

**2020 CIAA / FOOD LION / COCA-COLA® SCHOLARSHIP CONTEST
OFFICIAL RULES**

**NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN.
A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.**

- 1. ELIGIBILITY:** The 2020 CIAA/Food Lion/Coca-Cola Scholarship Contest (“Contest”) is open only to legal US residents who are 18 years of age or older at the time of entry and are enrolled in good standing at one of the following schools: Bowie State University, Claflin University, Elizabeth City State University, Fayetteville State University, Johnson C. Smith University, Lincoln University (PA), Livingstone College, Saint. Augustine’s University, Shaw University, Virginia State University, Virginia Union University or Winston-Salem State University. Winners may be required to provide proof of enrollment and proof of age to claim prize. Employees of the Central Intercollegiate Athletic Association (CIAA) (“Sponsor”) and their “Promotional Participants” (i.e., The Coca-Cola Company, Coca-Cola Bottlers, Ahold Delhaize USA, Food Lion, LLC, Gage Marketing Group, LLC and any of their respective affiliates, subsidiaries, advertising and promotion agencies and suppliers involved in this Contest) and their immediate family members (mother, father, sister, brother, husband, wife, daughter, son, step-father, step-mother, step-daughter, step-son, step brother, step-sister, half-brother, half-sister) and/or those living in the same household of each are not eligible. Void where prohibited by law. All federal, state and local laws and regulations apply.
- 2. AGREEMENT TO OFFICIAL RULES:** By participating in the Contest, entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor, which are final and binding in all matters related to the Contest.
- 3. HOW TO ENTER:** Beginning on 1/4/20 at 12:00:00 a.m. Eastern Time (ET) through 11:59:59 p.m. ET on 2/15/2020 (“Contest Period”), eligible persons must e-mail their entries to essay@kenstonjgriffin.com (“Site”) and complete all mandatory elements of the Official Entry Form by a) inputting your complete name, street address, city, state, ZIP code, email address, birth year, daytime phone number and school; b) confirming you meet eligibility requirements and have read and agree to the Official Rules; and c) submitting an essay of 700 words (“Essay”) that answers the following question “The CIAA has been supporting basketball for 75 years to serve students of its member institutions. What Impact has Your CIAA School had on this Legacy?” (a), b), and c) above are hereinafter collectively referred to as “Entry”).

Limit one (1) Entry per person. Essays must be written in English. All eligible entries will be judged using the following criteria: Content and Appropriateness to Theme, Originality/Creativity, Grammar/Vocabulary and Overall style. See Rule 4 for more details on the Contest Judging Criteria. Unintelligible or incomplete entries or entries that do not fully comply with the requirements set forth herein will be disqualified at Sponsor’s sole discretion. Essays that contain less than 700-800 words may also be disqualified at the Sponsor’s sole discretion. Once an Entry is submitted, entrants may not edit or resubmit with edits. All Essays must be solely the original creation of the entrant and must not have been published anywhere or submitted to any other competition or contest, prior to submission. Essay must not infringe any upon third-party rights, and must be suitable for publication and for all ages (i.e., may not be obscene, contain profanities or indecent, in Sponsor’s sole discretion). Essay cannot defame or invade publicity rights or the privacy of any person, living or deceased, or otherwise infringe on any person’s personal or proprietary rights. Essays may not depict any school, the Released Parties or the Sponsor unfavorably. Entries become the property of the Sponsor and will not be acknowledged or returned. No correspondence regarding Entries will be entered into with entrants. No information regarding Entries will be disclosed. By submitting an Entry, entrants agree that all ideas, concepts, and copyrighted material contained in the Entry become the sole property of Sponsor and may be reproduced, edited, modified, published, adapted, or used in any way, in whole or in part in any and all media or commerce worldwide without limitation and compensation to entrant.

4. CONTEST JUDGING CRITERIA:

ROUND 1 JUDGING: All eligible Entries received will be judged by a panel of judges on or about 2/15/19 based on the following criteria: Content and Appropriateness to Theme - 35%; Originality/Creativity - 25%; Grammar/Vocabulary - 25%; and Overall style - 15%. The nineteen (19) highest scoring Entries (provided a sufficient number of eligible Entries are received) will be deemed finalists and advance to Round 2 of judging. In

the event of a tie, tied Entries will advance to Round 2 of judging. If fewer than 19 eligible Entries are received all eligible Entries will advance to Round 2 of judging.

ROUND 2 JUDGING: The nineteen (19) finalists Entries will be re-judged by a second panel of judges on or about 2/11/19 based on the following criteria: Content and Appropriateness to Theme - 35%; Originality/Creativity - 25%; Grammar/Vocabulary - 25%; and Overall style - 15%. The four (4) finalists with the highest scoring entries will be deemed Grand Prize winners. The remaining fifteen (15) finalists will be declared First Prize winners. In the event of a tie, the entrant with the highest score in "Content and Appropriateness to Theme" will be declared the winner. If a tie remains thereafter, the entrant with the highest combined score in "Content and Appropriateness to Theme" and "Originality/Creativity" will be declared a winner.

