

AAA Northeast INsider Meme Contest

Official Rules

NO PURCHASE NECESSARY

Making a purchase will not increase your chances of winning.

- 1. NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED. ELIGIBILITY:** Open only to U.S. residents ages 13 to 19 who legally reside in the AAA Northeast territory of Connecticut, Massachusetts, New Hampshire, New Jersey, New York and Rhode Island as of date of entry ("Entrants"). Employees of AAA Northeast ("Sponsor"), its affiliates, divisions, subsidiaries, and all coordinating agencies or entities for the "AAA Northeast INsider Meme Contest" (the "Contest") and the immediate families of each, or persons living in the same household of such employees are not eligible. Contest is governed by U.S. laws and is subject to all applicable federal, state and local laws. Void outside the U.S., void in all states other than Connecticut, Massachusetts, New Hampshire, New Jersey, New York and Rhode Island and void where prohibited, taxed or restricted. By participating in the Contest, Entrants agree to be bound by these Official Rules and the decisions of the Judges (defined below), administrators and Sponsor, which shall be final and binding in all respects. In addition, all Entrants agree to release Sponsor and its affiliates, divisions, subsidiaries, prize providers, participating companies, and all coordinating agencies and their respective employees, officers, directors, shareholders and agents from any and all liability, claims or damages arising out of their participation in this Contest and the acceptance and use of any prize. This is a skill based contest and chance plays no part in the determination of any semi-finalist selected by the Judges, as described in Section 5 of these Official Rules.
- 2. HOW TO ENTER:** Contest begins at 12:01am EST on June 1, 2017, and ends at 11:59pm EST on December 31, 2017 (the "Promotion Period"). The Promotion Period will be divided into seven (7) separate entry periods as follows (collectively, the "Promotion Entry Period(s)"):
 - 12:01 AM EST on June 1, 2017, through 11:59 PM EST on June 30, 2017 ("First Promotion Period");
 - 12:00 AM EST on July 1, 2017, through 11:59 PM EST on July 31, 2017 ("Second Promotion Period");
 - 12:00 AM EST on August 1, 2017, through 11:59 PM EST on August 31, 2017 ("Third Promotion Period");
 - 12:00 AM EST on September 1, 2017, through 11:59 PM EST on September 30, 2017 ("Fourth Promotion Period");

12:00 AM EST on October 1, 2017, through 11:59 PM EST on October 31, 2017 (“Fifth Promotion Period”);

12:00 AM EST on November 1, 2017, through 11:59 PM EST on November 30, 2017 (“Sixth Promotion Period”) and

12:00 AM EST on December 1, 2017, through 11:59 PM EST on December 31, 2017 (“Seventh Promotion Period”).

Entries received prior or subsequent to Promotion Period will be invalid. Proof of submission is not proof of receipt by the Sponsor.

3. **FOR ALL ENTRIES:** During each of the seven (7) Promotion Periods, Sponsor will post a different image (“Image”) on www.AAA.com/MemeContest. Entrants may enter by submitting a funny or thought provoking caption or word/thought bubble associated with the Image (“Entry”).

All Entries become the property of the Sponsor and will not be acknowledged. False or deceptive Entries or acts, as determined by Sponsor, will render the participant ineligible.

Sponsor is not responsible for incomplete, ineligible, or destroyed Entries. Sponsor reserves the right in its sole discretion, to cancel or modify the Contest should any cause beyond their control corrupt the administration, security or proper operation of the Contest.

4. SUBMISSION GUIDELINES

To be eligible to win a prize, all Entries must adhere to the following criteria:

- Re-printed, manufactured, copyright or trademarked names, logos or characters may not be used (such as labels, logos, etc.)
- All Entrants must base their Entries on the specific Image posted on www.AAA.com/MemeContest for the specific Promotion Period in which they are entering.
- Contest entries can only be submitted online using the entry form located on www.AAA.com/MemeContest.

Appropriateness of Entries for inclusion in the contest will be decided solely by contest administrators. Any Entry deemed inappropriate will not be entered for judgement.

5. **PRIZE & APPROXIMATE RETAIL VALUE:** Seven (7) Monthly Prizes: One (1) Monthly Prize Winner will be chosen from entries submitted during each of the seven (7) Promotion Periods. Each Monthly Prize Winner will receive a \$100 American Express Gift card.

One (1) Grand Prize: One (1) Grand Prize Winner will be chosen from the seven (7) Monthly Prize Winners and other honorable mentions chosen by the Judges during the Promotion Period. The Grand Prize Winner will receive a \$300 American Express gift card.

All prizes are non-transferable. Winners ("Winner" or "Winners") must redeem prize through Sponsor. Sponsor reserves the right to substitute a prize of equal or greater value.

