

COVID COMMUNITY CHALLENGE FUNDRAISING CONTEST
OFFICIAL RULES AND REGULATIONS

NO PURCHASE NECESSARY TO ENTER OR WIN

General

The COVID Community Challenge (the “Fundraising Contest”) will begin on October 7, 2020 at 12:01 AM, Eastern Time and will end on January 1, 2021 at 11:59 PM, Eastern Time (the “Fundraising Contest Period”).

Before entering the Fundraising Contest, each entrant must review and agree to be bound by the Fundraising Contest’s Official Rules and Regulations as set out below. By entering the Fundraising Contest, entrants accept and agree to be bound by the Official Rules and Regulations, and accept the decisions of the Sponsor as final and binding in all respects.

Sponsor

The Fundraising Contest is sponsored by the University of Rochester (the “Sponsor”) and is in no way sponsored, endorsed or administered by, or associated with Facebook, Twitter, or Instagram. All communication with respect to the Fundraising Contest, including requests to be removed from future Fundraising Contest mailings, should be directed to the Sponsor at the following address: COVID Community Challenge, Dept of Public Health Sciences, University of Rochester, 265 Crittenden Blvd - CU420644, Rochester NY 14642.

Eligibility

The Fundraising Contest is open only to Parent-Teacher Associations (“PTAs”) and Parent-Teacher Organizations (“PTOs”) affiliated with an elementary, middle or high school in the Rochester City School District (“RCSD”), Rochester, New York. PTAs and PTOs affiliated with charter schools, private schools, or any school that is not within the RCSD are not eligible to participate. PTAs/PTOs will not be eligible and registered unless they have their own organizational EIN and provide it to the Sponsor during the registration process. Employees of the Sponsor, and their spouses or domestic partners, may not serve as a participating PTA/PTO’s representative for purposes of the Fundraising Contest. Anyone participating in the Fundraising Contest or claiming a prize in the Fundraising Contest in violation of these rules will be disqualified.

How to Enter

Entrants access the COVID Community Challenge at roccovid.org/register, follow the link to the Fundraising Contest, and sign-up for the COVID Community Challenge. Once registered for the Fundraising Contest, the Entrant will be asked to complete the online entry form. Potential entrants must register and provide all information requested in the entry form no later than 11:59 PM Eastern Time on November 20, 2020. Registration will be complete upon Sponsor’s verification of the registrant’s eligibility to participate in the Fundraising Contest. Sponsor will

notify registrants of whether their eligibility to participate has been confirmed and they have been entered into the Fundraising Contest no later than 5 business days from the submission of the online entry form. Any Entrant that does not provide all information required for entry and/or is not confirmed to meet the eligibility requirements shall not be entered into the Fundraising Contest.

Description of the Contest; Selection of Winners

Winning PTAs/PTOs will be selected in two rounds. Both rounds are dependent on the number of individuals enrolled in ROC COVID screening tool located on the ROC COVID website, www.roccovid.org, and selecting the participating PTA/PTO from the drop down menu. Only individuals who live within one of the 13 counties listed on the ROC COVID website, as determined by their zip code, will be counted. These individuals are referred to as “Team Members.”

Team Members enrolled in ROC COVID may support only one participating PTA/PTO. After initially identifying the participating PTA/PTO they support, they will not be able to change the PTA/PTO they support.

During Round 1 of the Fundraising Contest, which will run from October 7, 2020 through 11:59 PM Eastern Time on November 20, 2020, each participating PTA/PTO that has at least 150 **new** Team Members enrolling in ROC COVID on or after October 7, 2020 and selecting the participating PTA/PTO from the drop down menu, will win a prize in the amount of \$500. There will no limit on the number of prizes that can be awarded during Round 1.

During Round 2 of the Fundraising Contest, which will run from November 21, 2020 to January 31, 2021, prizes will be awarded to participating PTA/PTOs depending on the number of daily health screenings completed by their Team Members on the ROC COVID website between October 7, 2020 and January 31, 2021 at 11:59 PM Eastern Time. Daily health screenings completed by Team Members who enrolled in ROC COVID before the beginning of the Fundraising Contest, and who select a participating PTA/PTO from the drop down menu in the ROC COVID screener will be counted, in addition to health screenings by individuals who enroll after the Fundraising Contest begins. Team Members may complete a ROC COVID health screening only one time per day. The first prize, which will be awarded to the participating PTA/PTO with the highest number of health screenings during this time period, will be \$15,000; the second prize, which will be awarded to the participating PTA/PTO with the second highest number of health screenings during this time period, will be \$10,000, and the third prize, which will be awarded to the participating PTA/PTO with the third highest number of health screenings during this time period, will be \$5,000.

