2014 Popcorn Cup Video Contest Official Rules

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER, WIN OR CLAIM A PRIZE.

A PURCHASE OR PAYMENT WILL NOT INCREASE A CONTESTANT'S OPPORTUNITY TO WIN.

OPEN TO REGISTERED SCOUTS OF THE CALUMET, CHICAGO AREA, DES PLAINES VALLEY, AND NORTHWEST SUBURBAN COUNCILS OF THE BOY SCOUTS OF AMERICA.

THE 2014 POPCORN CUP VIDEO CONTEST ("CONTEST") IS SPONSORED BY THE AFORE MENTIONED COUNCILS ("SPONSOR"), AND IS ADMINISTERED BY THE POPCORN COMMITTEES AND STAFF ADVISOR ("ADMINISTRATOR").

CONTEST PERIOD: The Contest starts on July 15, 2014 at 12:00 AM CDT (midnight) and ends on September 1, 2014 at 11:59:59 PM CDT ("Contest Period"). The Contest Period consists of following three (3) phases:

Contest Phase	Start Date (at 12:00 AM PT)	End Date (at 11:59:59 PM PT)
Contest Entry Phase	July 15, 2014	September 1, 2014
Contest Judging Phase	September 2, 2014	September 11, 2014

The Sponsor's computer is the official Contest clock.

ELIGIBILITY: The Contest is open only to registered Scouts from the Calumet, Chicago Area, Des Plaines Valley, and Northwest Suburban Councils at the time of entry. Participation consists of entrant's ("Contestant") full and unconditional agreement to these Official Rules and Sponsor and Administrator's decisions, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

To participate in the Contest, each Contestant must already have or create an account on Vimeo®. Contestants may create a Vimeo account at no cost by logging on to www.vimeo.com. Creation of a Vimeo account requires Contestant to agree to the Vimeo Terms of Service and Privacy Policy, available at https://vimeo.com/terms.

If a Contestant accesses Vimeo, or the Contest on his/her mobile device, the Contestant's wireless service provider may charge the Contestant for applicable data charges. Contestants should consult their wireless service provider regarding its pricing plans. Message and data rates may apply. Contestants should review their mobile device's capabilities for specific app instructions.

HOW TO ENTER: To enter the Contest, an eligible Contestant must first post a video to Vimeo of himself/herself giving their best popcorn sales pitch ("Video"). The Contestant should tag "scoutpopcornsale" and is strongly encouraged to password protect the video. If the video is password protected, the password must be set to "CoachQ" in order for the video to be viewed and considered. During the Contest Period, the Contestant must visit www.scoutpopcornsale.com/contest (collectively, the "Website") and complete the registration form, including, but not limited to: his/her complete first name, complete last name (no initials), parent or guardian's full name if the Contestant is under 18 years of age, street address, city, state, ZIP code, valid e-mail address, telephone number, Unit number, council name, and the URL to his/her posted Video (collectively, an "Entry").

Limit of one (1) Entry per Contestant during the entire Contest Entry Phase. By submitting an Entry, each Contestant agrees that his/her Entry complies with these Official Rules, including the Entry Guidelines and Requirements set forth in Section 4 of these Official Rules. Each Contestant also agrees that Sponsor or Administrator may disqualify the Contestant from the Contest if Sponsor or Administrator believes, in their sole and absolute discretion, that an Entry fails to comply with these Official Rules. If Sponsor or Administrator rejects any Entry, such Entry will be disqualified and will not be considered a valid Entry.

Contestant's Scouting pack, troop, or crew ("Unit") must be signed up for the 2014 popcorn sale and the Unit place a Show & Sell order in order for the Contestant's Entry to be considered. Units may sign up for the sale at www.scoutpopcornsale.com/signup. Show and Sell orders are due no later than August 23, 2014.

By submitting an Entry, Contestant hereby grants permission for the Entry to be posted on the Sponsor's website, social networks or other website for public view.

