

OFFICIAL PROMOTION RULES

BRICKLIVE RED KETTLE SOCIAL CONTEST - INSTAGRAM GIVEAWAY

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED BY LAW.

To Enter: To be eligible, entrant (“**Entrant**”) must follow the **BRICKLIVE RED KETTLE SOCIAL CONTEST - Instagram Giveaway** (the “**Promotion**”) instructions set forth by Blue Star Frisco Events, L.P. and The Salvation Army (collectively referred to herein as “**Sponsor**”). Limit one (1) entry per person. Sponsor will not be responsible for entries lost, delayed, incomplete or misdirected. Entrant expressly consents to adding his/her name to receive future promotional offers, and using Entrant’s name for advertising, publicity or any other purposes whatsoever, as determined by Sponsor in its sole discretion, without compensation and with or without attribution to Entrant, as Sponsor elects.

METHODS OF ENTRY:

- A. **Instagram Entry:** Entrant may go to www.thestarinfrisco.com/bricklive and follow the directions for entering the Promotion.
- B. **Mail-In Entry:** Entrant may hand-write his/her complete name (no initials), valid e-mail address, street address (P.O. Boxes not accepted), city, state, ZIP code, telephone number, a Keyword, and date of birth on a 3½”x5” card (“**Mail-In Entry**”) and mail in an envelope with proper postage affixed to: BRICKLIVE Red Kettle Social Contest - Instagram Giveaway, Attention: Marketing Coordinator, One Cowboys Way, Suite 100, Frisco, TX 75034. Each entry, regardless of the submission method, will have an equal chance of winning. The Mail-In Entry must be received prior during the applicable Entry Period.
- C. **RELEASE OF CONTENT:** By entering into the Promotion, the Entrant agrees:
 - That Sponsor and its designees may use his/her name, voice, photograph, likeness, address (city and state), biographical information, prize information and/or statements about this Promotion (collectively, “**Content**”) for advertising and publicity purposes in all media worldwide at the discretion of the Sponsor without limitation, further compensation or notice.
 - That he/she releases Sponsor, their affiliates and their partners from all liability arising in connection with use of Content.
 - That he/she certifies that he/she has acquired and hereby grant Sponsor, their affiliates and their partners all necessary rights to use Content and that such use does not infringe upon anyone else’s rights.

Eligibility: Promotion is open to legal residents of the United States. Must be 18 years of age or older. Entrant is not eligible if he/she is an employee of Sponsor or a member of the immediate family (defined as parents, children, siblings or spouse, regardless of where they reside) or household of any of the above persons. By entering, Entrant agrees to abide by these rules and all decisions of Sponsor, which are final in all matters relating to this Promotion.

Entry Period: The Promotion will accept entries during the designated entry period as set forth herein (“**Entry Period**”). The Sponsor’s computer is the Promotion’s official clock. The Entry Period begins at or about 12:01 AM Central Standard Time (“**CST**”) on November 29, 2018 and ends at 11:59 PM CST on January 25, 2019 (“**Entry Period**”).

- Prize: Two (2) tickets to the Dallas Cowboys home game during the 2019 season
- Approximate Retail Value: \$358.00

Additional Prize Terms: Sponsor reserve the right to substitute any portion of the prize for one of equal or greater value. Winners may not request prize substitution. Prize is non-transferable and may not be claimed or used by any person other than the winner. By entering into the Promotion, the Entrant agrees that Sponsor and its designees may use his/her name, voice, photograph, likeness, address (city and state), biographical information, prize information and/or statements about this Promotion for advertising and publicity purposes in all media worldwide at the discretion of the Sponsor without limitation, further compensation or notice. Any portion of prize not accepted by winner will be forfeited. Federal, state, and local taxes on prize and any expenses relating to the acceptance of and use of prize not specified herein are the responsibility of winner. ARV is as of the time the rules were printed and the value of a prize may fluctuate. A winner is not entitled to any difference between the ARV and the actual value of the prize at the time the prize is awarded.

