



“Bell Outside The Box” Contest

Contest Rules

1. CONTEST PERIOD

The “Bell Outside the Box” Contest (the “**Contest**”) is run by Bell Canada (the “**Administrator**”), and will take place in British Columbia from March 1, 2017 at 8:00 a.m. (PST) to August 24, 2017 at 9:00 a.m. (PST) (the “**Contest Period**”).

2. CONTEST GROUP

For the purposes of the Contest, the “**Contest Group**” is composed of the Administrator, Bell Media Inc., and Vancouver Whitecaps FC, together with franchisees, advertising and promotion agencies, suppliers of material and services related to the Contest, and any other corporation, partnership, sole proprietorship or other legal entity to the benefit of which this Contest is held, as well as their respective officers, directors, employees, agents, and other representatives.

3. ELIGIBILITY

The Contest is open to individuals who:

- (a) reside within Great Vancouver, British Columbia located within a 125 km radius from Bell Corporate Office, 2925 Virtual Way, Vancouver, BC, V5M 4X5 (the “**Defined Boundary**”), as determined by the Administrator at its sole discretion; and
- (b) have reached the age of majority as of the date of entering the Contest or are at least 10 years of age or older as of the date of entering the Contest and their parent or legal guardian accepts these terms and conditions in writing for and on behalf of such entrant.

Entrants who are under the age of majority at the date of entry are eligible to enter the Contest and win a prize provided that the parent or legal guardian of the entrant accepts any such prize and the terms and conditions hereof in writing for and on behalf of such entrant.

Employees, agents and other representatives of the Contest Group, as well as any person with whom they reside, are not eligible to enter the Contest.

4. METHODS OF ENTRY

No purchase necessary. To enter the Contest, visit the website located at www.bell.ca/outsidethebox and fill out the contest entry submission form. All entries must include your first and last name, date of birth, ten digit day and evening phone numbers, e-mail address, city of residence and in 300 words in length, explain how you would challenge a Whitecaps FC Player to do something fun (for example: decorate 100 cupcakes in a minute, build a doghouse etc.) (the “**Challenge**”). You can detail what your challenge is, and why it will be fun for a Whitecaps FC player to participate, what is unique about it, where do you want to take them, etc.

- 4.1. You may add to your story by attaching a photo and/or video to compliment the submission (together, the "Entry"). The photo and/or video must comply with the Photo/Video Submission Guidelines set out below.
- 4.2. Entries must be submitted at the latest on August 24, 2017 at 9:00 a.m. (PST) There is a limit of one (1) Entry per entrant during the Contest Period. Any entrant may use only one (1) email address to enter the Contest.

Important Note: The location of the proposed Challenge must be within the Defined Boundary, as determined by the Administrator at its sole discretion.

4.3. Photo/Video Submission Guidelines:

- a) By submitting an entry, the entrant warrants that it is the legal owner of all rights in a title to its photo/video and has obtained all necessary permissions, consents, approvals and licenses relating to the photo/video to enable it to grant the License (as defined below).
- b) Each photo/video must be suitable for display and publication (may not be obscene or indecent, including but not limited to nudity, pornography or profanity); it must not contain defamatory statements (including but not limited to words or symbols that are widely considered offensive to individuals of a certain race, ethnicity, religion, sexual orientation or socio-economic group), it must not include threats to any person, place, business, group or world peace, it must not invade privacy or other rights of any person, firm or entity, and it must not in any other way violate applicable laws and regulations.
- c) Each photo/video must not contain or reference any third party trademarks, and it must not contain or reference any names or third party logos.
- d) Each photo/video must not contain any third-party copyrighted works.
- e) Each entry must not include or portray minors under the age of 19 without the written parental consent of the minor.
- f) All entries will be reviewed for content before being judged; however, such review does not relieve entrant from responsibility for compliance of these Contest Rules. Photos/Videos that do not comply with these rules or that otherwise contain prohibited, or inappropriate content as determined by the Administrator, in its sole discretion, will be disqualified and will not be considered for a prize. The Administrator makes the final determination, in its sole discretion, as to which photos are eligible to take part in this Contest and be considered for a prize.
- g) By submitting an entry, each selected entrant further agrees to and does hereby grant the Administrator and each member of the Contest Group along with their respective subsidiaries, affiliates and agents, a non-exclusive, irrevocable, perpetual, royalty-free, worldwide right, and license to reproduce, modify, display, publicly perform, and demonstrate his or her Entry or any portion thereof (the "License") and will execute any documents necessary to achieve the License granted herein. The License includes, but is not limited to the rights to showcase the entrant's name and certain personal information and the selected entry or any portion thereof for promotional purposes without further compensation, and the right to use the entrant's name as a credit along with the photo/video. It is the responsibility of the entrant to ensure that publication of the photo/video raises no legal claims. Accordingly, the entrant hereby agrees to compensate and indemnify

the Administrator fully regarding any claims arising out of the use of the entrant's photo(s), video, entry or any portion thereof. Photo(s) or videos previously published in full or in part in other publications, contests etc, will be disqualified without any liability whatsoever to the Contest Group.