Any attempted form of participation in the Contest other than as described herein is void. If a Contestant has registered or attempted to register more than once using multiple e-mail addresses, multiple identities, IP addresses, or use of proxy servers, all of the Contestant's Entries will be declared null and void and that Contestant will not be awarded any prize that he/she might have been entitled to receive.

Each Contestant acknowledges that other Contestants may have used ideas and/or concepts in his/her Submission that may be similar in idea or concept to what is included in another Contestant's Entry. Each Contestant understands and agrees that he/she shall not have any claim against any other Contestant or Sponsor arising out of any such similarity or be entitled to any compensation because of any such similarity.

Entry Guidelines and Requirements: Each Entry:

Must be in English;

Must be at least 15-seconds;

Must not exceed 60-seconds;

Must show Contestant giving popcorn sales pitch;

May feature other people along with the Contestant, provided the Contestant has obtained written permission from each person featured and is able to provide to Sponsor upon request. Further, if the Contestant is under the age of majority in his/her state of residence, the unidentifiable person must be the Contestant's parent or legal guardian;

Must not contain material that violates or infringes another's rights, including, but not limited to, privacy, publicity or intellectual property rights, including copyright infringement, or legal or moral rights of any third party, living or deceased;

Must not disparage Sponsor, Administrator or any other person or party affiliated with the promotion and administration of this Contest;

Must not include any personally identifiable information (full names, addresses, email address, phone numbers, personal websites, etc);

Must comply with all other provisions of these Official Rules;

Must not contain, facilitate, reference, or use material that is fraudulent, inappropriate, indecent, lewd, pornographic, obscene, hateful, tortious, defamatory, slanderous or libelous;

Must not contain, facilitate, reference or use material that contains prohibited content which shall include, but is not limited to content that promotes, suggests, or encourages:

gambling, including without limitation, any content related to online casinos, sports books, bingo or poker;

the use of firearms/weapons/ammunition, any illegal drugs, prostitution, pornography, nudity, profanity or other adult content, violence, or the use of alcohol or tobacco products;

the taking up of arms against any person, government or entity or otherwise challenge or seek to overthrow any government;

Must not contain any viruses, spyware, malware, or other malicious components that are designed to harm the functionality of a computer in any way;

Must not contain, facilitate, reference, or use material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, ethnicity, religion, nationality, disability, sexual orientation, political orientation, citizenship, ancestry, marital status, or age; and

Must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where Entry is created.

By submitting an Entry into the Contest, Contestant grants Sponsor an irrevocable, perpetual, nonexclusive, unlimited, royalty-free, fully paid-up license to the Entry submitted (including all rights embodied therein) and understands that Sponsor and its designees may exploit, edit, modify, post, create derivatives of, distribute and otherwise use the Entry and all elements of such Entry, including, without limitation, the names and likenesses of any persons embodied therein, in any and all media now known or hereafter devised, in any manner, including, without limitation, on Sponsor websites and social media pages, in whole or in part, worldwide, without compensation or notification to, or permission from, Contestant or any third party. Sponsor is under no obligation to make use of the rights granted herein.

Sponsor's IP: Sponsor grants Contestants a limited, revocable, non-sublicensable license to use Sponsor's name, product, trademarks and logos (collectively, "Sponsor's IP") for the sole purpose of entering this Contest. Contestants are not permitted to make any further use of Sponsor's IP for any purpose whatsoever. In addition, Contestants recognize that all right, title, and interest in Sponsor's IP shall vest exclusively to the Sponsor, and Contestant agrees that he/she has not and will not take any action that might harm or adversely affect such rights. No right, title, or interest in and to the Sponsor's IP except for the limited license granted to Contestant in these Official Rules is transferred or created. Each Contestant further acknowledges and agrees that Sponsor's IP rights are valid and enforceable, and

that Contestant shall do nothing to challenge the validity or enforceability of Sponsor's IP in any forum. Contestants agree that the use of Sponsor's IP is permitted only for the purpose of making a submission in this Contest, and that any use of Sponsor's IP (whether in the Entry or otherwise) beyond this scope infringes the rights of Sponsor and will result in irreparable harm to Sponsor.