In the event of any ties in the number of screens completed as of 11:59 PM Eastern Time on January 31, 2021, the participating PTA/PTO’s whose teams are tied will share the prize for their combined levels. In the case of two teams being tied for first place, the teams will share equally in the combined 1st and 2nd place prizes. Ties for 2nd and 3rd place will split the combined prizes for 2nd and 3rd place.

The Sponsor will notify the winners in each Round by e-mail to their primary contact identified during their registration.

Prizes/Value of Prizes

The total prizes awarded in Round 1 will be dependent on the number of participating PTAs and PTOs that meet the criteria for winning the Round 1 prize. The total prizes awarded in Round 2 will be \$30,000. Winning PTAs/PTOs are responsible for all applicable federal, state, local and other tax liabilities, including but not limited to, sales and use taxes, excise taxes, income and withholding taxes, customs duties, fees and like amounts in connection with a prize. The Sponsor is not responsible for any such taxes or expenses. A Form 1099 may be submitted to all appropriate taxing authorities.

Odds of Winning

The overall approximate odds of winning depend on the number of PTAs and PTOs participating in the Fundraising Contest.

Winners List

A list of the names of the winners can be obtained by sending a self-addressed, stamped envelope before January 31, 2021 to the following address: COVID Community Challenge, Dept of Public Health Sciences, University of Rochester, 265 Crittenden Blvd - CU420644, Rochester NY 14642.

Release; Consent to Use Likeness, Voice and Address

By entering the Fundraising Contest, each participating PTA and PTO agrees: (a) to abide by these rules and the decisions of the Sponsor, which shall be final and binding in all respects; (b) to release and hold harmless the Sponsor, its subsidiaries and affiliates, the prize funders, ROC COVID and its affiliated organizations, and all of their agents, representatives, officers, directors and employees (collectively, the "Released Parties") from any and all claims, liability, loss or damage whatsoever arising with respect to the Fundraising Contest or the awarding of any Fundraising Contest prizes; and (c) to consent to the use of their and their representative named in their entry form's name, image, voice, likeness, city and state of residence and/or photographs without compensation in any publicity or advertising carried out in any medium worldwide by the Sponsor and/or its advertising or promotional agencies without limitation or further notification, and without providing compensation or intellectual property rights to the organization or representative, except where prohibited.

General Conditions

PTA/PTO registrations that are not complete are automatically void. The Released Parties are not responsible for the following: 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 technical problems or errors in computer hardware or software, typographical, mechanical, telephonic, or electronic systems or networks relating to or in connection with this Fundraising Contest, including, without limitation, errors which may occur in connection with the administration of the Fundraising Contest, the processing of entries, the announcement of the prizes, or in any Fundraising Contest-related materials; or any incorrect or inaccurate information, whether caused by site users, tampering, hacking or by any equipment or programming associated with or utilized in the Fundraising Contest.

Participating PTAs/PTOs may be disqualified if automatic software is used in their favor or if Sponsor determines, in its sole discretion, that the participating PTA/PTO or any of their Team Members tampered with the entry process or participated in, induced, or caused in any way any false, fraudulent, or improper entries into the Fundraising Contest or the ROC COVID screening tool. Sponsor reserves the right, in its sole discretion, to select an alternate winner should the process appear to have been tampered with or manipulated in any way.

Participating PTAs/PTOs may also be disqualified if Sponsor learns that the participating PTA/PTO disparages the Sponsor, any of the organizations funding the prizes, or ROC COVID during or after the Fundraising Contest period. Sponsor retains the right to take legal action against any PTA or PTO, or their members, who commit libel or slander against Sponsor during or after the Fundraising Contest.

The Sponsor fully reserves the right, in its sole discretion, to cancel, suspend, terminate or modify the Fundraising Contest if the Fundraising Contest is not capable of being completed as planned, including, but not limited to, infection by computer viruses or bugs, tampering, unauthorized intervention, force majeure or technical failures of any sort beyond the reasonable control of the Sponsor, which corrupts or impairs the administration, security, fairness or proper play of this Fundraising Contest.

The use of the ROC COVID screening tool as a part of the Fundraising Contest is subject to the Privacy Policy and Terms of Use found on the ROC COVID website.

This Fundraising Contest and the terms and conditions contained in these Official Rules and Regulations shall be exclusively governed and constructed in accordance with the laws of the State of New York. Any and all disputes, claims and causes of action arising out of or connected with this Fundraising Contest or any prize awarded shall be resolved individually, without resort to any form of class action. The Fundraising Contest is subject to all applicable federal, state, local laws and regulations. Void where prohibited or restricted by law.

If any one or more provisions of these rules are held to be invalid, illegal or unenforceable by a court of competent jurisdiction, such invalidity, illegality or unenforceability shall not affect the validity, effect or enforcement of any other provision of these rules.