5. PRIZES

- 5.1. **Grand Prizes:** There are a total of ten (10) grand prizes available to be won (each a "Grand Prize"). Each Grand Prize consists of a "meet and greet" with a Vancouver Whitecaps FC player (to be selected by the Contest Group) where such player will be asked to complete the challenge proposed by the entrant (or a modified version thereof, at sole discretion of the Administrator). The Grand Prizes do not carry any monetary value. Each Grand Prize is subject to Vancouver Whitecaps FC player availability and schedules.

The "meet and greet" and completion of the challenge may, at the sole discretion of the Administrator, be aired on TSN1, TSN2, or other Bell Media property including, without limitation, online, mobile, and/or broadcast platform(s). All expenses not expressly included in the above Grand Prize description including, without limitation, hotel accommodations, transportation, parking and other incidental costs are the sole responsibility of the selected entrant and the selected entrant's guests, if applicable.

Limit of one (1) Grand Prize per entrant.

6. JUDGING / WINNER SELECTION

A panel of representatives designated by the Contest Group will review and determine the top Entries for each phase submitted during the Contest Period to determine the final eligible winners. At the Contest Groups' sole discretion, finalists may be contacted, by phone, for a short follow-up interview and to determine eligibility. Final eligible winners will be selected in four phases as outlined in paragraph 7 below. The equally-weighted criteria that will be used by the representatives to determine the Grand Prize winners, in no particular order, are: creativity, originality, and engaging location and/or activity.

7. DRAWS

- 7.1. **Grand Prize** - Final eligible winners will be selected among all entrants in four phases:

Phase I: Two (2) Grand Prize winners will be selected on or after **April 3, 2017** among all entrants who have submitted Entries from the start of the Contest up until such date.

Phase II: Four (4) Grand Prize winners will be selected on or after **May 1, 2017** among all entrants who have submitted Entries from the start of the Contest up until such date.

Phase III: Two (2) Grand Prize winners will be selected on or after **June 26, 2017** among all entrants who have submitted Entries from the start of the Contest up until such date.

Phase IV: Two (2) Grand Prize winner will be selected on or after **August 24, 2017** among all entrants who have submitted Entries from the start of the Contest up until such date.

Entrants will remain eligible for the entirety of the Contest Period, despite the four selection phases.

8. ODDS OF WINNING

For the Judging Phase, the odds of being selected the potential winner will depend on the number of entries received during the Contest Period as well as their caliber and how the Entry meets the criteria listed in paragraph 6 above on the basis of the representatives evaluation. In the event of a tie, the Contest Group in their sole and absolute discretion will decide the final eligible winner(s) based on the originality criteria.

9. AWARDING OF PRIZE(S)

9.1. To be declared a winner, a selected entrant must, in addition to meeting the Contest eligibility criteria and otherwise complying with the Contest Rules, must:

- (a) be reached by email by the Administrator or its representatives within 48 hours immediately following the selection of the Entry;
- (b) have correctly answered a mathematical skill-testing question asked by the Contest Administrator;
- (c) sign and have witnessed the declaration and release documentation and return it to the address indicated in the documentation as provided by the Administrator for it to be received within 48 hours following its delivery by the Administrator or its representatives (in the case of a minor entrant, this must be done by the parent or legal guardian); and
- (d) be readily available for filming within thirty (30) days following the selection of the entry. Logistical details pertaining to the Grand Prize (filming location, date, & time) will be determined by the Contest Group or its representatives, in their sole discretion.

9.2. **Disqualification:** If any one of the terms or conditions mentioned in these Contest Rules is not met or complied with, the selected entrant will be disqualified and shall not be entitled to receive any prize, and the Administrator reserves the right, in its sole and absolute discretion, to select at random another eligible entrant as a potential prize winner or to cancel the prize.

9.3. **Delivery of Prize(s):** Following receipt of the selected entrant's signed declaration and release documentation, the Administrator or its representatives will advise the winner on the logistical details pertaining to the claiming of the Grand Prize (Rule 8.1 (d) above).

10. GENERAL TERMS AND CONDITIONS

10.1. **Verification of Entries:** The validity of any Entry is subject to verification by the Administrator. Any Entries that are illegible, incomplete, fraudulent or otherwise non-compliant with the Rules, will be disqualified. Any entrant or other individual who enters or attempts to enter the Contest in a manner that is contrary to these Contest Rules or that is otherwise disruptive to the proper operation of the Contest or by its nature is unjust to other entrants or potential entrants will be disqualified. All decisions made by the Administrator, the Contest Group or their respective

representatives, including without limitation those concerning the eligibility or disqualification of entrants, are final and binding without right of appeal. All Entries become the property of the Administrator and the Contest Group and no Entries or any portion thereof will be returned.