CONTEST JUDGING PHASE AND SELECTION OF WINNERS: During the Contest Judging Phase, all eligible Entries received during the Contest Entry Phase will be judged by a panel of qualified judges selected from the Sponsor's popcorn committees ("Judges"). The Judges will choose one Entry from each council that they feel is the best at describing (1) why the Scout is selling (2) what the Scout is selling (3) what the Scout will be able to do if they sell their goal and (4) asks for a purchase (collectively, "Judging Criteria"). One (1) Entry from each council will be named the potential "Grand Prize Winners. If an insufficient number of Entries are received in the Contest, then all prizes may not be awarded. All Decisions of the Judges are final and binding. The selected winners are each considered to be a potential winner, subject to verification of eligibility and compliance with these Official Rules.

PRIZES AND APPROXIMATE RETAIL VALUES ("ARV"):

Grand Prize: Four (4) Grand Prize Winners will have the opportunity to sell popcorn to Coach Joel Quenneville of the Chicago Blackhawks ("the Event") on a date TBD in September of 2014. The Event will take place around lunchtime during a weekday at the United Center which is located at 1901 W Madison St, Chicago, IL 60612.

Conditions on Prizes: The Grand Prize Winners must be available on the determined date of the Event or they will forfeit their claim to this prize and another winner will be chosen. Limit of one (1) prize per person/household.

Total ARV: The total ARV of the prize in this Contest is priceless.

HOW TO CLAIM THE PRIZE:

Grand Prize Winners: The potential Grand Prize Winners will each be notified via e-mail on or about September 8, 2014. Before being declared the Grand Prize Winners, the potential Grand Prize Winners and will each be required to execute and return an Affidavit of Eligibility/Liability & Publicity Release within five (5) days from the date it is sent by the Sponsor or its representative, or the Grand Prize or may (in Sponsor's sole discretion) be forfeited. Sponsor reserves the right to disqualify the potential Grand Prize Winners if they are found to be ineligible or not in compliance with these Official Rules, declines to accept the Grand Prize, if Sponsor is unable to contact the potential Grand Winners, or in the event that the prize notification or the prize is returned undeliverable, such prize or will be forfeited, and in the Sponsor's sole discretion, the forfeited prize may be awarded to another Contestant.

General: Each potential winner may each be required to furnish proof of identification and other proof of eligibility under these Official Rules. Contest Entities shall not be responsible or liable for entries that are entered by other than human means (such as by an automated computer program or other non-human mechanism, entity or device), in excess of the stated limit, or for entries that are late, forged, destroyed, lost, misplaced, stolen, misdirected, tampered with, incomplete, deleted, damaged, garbled, or otherwise not in compliance with the Official Rules, and all such entries will be disqualified. The right to receive a prize is non-assignable, non-transferable and no prize substitution, exchange or cash equivalent will be allowed.

