

**ARCHERY TAG® WIN BIG VIDEO CONTEST**  
**OFFICIAL RULES**

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER THE VIDEO CONTEST. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

BY PARTICIPATING IN THIS CONTEST, YOU ACCEPT AND AGREE TO BE BOUND BY THESE OFFICIAL RULES AND REPRESENT THAT YOU SATISFY ALL OF THE ELIGIBILITY REQUIREMENTS SET FORTH IN THESE OFFICIAL RULES. ALL U.S. FEDERAL, STATE, AND LOCAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.

1. **SWEEPSTAKES PERIOD AND SPONSOR.** The ARCHERY TAG WIN BIG VIDEO CONTEST (“Contest”) begins on September 21, 2016 and ends on November 4, 2016 (known as the “Contest Period”). One winner will be selected during the Contest Period and will receive the prize described below. Global Archery Products, Inc., located at 101 Archery Way, Ashley, IN 46705 (“Global Archery”), is the sole sponsor of the Contest.

2. **ELIGIBILITY.** The Contest is open to natural persons, who are 18 years or older at the time of entry (each an “Entrant”). Employees of Global Archery and its affiliated companies, its advertising and promotion agencies, and the directors, officers, employees and agents of each of them and their immediate families and/or household residents are not eligible to enter. By participating, Entrant agrees to abide by these Official Rules and the decisions of Global Archery, which are final and binding in all respects. The Contest is void where prohibited. All entries must be received by 11:59:59 PM Eastern Time on the last day of the Contest Period. Incomplete entries are void. By entering, Entrants acknowledge compliance with these Official Rules, including all eligibility requirements. All entries become the property of Global Archery and will not be returned or acknowledged. Global Archery will determine eligibility in its sole and absolute discretion and as required by law.

3. **HOW TO ENTER.**

A. **ONLINE:** To enter online, upload your video to [wetransfer.com](http://wetransfer.com) or [Dropbox.com](http://Dropbox.com) and email a link to [contest@globalarchery.com](mailto:contest@globalarchery.com). In the email with the link to your video, please provide Global Archery with your name, age, email address, phone number, physical address, and postal code. Only one entry is permitted per person or business. Global Archery is not responsible for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any email or entry to be received by Global Archery on account of technical problems or traffic congestion on the Internet or at any web site, or any combination thereof including any injury or damage to an Entrant’s or any other person’s computer related to or resulting from playing or downloading any materials in this promotion. Global Archery reserves the right, in its sole discretion, to cancel or suspend the Contest should a virus, bug or other cause beyond the reasonable control of Global Archery corrupt the security or proper administration of the Contest. Any attempt to deliberately damage any website or undermine the legitimate operation of this Contest is a violation of criminal and civil laws, and should such an attempt be made, Global Archery reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

B. **ALTERNATIVE MEANS OF ENTRY:** To enter by mail, send your name, address, city, state or province, zip or postal code, area code, phone number, age, e-mail address, and a copy of your video on a media storage device (e.g. – flash drive, SD card, DVD) to: ARCHERY TAG® Win BIG VIDEO CONTEST, Global Archery Products, Inc., 101 Archery Way, Ashley, IN 46705.

4. **CONDITIONS OF ENTRY.** Incomplete, illegible, indecipherable, or incorrect entries are not eligible to win. Entries that contain false information or that violate the laws of the Entrant’s state of residence are not eligible to win. Entrants may only enter once during the Contest Period. ***Entries must use only Official Archery Tag® Equipment, observe Safety Rules of Combat Archery by Archery Tag®, and utilize good sportsman like conduct. If an Entry is submitted in any language other than English then the Entrant will be responsible to add English subtitles translating from the Entrant’s language. Content must***

**comply with all local and national laws of the country of origin and the United States. Content must not 1) promote illegal behavior; 2) support racial, religious, sexual or other invidious prejudice; 3) advocate sexual or violent exploitation; 4) violate rights established by law or agreement; 5) invade the privacy of any person; or 6) be otherwise inappropriate as determined by Global Archery® in its sole and conclusive determination.**

