuity, without additional compensation or consideration, notification or permission, unless prohibited by law. **WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, THE PRIZE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND THE RELEASED PARTIES HEREBY DISCLAIM ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT**

**GENERAL CONDITIONS:** Released Parties are not responsible for stolen, late, incomplete, illegible, misdirected, lost, damaged, garbled, delayed, undelivered, inaccurate, or garbled entries, e-mail, or Contest Submissions. Entries generated by a script, macro or other mechanical or automated means or by any means which subvert the entry process will be disqualified. Released Parties are not responsible for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), 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 processing of entries, the announcement of the Prize or in any Contest-related materials, or the cancellation or postponement of any NHL game or appearance. 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 entrants' or to any other person's computer related to or resulting from participating in this Contest or downloading materials from or use of the website.

This Contest may not be used for any form of gambling. In the event that the Contest is challenged by any legal or regulatory authority, Sponsors reserve the right to discontinue or modify the Contest, or to disqualify entrants residing in the affected geographic areas. In such event, Released Parties shall have no liability to any potential entrants who are disqualified due to such an action.

Persons who tamper with or abuse any aspect of the Contest or website or attempt to undermine the legitimate operation of the Contest by cheating, deception or other unfair playing practices, or intend to annoy, abuse, threaten or harass any other entrant or Sponsors' representatives or who are in violation of these Official Rules, as solely determined by Sponsors, will be disqualified and all associated entries will be void. Any attempt to deliberately damage the content or operation of this Contest is unlawful and subject to legal action by the Sponsors or any of the Released Parties. Sponsors shall have the sole right to disqualify any entrant for violation of these Official Rules or any applicable laws relating to the Contest, and to resolve all disputes in their sole discretion. Released Parties (i) make no warranty, guaranty or representation of any kind concerning any Prize, and (ii) disclaim any implied warranty. All disputes will be resolved under applicable U.S. laws in the County of Los Angeles, state of California without giving effect to choice of law or conflicted law principles (whether of the state of California, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the state of California. Sponsors' failure to enforce any terms of these Official Rules shall not constitute a waiver of that provision.

The Sponsors reserve the right, in its sole discretion, to cancel or suspend the Contest for any reason, including should virus, bugs, unauthorized human intervention, or other causes corrupt the administration, security, fairness, integrity or proper operation of the Contest. In the event of cancellation, Sponsors may elect to identify the Winner and award the Prize from among all non-suspect, eligible entries received up to the time of such cancellation.

In case of multiple entries received from the same person, household, email or social media account only the first entry received from such person, household, email or social media account will be considered. In the event of a dispute as to the identity or eligibility of a Winner based on an email address or social media account, the winning entry will be declared made by the "Authorized Account Holder" of the e-mail address or social media account submitted at the time of the entry provided he/she is eligible according to these Official Rules. The "Authorized Account Holder" is defined as the natural person to whom the applicable Internet service provider or other organization (such as a business or educational institution) has assigned the email address or social media accounts for the domain associated with the submitted email address. Sponsors reserve the right to modify these Official Rules for clarification purposes without materially affecting the terms and conditions of the Contest.

**CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSORS WILL DISQUALIFY ANY SUCH ENTRANT AND SPONSORS RESERVES THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW**

**WINNERS' LIST:** For the name of the Winners (available after November 12, 2020), mail a self-addressed stamped envelope to: LA Kings Virtual 5K Halloween Contest Winners' List, c/o LA Kings at 555 North Nash Street, El Segundo, CA 90245. Winners' name requests must be received by January 31, 2021.

**SPONSORS:** The Sponsors of this Contest are:

The Los Angeles Kings Hockey Club, L.P.  
555 North Nash Street, El Segundo, CA 90245

Kings Care Foundation  
555 North Nash Street, El Segundo, CA 90245