LIMITATION OF LIABILITY: Contest Entities are not responsible for illegible, lost, late, incomplete, stolen, misdirected, postage due, or undeliverable e-mail or postal mail; or for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability, or garbled, corrupt or jumbled transmissions, service provider/Internet/web site/use net accessibility, availability, or traffic congestion, or any technical, mechanical, printing, or typographical or other error, or unauthorized human intervention, or the incorrect or inaccurate capture of registration information, or the failure to capture, or loss of, any such information. Contest Entities are not responsible for any incorrect or inaccurate information, whether caused by any web site users, tampering, hacking, or by any of the equipment or programming associated with or utilized in the Contest and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to any web site(s). Contest Entities are not responsible for any injury, including death, or damage, whether personal or property, to participants or to any person's computer related to or resulting from participating in the Contest and/or accepting a prize. If, for any reason, an Entry is confirmed to have been erroneously deleted, lost or otherwise destroyed, corrupted or for any other reason not accepted as an entry into the Contest, the Contestant's sole remedy is to submit another entry. If, for any reason, the Contest is not capable of running as planned, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Contest and/or proceed with the Contest, including the selection of winners, in a manner it deems fair and reasonable including the selection of winners from among eligible Entries received prior to such cancellation, termination, modification or CONTEST ENTITIES MAKE NO WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OR MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NONINFRINGEMENT AS REGARDS TO ANY PRIZE OR ANY COMPONENTS OF THE PRIZES. VOID WHERE PROHIBITED, AS SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OF EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES. A CONTESTANT MUST CHECK LOCAL LAWS TO LEARN IF ANY OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY. Further, Contest Entities are not responsible for, and shall be indemnified by winners against any claims, injuries, losses or damages of any kind resulting from acceptance, use, misuse, possession, or loss of a prize.

IN NO EVENT WILL CONTEST ENTITIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO AND USE OF THE WEB SITE OR DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM www.scoutpopcornsale.com/contest OR ANY OTHER WEB SITE ASSOCIATED WITH THIS CONTEST. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THE WEB SITE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

In addition, Contest Entities are not responsible for and shall be defended, indemnified, held harmless and released by each Contestant against any claims, liabilities, lawsuits, judgments, causes of action,

proceedings, injuries, death, losses, costs, expenses or damages of any kind resulting from, in connection with, or arising from a Contestant's participation in the Contest or acceptance, receipt, delivery, use, nonuse, misuse, defect in, inability to use, possession, or loss of a prize. In particular, by entering the Contest, each Contestant agrees to waive all of his/her rights to bring any claim, action, or proceeding against Contest Entities in connection with the Contest; and to forever and irrevocably agree to release, defend, indemnify, and hold harmless Contest Entities from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability costs and expenses (including, without limitation, reasonable outside attorneys' fees) for an injuries, losses or damages of any kind to persons, including death, or property resulting in whole or in part, directly or indirectly, from: (a) the Contest, including but not limited to any Contest-related activity or element thereof, and the Contestant's entry, participation or inability to participate in the Contest, (b) the violation of any third party privacy, personal, publicity or proprietary rights, (c) typographical or printing errors in these Official Rules or any Contest materials, (d) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a prize (or any component thereof), (e) any change in the prizing (or any components thereof) due to unavailability, or due to reasons beyond Sponsor's control, including but not limited to by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not such action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, threatened or actual terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any other cause beyond any of Contest Entities' control, or as otherwise permitted in these Official Rules, (f) any interruptions in or postponement, cancellation, or modification of the Contest, (g) human error, (h) incorrect or inaccurate transcription, receipt or transmission of any part of the entry (including, without limitation, the information or any parts thereof), (i) any technical malfunctions or unavailability of the Website, App, or any telephone network, computer system, computer online system, computer timing and/or dating mechanism, computer equipment, software, or Internet service provider, or mail service utilized by any of Contest Entities or by a Contestant, (j) interruption or inability to access the Contest, the Website, App, or any other Contest-related web pages, or any online service via the Internet due to hardware or software compatibility problems, (k) any damage to Contestant's (or any third person's) computer and/or its contents related to or resulting from any part of the Contest, (l) any lost/delayed data transmissions, omissions, interruptions, defects, and/or any other errors or malfunctions, (m) any late, lost, stolen, mutilated, misdirected, illegible, delayed, garbled, corrupted, destroyed, incomplete, undeliverable or damaged entries, (n) any wrongful, negligent, or unauthorized act or omission on the part of Contest Entities, (o) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof), (p) the collection, use and/or sharing of Contestant's personally identifiable information by Sponsor or its designees or (q) the negligence or willful misconduct by Contestant.