- 10.2. **Acceptance of Prizes:** All prizes must be accepted as described in these Contest Rules and cannot be transferred to another individual, substituted for another prize. The Administrator reserves the right however, in its sole and absolute discretion, and for any reason whatsoever, to substitute for any prize, or part thereof, another prize of equivalent or greater value.
- 10.3. **Number of Prizes/Winners:** By entering the Contest, each entrant acknowledges that the Administrator shall not be required under any circumstances to award more prizes than the number of available prizes, as set out in these Contest Rules. In the event that, for any reason whatsoever (including, without limitation, as a result of an error, malfunction or defect in the design, advertising, management, implementation or administration of the Contest, whether mechanical, electronic, human or otherwise) the number of declared winners or the number of prizes claimed by entrants is greater than the number of prizes available, the Administrator reserves the right, in its sole and absolute discretion, to end the Contest in whole or in part, without notice, and to award the correct number of prizes among the correct number of winners, selected in accordance with these Contest Rules from among those entries validly submitted prior to the termination of the Contest.
- 10.4. **Other Changes to Contest Rules:** Without limiting the provisions of Rule 10.3 above, the Administrator reserves the right, in its sole and absolute discretion, to modify, cancel, terminate or suspend the Contest, in whole or in part, in the event of any cause or circumstance, including, without limitation, any virus, computer bug or unauthorized human intervention or any other cause that is beyond the control of the Administrator, that could corrupt or affect the administration, security, impartiality or normal course of the Contest.
- 10.5. **Release and Exclusion of Liability:**
- (a) **By the Entrants:** By entering or attempting to enter the Contest, each entrant and/or purported entrant covenants and agrees: **(i)** to release, discharge, and forever hold harmless the Contest Group and their respective shareholders from any and all claims, actions, damages, losses, demands, manner of actions, causes of action, suits, debts, duties, accounts, bonds, covenants, warranties, indemnities, claims over, contracts and liabilities of whatever nature or kind arising out of, or in connection with the entrant's participation or attempted participation in the Contest, compliance or non-compliance with these Contest Rules and acceptance and use of a Prize. By submitting an Entry, each entrant selected for a prize acknowledges that upon awarding of the Prize, the obligations typically borne by the provider of services or goods become that provider's responsibility; and **(ii)** if selected as a selected entrant, to sign the declaration and release documentation (see Rule 9.1) in this regard before receiving his/her prize. The Contest Group and their shareholders will not be responsible for lost, incomplete, incomprehensible, late or misdirected entries or for any failure of the Contest website, if applicable, during the Contest Period, or for any technical malfunction or other problems with, any telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software or for any technical problems or traffic congestion on the Internet or at any website, or any combination of the foregoing, and will not be liable for any resulting death, injury or damage to any person or property arising from, or relating to, that person's or any other person's participation or attempted

participation in the Contest. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and, should such an attempt be made, the Administrator and the Contest Group each reserve the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

(b) **By the Winner's Guest(s):** The winner's guest, as the case may be, will be required to sign documentation in a form provided by Administrator stating that he/she releases the Contest Group and their shareholders from any and all liability, loss, damage, or claim of any kind arising out of his/her participation in, and use of, a prize, and authorizes the Administrator and its advertising and promotional agencies and their respective employees or other representatives to broadcast, publish and otherwise use his or her name, photograph, image, statements regarding the Contest or any prize, place of residence and (or) voice for publicity purposes, without any form of remuneration.

10.6. **Minors:** Where the selected entrant and/or guest (where applicable) is under the age of majority in the Province of British Columbia, as a pre-condition to the selected entrant being declared the winner and receiving the prize (or the guest being entitled to participate in the prize, where applicable), the parent or legal guardian of the selected entrant (and/or guest, where applicable) must consent in writing to the selected entrant being declared a winner and receiving a prize (and/or the guest participating in the prize, where applicable) and must also sign and return to the Administrator the declaration and release documentation as provided by the Administrator within 48 hours (see Rule 9.1).

10.7. **Name/Image of Winners:** By entering the Contest, each winner authorizes the Administrator, the Contest Group and their respective advertising and promotional agencies and their respective employees or other representatives to broadcast, publish and otherwise use his or her name, photograph, image, statements regarding the Contest or any prize, place of residence and (or) voice for publicity purposes, without any form of remuneration.

10.8. **Personal Information:** Unless the entrant has herein or otherwise authorized the Administrator or another entity related to the Contest to contact him or her, the personal information gathered about entrants in connection with this Contest will be used solely for the administration of the Contest and is subject to the Administrator's privacy policy (as updated from time to time and as available at www.bell.ca/bellprivacy), and no communication unrelated to the Contest, commercial or otherwise, will be sent to the entrant by the Administrator.

10.9. **Identity of the Entrant:** For the purposes of these Contest Rules, the entrant is the person whose name appears on the submission form. It is to this individual that the prize will be awarded if selected and declared as the winner.