5. **SELECTION OF WINNERS.** Global Archery will select one winner on December 30, 2016 at 12:00pm (EST) in Ashley, Indiana. The winner will be notified by e-mail within 48 hours of the selection and asked to complete and return a winner's affidavit. If a winner does not respond within 2 business days of this notification to claim his or her prize, if any winner does not meet the eligibility criteria, or if the winner refuses to sign a winner's affidavit, such winner will be disqualified and a new winner will be chosen. If, in Global Archery's opinion, there is any suspected or actual evidence that the integrity of the Contest has been compromised in any way, Global Archery reserves the right, in its sole discretion, to terminate the Contest and to award the prize using all eligible entries received as of the termination date, or to modify the Contest in a way to avoid the issue. The winner will be announced online at [www.archerytag.com](http://www.archerytag.com). Should the Contest be terminated prior to the stated expiration date, notice will be posted at [www.archerytag.com](http://www.archerytag.com).
6. **PRIZE AND WINNING.** One winner will be selected on December 30, 2016 at 12:00pm (EST). The winner will receive \$5,000 USD. The winner selected will be the Entrant with the most organic video views as of December 30, 2016 at 12:00pm (EST). The prize is non-transferable, and no prize substitutions are allowed.
7. **LICENSE AND RELEASE.**
  - A. **Except where prohibited, the following applies to all Entrants: By entering the Contest, each Entrant grants to Global Archery an unrestricted, non-exclusive, royalty-free, world-wide, perpetual, irrevocable and fully sublicenseable right and license, in Global Archery's sole and absolute discretion, to use, modify, adapt, translate, display, distribute, reproduce, publish and create derivative works of Entrant's entry form and statements made in conjunction therewith (the "Entry"), name, likeness submitted as part of the Entry, persona, appearance, picture submitted as part of the Entry, silhouette, recording or other reproduction of physical likeness as submitted as part of the Entry, voice and/or sounds made by Entrant as part of the Entry, video made by Entrant as part of the Entry (collectively, the "Image"), in whole or in part, on its website, in conjunction with advertising or promoting its products, and otherwise in any media now existing or subsequently developed, for any purpose whatsoever. Entrant voluntarily relinquishes any right that it may have to examine or approve the use of Entry or Image or any products or promotional materials that may be used in conjunction therewith.**
  - B. **EXCEPT WHERE PROHIBITED, BY ENTERING THIS CONTEST, ENTRANT AGREES TO HOLD HARMLESS GLOBAL ARCHERY AND ITS AFFILIATE COMPANIES AND THE OFFICERS, DIRECTORS, EMPLOYEES AND AGENTS OF EACH (INDIVIDUALLY AND COLLECTIVELY FOR THE PURPOSES OF THIS PARAGRAPH) FROM AND AGAINST ANY INJURIES, LOSSES OR DAMAGES RELATED IN ANY WAY TO THE ENTRANT'S PARTICIPATION IN THIS CONTEST, INCLUDING GLOBAL ARCHERY'S RELIANCE UPON THE ENTRANT'S COMPLIANCE WITH THESE RULES, AND THE ENTRANT'S AGREEMENT THAT GLOBAL ARCHERY MAY USE THE ENTRY AND IMAGE IN ADVERTISING AND FOR PROMOTIONAL PURPOSES ON ANY AND ALL MEDIA WITHOUT ADDITIONAL COMPENSATION.**
8. **DISPUTES AND LIMITATION OF LIABILITY.** Entrants hereby waive all rights and remedies at law or in equity for any and all claims they may have relating to the Contest. Global Archery assumes no responsibility for lost, late, stolen, damaged, misdirected, illegible, incomplete or postage-due entries. Entrant agrees that: (A) any and all disputes, claims, and causes of action arising out of or connected with the Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court in Marion County, Indiana, USA; (B) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Contest but in no event attorneys' fees; and (C) UNDER NO CIRCUMSTANCES WILL ENTRANT BE PERMITTED TO OBTAIN AWARDS FOR (AND ENTRANT HEREBY WAIVES ALL RIGHTS TO CLAIM) PUNITIVE, INCIDENTAL AND

CONSEQUENTIAL DAMAGES AND ANY OTHER DAMAGES, OTHER THAN FOR ACTUAL OUT-OF-POCKET EXPENSES, AND ANY AND ALL RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Entrant and Global Archery in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Indiana, USA, without giving effect to any choice of law or conflict of law rules (whether of the State of Indiana or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Indiana. This Contest is in no way sponsored, endorsed or administered by, or associated with Facebook. Entrant understands that information provided in conjunction with the Contest is provided to Global Archery and not Facebook. Entrant agrees to and hereby does fully release Facebook from any and all liability related to this Contest.

9. **PRIVACY PROTECTION AND DATA PROTECTION.** The personal information collected through this Contest is subject to Global Archery's Privacy Policy, located at <http://www.archerytag.com/privacy>. Entrant has the option to opt-in to receiving marketing communications from Global Archery at the time of entry. Failure to opt-in to receiving marketing communications does not affect Entrant's chance of winning. Global Archery never shares, sells, or otherwise discloses personal data to any non-affiliated company. Entrant hereby waives and releases Global Archery from any and all liability in whatever form should the servers that store any personal information provided in the Entry be misappropriated or stolen from its servers by an unauthorized third-party.
10. **GENERAL INFORMATION.** Global Archery reserves the right to amend these Official Rules during the Contest Period without notice to Entrants. Direct any questions related to this Contest to [contest@archerytag.com](mailto:contest@archerytag.com) during the Contest Period. Any questions received after the Contest Period ends will not receive a response.
11. **SPONSOR.** Global Archery Products, Inc., 101 Archery Way, Ashley, IN 46705.