DISPUTES: THE CONTEST IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF ILLINOIS, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN THE COUNTY OF COOK, ILLINOIS. 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 THE AMERICAN ARBITRATION ASSOCIATION IN ACCORDANCE WITH ITS ARBITRATION

RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF (“AAA RULES”). THE AAA 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. CONTESTANTS AGREE THAT THE STATUTE OF LIMITATIONS FOR ASSERTING ANY CLAIMS SHALL BE A PERIOD OF ONE (1) YEAR FROM THE END DATE OF THE CONTEST PERIOD.

Further, Contestants hereby waive all rights, to: (i) claim punitive, exemplary, special, incidental, indirect and consequential damages and any other damages (whether due to negligence or otherwise), other than for actual out-of pocket costs; and (ii) have damages multiplied or otherwise increased. Contestants agree that the rights and obligations of any Contestant and/or Contest Entities and/or any other party shall be resolved individually, without resort to any form of class action.

PRIVACY POLICY: Any personally identifiable information collected during a Contestant's participation in the Contest will be collected by Sponsor or its agent and used by Sponsor, its affiliates, agents and marketers for purposes of the proper administration and fulfillment of the Contest as described in these Official Rules and in accordance with Sponsor's Privacy Policy as stated at www.scoutpopcornsale.com/privacy and any opt-ins a Contestant may have agreed to during the registration process.

PUBLICITY RIGHTS: By participating in the Contest and/or accepting a prize, each Contestant grants (and agrees to confirm that grant in writing) permission for Sponsor and/or Sponsor's designee the perpetual right to use his/her name, biographical information, photos and/or likeness, and statements for Contest, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered including live television, world wide, including but not limited to on the World Wide Web and Internet, without notice, review or approval and without additional compensation except where otherwise prohibited by law.

NO OBLIGATION TO USE: Sponsor shall have no obligation (express or implied) to use any entry, or to otherwise exploit any entry or, if commenced, to continue the distribution or exploitation thereof, and Sponsor may at any time abandon the use of the any entry for any reason, with or without legal justification or excuse, and Contestants shall not be entitled to any damages or other relief by reason thereof.

DATES & DEADLINES/ANTICIPATED NUMBER OF CONTESTANTS: Because of the unique nature and scope of the Contest, Sponsor reserves the right, in addition to those other rights reserved herein, to modify any date(s) or deadline(s) set forth in these Official Rules or otherwise governing the Contest. Sponsor cannot accurately predict the number of entrants who will participate in the Contest.

FURTHER DOCUMENTATION: If Sponsor shall desire to secure additional assignments, certificates of engagement for the entry or other documents as Sponsor may reasonably require in order to effectuate the purposes and intents of these Official Rules, then each entrant agrees to sign the same upon Sponsor's request therefor.

GENERAL: In the event of a dispute as to the identity of a winner based on an e-mail address, the winning entry will be declared made by the authorized account holder of the e-mail address submitted at time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-

mail address by an Internet access provider, on-line service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Sponsor and Administrator reserve the right, to disqualify any individual found, in their sole opinion, to be tampering with the operation of the Contest; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of a Contest. Any use of robotic, automatic, macro, programmed, third party or like methods to participate in the Contest will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. All entries and/or materials submitted become the property of Sponsor and will not be returned. The Contest Entities are not responsible for any lost, late, undeliverable/undelivered, or postage due mail. In the event of any conflict with any Contest details contained in these Official Rules and Contest details contained in Contest Materials (including but not limited to point of sale, television, and print advertising, promotional packaging, and other promotion media), the details of the Contest as set forth in these Official Rules shall prevail.

WINNERS LIST: For a list of winners, interested individuals should visit www.scoutpopcornsale.com/contest after September 12, 2014

SPONSOR: Scout Popcorn Sale, 600 N. Wheeling Rd., Mt. Prospect, IL 60056.

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