DRAWING/NOTIFICATION OF WINNER: At the conclusion of each Entry Period, Sponsor will select the name of one (1) potential winner in a random drawing of all eligible entries received during the applicable Entry Period. The odds of being selected as a potential winner depend on the number of eligible entries received during the Entry Period. A Potential winner will be notified by telephone or email after the drawing with instructions on how to claim the prize. The prize winner will be required to sign and return an Confirmation of Eligibility and Liability/Publicity Release (except where prohibited) and any other requested documents within the time period specified in the notification email or the prize may be forfeited in its entirety and awarded to an alternate winner, at the Sponsor’s sole and absolute discretion. Failure to provide all required information and a signature on the documents within the stated time period may result in forfeiture of winner’s right to claim the prize and may result in the prize being awarded to an alternate winner, if time permits. Sponsor reserves the right to conduct a background check on any potential prize winner and reserves the right in its sole discretion to disqualify any person based on such background check if Sponsor determines in its sole discretion that awarding the prize to such potential prize Winner might reflect negatively on Sponsor or any of the Released Parties.

Disclaimer: Each Entrant in this Promotion agrees to release and hold harmless the Sponsor, Dallas Cowboys Football Club, Ltd., Instagram, Blue Star Stadium, Inc., Frisco MUEC Operations, LLC, Blue Star Frisco, LP, Blue Star Frisco Retail, LLC, Cowboys Stadium, L.P., National Football League, Lincoln Property Company Commercial, Inc., and each of their respective parent companies, divisions, related entities, affiliates and subsidiaries, and each of their directors, officers, employees, agents, representatives, successors and assigns, and all others associated with the development and execution of this Promotion, including without limitation, any prize providers (the “**Released Parties**”), from and against all claims, including but not limited to mechanical errors and other errors, inaccurate, fraudulent, incomplete, late, lost, misdirected entries; or any delays in delivery of prize; or bodily injuries, death, losses or damages of any kind, without limitation, that may arise from or in connection with Entrant’s participation in this Promotion or acceptance, possession or use of the prize(s), or participation in prize-related activities. By participating in this Promotion, Entrant agrees and acknowledges to be bound by these official rules, all

Sponsor-related terms and conditions, as well as the decisions of Sponsor which are final and binding in all respects; to waive any rights to claim ambiguity with the official rules.

Applicable Law: This Promotion and these official rules shall be construed and governed in accordance with the laws of the State of Texas. As a condition to participating in this Promotion, each Entrant agrees that any and all disputes that cannot be resolved between the parties, and all causes of action arising out of or in connection with this Promotion will be resolved individually, without resort to any form of class action, exclusively before a court located in the State of Texas. The Entrant and Sponsor hereby waive any and all right to trial by jury. If any provision of these official rules is declared or found by a court of competent jurisdiction to be illegal, unenforceable or void, then such provision will be null and void but each other provision hereof not so affected will be enforced to the full extent permitted by applicable law. All federal, state and local laws and regulations apply.

General: This promotion is in no way sponsored, endorsed or administered by, or associated with Instagram. If, for any reason the Promotion is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor, which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Promotion, Sponsor reserves the right at its sole discretion to cancel, suspend or modify this Promotion, in whole or in part without notice. Promotion is subject to all applicable laws. Income and other taxes or tariffs, if any, are the sole responsibility of the winner. Other restrictions may apply. All rights reserved.

Winners List: For a list of winners available after February 9, 2019, send a self-addressed envelope to: **BRICKLIVE RED KETTLE SOCIAL CONTEST** - Instagram Giveaway, Attention: Marketing Coordinator, One Cowboys Way, Suite 100, Frisco, TX 75034. Requests must be received by February 24, 2019.

Sponsor: Blue Star Frisco Events, L.P. and The Salvation Army
