

## **Maiden Project Giveaway Official Rules**

**NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**1. Eligibility:** Maiden Project Giveaway (the "Sweepstakes") is open only to business entities organized under the laws of the fifty (50) United States (including District of Columbia) who have authorized the individual entering on its behalf per Section 4 below. Employees of Know Advertising Inc. ("Sponsor"), and its parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules. Sponsor's decisions are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

**2. Sponsor:** Know Advertising Inc., 280 North Old Woodward, Birmingham, MI 48009.

**3. Timing:** The Sweepstakes begins on August 1, 2022, at 12:00 a.m. Eastern Time ("ET") and ends on November 1, 2022, at 11:59 p.m. ET (the "Promotion Period"). Sponsor's computer is the official time-keeping device for this Sweepstakes.

**4. How to Enter:** During the Promotion Period, have an authorized representative of your company visit [www.MaidenProject.com](http://www.MaidenProject.com) and follow the instructions for entering the Sweepstakes. Upon submission of the completed entry form, you automatically will receive one (1) entry into the Sweepstakes.

**Limit:** One (1) entry per during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, accounts, 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. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or entry, Sponsor will be the sole arbiter of the dispute. Potential winners may be required to show proof of its lawful business entity status and validity of its authorized representative's entry.

**5. Drawing:** Sponsor's decisions as to the administration and operation of the Sweepstakes and the selection of potential winners are final and binding in all matters related to the Sweepstakes. Sponsor will randomly select the potential Sweepstakes winners, from all eligible entries on or around November 10, 2022.

**6. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE SWEEPSTAKES. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY AND THE POTENTIAL WIN HAVE BEEN VERIFIED, AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS.**

**7. Verification of Potential Winners:** Receiving a prize is contingent upon compliance with these Official Rules. The potential winners will be notified by email. The potential Grand Prize winner will be required to sign and return a Declaration of Compliance, Liability Waiver, and where not prohibited, a Publicity Release ("Declaration") setting forth the respective obligations of potential winner and Sponsor in the development of the ad campaign, which must be received by Sponsor within five (5) days of the date notice or attempted notice is sent, in order to claim its prize. If a potential winner of any prize cannot be contacted or fails to provide any requested information within the required time period (if applicable), or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential Sweepstakes prize winner

forfeits the prize or is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings after which the prize will remain unawarded.

**8. Grand Prize: Free Ad Campaign valued at \$50,000.** We will work with your team to develop a complete advertising campaign. Prize package consists of:

Onboarding Phase: we will collectively determine objectives and creative direction of the campaign.

Strategy Phase: we will define your core target consumer to implement the best plan of action; positioning statements; business objectives; and go to market strategy for the campaign.

Implementation timeline: we will create a full roadmap for launching the campaign that you can take and use to launch on your own, and we'll tell you how you can track and measure the results.

Campaign development: we will work closely with you to develop the creative assets needed for your campaign, and storyboards and mockups for how you'll deploy those assets when you launch.

Media recommendation: this final phase will break down where and how to execute your campaign with the assets we have developed for you, consisting of a 12-month media recommendation schedule, tangible targets the campaign can achieve, and budget estimates on how/where to spend campaign money that will maximize your budget.

Sponsor's total time spent in developing and fulfilling the Grand Prize shall not exceed 250 hours.

Grand Prize package does not include outside service costs such as video production, media purchases, web development, printing services, photography services, or any third-party costs.

The Grand Prize is unique and requires winner's active participation and adherence to the terms and conditions set forth in the Declaration throughout the campaign development process, including, but not limited to, providing Sponsor with brand assets and authorization to use such assets, information necessary for the development of an effective ad campaign that winner may consider confidential or proprietary, active participation in meetings, completing questionnaires, providing timely approvals, and any other actions/materials that are customarily needed to create an advertising campaign. If, in Sponsor's sole discretion, winner fails to comply with these Official Rules or the Declaration, winner shall forfeit all or a portion of the prize.

Odds of winning Grand Prize depend on the number of eligible entries received during the Promotion Period.

No cash equivalent and all prize components are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize component for one of equal or greater value if the designated prize component should become unavailable for any reason. Winner is responsible for all taxes and fees associated with prize receipt and/or use. Prizes will be fulfilled approximately 8-12 weeks after the conclusion of the Sweepstakes.

**9. Release:** By engaging Sponsor in the development of the Grand Prize for winner's benefit, winner agrees to release and hold harmless Sponsor and its subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

**10. Publicity:** Except where prohibited, participation in the Sweepstakes constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

**11. 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, or any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Sweepstakes, including but not limited to fulfillment of the prize(s), as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to modify

the prizes offered herein and to award the prizes at random from among the eligible entries received up to the time of the impairment. 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. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**12. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; or (5) 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 Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry, if possible. 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 among all legitimate, un-awarded, eligible prize claims.

**13. Disputes:** THIS SWEEPSTAKES AND ITS RULES ARE GOVERNED BY US LAW AND ARE SUBJECT TO ALL APPLICABLE FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS. ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THE PROMOTION RULES, OR THE RIGHTS AND OBLIGATIONS OF PARTICIPANTS AND SPONSOR IN CONNECTION WITH THE PROMOTION ARE GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF MICHIGAN, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN OAKLAND COUNTY, MICHIGAN. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JUDICIAL ARBITRATION AND MEDIATION SERVICES, INC., IN ACCORDANCE WITH ITS STREAMLINED ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("JAMS RULES"). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN MICHIGAN. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN OAKLAND COUNTY, MICHIGAN. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, INCLUDING ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. EXCEPT WHERE PROHIBITED, YOU AGREE THAT ANY AND ALL DISPUTES, CLAIMS AND/OR CAUSES OF ACTION ARISING OUT OF, OR CONNECTED WITH THE PROMOTION OR ANY PRIZE AWARD SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION.

#### **ABBREVIATED TERMS AND CONDITIONS FOR PRINT**

NO PURCHASE NECESSARY. Begins 8/1/22, ends 11/1/22. Open to businesses organized in 50 US and DC. Visit [www.MaidenProject.com](http://www.MaidenProject.com) for official rules, prize description/restrictions, odds of winning depend on number of eligible entries received. Void where prohibited.

#### **ABBREVIATED TERMS AND CONDITIONS FOR DIGITAL ADS**

NO PURCH NEC. Ends 11/1/22. Open to businesses organized in 50 US and DC. Full rules and details:  
[www.MaidenProject.com](http://www.MaidenProject.com).