6. **SELECTION & CERTAIN RESTRICTIONS:**

Monthly Prize Winners Selection: At the conclusion of each of the seven (7) individual Promotion Entry Periods, the Sponsor will choose one (1) Entry as that particular Promotion Period's Winner. Entries will be judged based on the following criteria: 40% relevant/related to the specific Image; 30% humorous or thought provoking content; 20% copy length appropriate to fit within the Meme; 10% appropriate for venue, spelling/grammar is correct and content is accurate. Sponsor will then create a Meme using the Winning Entry. The selection dates are as follows:

On or about July 7, 2017 for the First Promotion Period;
On or about August 11, 2017 for the Second Promotion Period;
On or about September 8, 2017 for the Third Promotion Period;
On or about October 6, 2017 for the Fourth Promotion Period;
On or about November 10, 2017 for the Fifth Promotion Period;
On or about December 8, 2017 for the Sixth Promotion Period; and
On or about January 10, 2018 for the Seventh Promotion Period.

Once an Entrant has been selected as a Monthly Prize Winner, they are ineligible to win any remaining Monthly Prizes; however they may enter and be chosen as an honorable mention for other months and their winning Entry, as well as other winners and any honorable mentions, will be included in the Grand Prize Winner Selection.

Grand Prize Winner Selection: Beginning 12:01 AM on January 22, 2018 and ending on 11:59 PM on February 23, 2018, the seven (7) Monthly Prize Winners Entries and any honorable mentions will be uploaded and posted on www.AAA.com/MemeContest to be voted on by website visitors. Limit one (1) vote per email address.

The Grand Prize Winner will be announced on or about February 28, 2018 by a representative of the Sponsor.

Winners will be notified by a representative of the Sponsor via the contact information supplied on the entry form at the time of entry.

By entering the Contest, the Entrants, acknowledge and warrant that the submitted Entry is original work created solely by the Entrant, that the Entry does not infringe on any copyrights, trademarks, moral rights, rights of privacy/publicity or intellectual property

rights of any person or entity and that no other party has any right, title, claim or interest in the work submitted.

The Winner of the Prize will be required to sign an Affidavit of Eligibility and Release of Liability, Publicity Release, and any other legal documents which Sponsor may require (including a W-9 tax form), unless prohibited by law, prior to accepting the Prize. If applicable, in the event the Winner chosen is between the ages of thirteen (13) and eighteen (18) years old, a parent or legal guardian must sign an Affidavit of Eligibility and Release of Liability, Publicity Release, and any other legal documents which Sponsor may require (including a W-9 tax form), unless prohibited by law, prior to accepting the Prize.

All such documents must be signed and returned within five (5) business days of prize notification. Return of the prize or prize notification as undeliverable, failure of Sponsor to contact Winner based on contact information provided at registration, or failure of potential Winner to respond to notification attempts will result in disqualification and an alternate Winner may be selected at the Sponsor's discretion. In the event the Winner declines the prize or the Winner fails to return completed releases, Sponsor may elect, at its own discretion, to select an alternate Winner. All federal, state and local taxes are the sole responsibility of Winner. In the event of sabotage, acts of God, computer virus or other events or causes beyond the Sponsors' reasonable control which corrupt the integrity, administration, security or proper operation of the Contest, Sponsor reserves the right to cancel or suspend the Contest. In the event of cancellation, any prize or prizes may be awarded from among all eligible, non-suspect Entries received prior to the event requiring such cancellation.

7. **LIMITATION OF LIABILITY:** By entering this Contest, all Entrants agree to release and discharge, and indemnify, defend and hold harmless AAA Northeast and its employees, agents, affiliates, partners, subsidiaries, advertising agencies, officers, directors, and representatives from any and all claims, losses and damages arising out of participant's participation in this Contest or any Contest-related activities and the awarding, acceptance, use, misuse or possession of any prize awarded herein. AAA Northeast assumes no responsibility for any error, omission, interruption, theft or destruction of any Entries or any participant's noncompliance with the Official Rules.
8. **GENERAL TERMS & CONDITIONS:** Submitted Entries become the property of the Sponsor and may be used for editorial, public relations, promotional and advertising purposes in all media now known or hereafter discovered, worldwide, including but not limited to the Internet, newspapers and other print media, radio and television, without notice, review or approval, on behalf of Sponsor without compensation unless prohibited by law. By entering this Contest, Entrants agree (a) to be bound by these Official Rules; and b) that the decision of the on-line voting and Sponsor are final and binding with respect to all matters relating to this Contest. The names of Entrants may be retained on Sponsor's mailing list for future contacts. No correspondence or other inquiries regarding Entries will be accepted. Void where prohibited.

9. **WINNER'S LIST:** To receive the name of the Winners, send a stamped, self-addressed envelope to "AAA Northeast INSider Meme Contest" 110 Royal Little Drive, Providence, RI 02904, to be received by March 31, 2018.
10. **SPONSOR:** AAA Northeast, 110 Royal Little Drive, Providence, RI 02904.