Decisions of the Judges regarding the determination of the finalists/winners are final and binding. All winners are subject to verification of eligibility.

- 5. WINNER NOTIFICATION/REQUIREMENTS:** Potential Grand Prize winners will be contacted by email or phone and must respond to the notification within 48 hours from the time recorded by Official Judging Organization or on notification. If a potential Grand Prize winner cannot be contacted, or does not respond within 48 hours from notification, and/or the notification is returned as undeliverable, such potential winner will be disqualified and an alternate potential winner (with next highest scoring Entry) may be contacted, time permitting. Once Potential Grand Prize winner responds within 48 hours, he/she will be required to sign and return an Affidavit of Eligibility/Release of Liability/Publicity Release Form within three (3) days of notification. (Prepaid overnight courier/mail service will be provided with Affidavit). Noncompliance may result in prize forfeiture and an alternate potential winner (with next highest scoring Entry) may be contacted, time permitting. Potential First Prize winners must sign and return an Affidavit of Eligibility/Release of Liability/Prize Acceptance Form within seven (7) days of notification. Noncompliance within this time period may result in disqualification and an alternate potential winner (with next highest scoring Entry) may be contacted. Return of any prize/prize notification as undeliverable will result in disqualification and an alternate potential winner (with next highest scoring Entry) may be contacted, if time permits. If a winner is under 19 and a resident of AL/NE, his/her parent or legal guardian will be asked to co-sign required paperwork. If a minor (as determined by minor's state of residence) is selected as the guest of a Grand Prize winner, winner must be minor's parent/legal guardian. Noncompliance by a minor's parent or legal guardian may result in prize forfeiture and an alternate potential winner (with next highest scoring Entry) may be contacted, time permitting. All federal, state and local taxes are the sole responsibility of winners. **IMPORTANT: Grand and First Prize winners will be issued an IRS Form-1099 for the retail value of the prize and are advised to seek independent counsel regarding the tax implications of their prize winnings.**

- 6. PRIZES AND APPROXIMATE RETAIL VALUES ("ARV"):** (4) Grand Prizes – Each Grand Prize consists solely of the following: a \$5,000 "Scholarship" awarded in the form of a check payable to winner and two (2) tickets to the 2020 CIAA Championship Tournament on 2/28/2020 and 2/29/2020 in Charlotte, NC; two (2) nights (beginning 2/28/2020 – departing 2/29/2020) hotel accommodations at a Sponsor-specified hotel (one room, double occupancy) in the Charlotte, NC area and a \$300 travel stipend awarded as a gift card. ARV: \$5,750. NOTE: Grand Prize winners will be recognized at the CIAA Championship Game on 2/29/2020. Transportation and parking is not included. All other expenses not specifically mentioned herein including, but not limited to, incidental hotel and personal expenses, meals and gratuities are the sole responsibility of each winner. Sponsor is not responsible if any game is postponed or cancelled after ticketing of prize for any reason, in whole or in part. If any game is delayed, postponed or cancelled for any reason, winner will not receive cash or other substitution for tickets, but tickets may be subject to standard rain check policies and procedures established by issuer. Tickets are not redeemable or exchangeable for cash and are subject to all terms and conditions of use as established by issuer. Seat location at Sponsor's sole discretion. (15) First Prizes – Each First Prize consists solely of the following: a \$1,000 "Scholarship" awarded in the form of a check payable to winner. Value: \$1,000. Prizes consist of only the items specifically listed as part of the prize. Sponsor reserves the right to substitute prize of equal or greater value. No substitution, cash redemption or transfer of prize by winners permitted.

Prize money is suggested for use towards tuition at one of the following universities: Bowie State University, Claflin University, Elizabeth City State University, Fayetteville State University, Johnson C. Smith University, Lincoln University (PA), Livingstone College, Saint Augustine's University, Shaw University, Virginia State

University, Virginia Union University or Winston-Salem State University. Winning a prize does not impact whether any of the above schools will grant admission to winner and neither Sponsor nor Promotional Participants have any responsibility for winner's admission.

- 7. RELEASE AND LIMITATIONS OF LIABILITY/GENERAL RULES:** By participating, entrants (or parent/legal guardian if entrant is deemed a minor in his/her state of residence) release Central Intercollegiate Athletic Association, The Coca-Cola Company, Coca-Cola Bottlers, Ahold Delhaize USA, Food Lion, LLC, Gage Marketing Group, LLC and their respective affiliates, subsidiaries, directors, officers, agents and employees, advertising and promotion agencies and suppliers ("Released Parties"), from any and all liability with respect to participation in the Contest or the acceptance or use (or misuse) of any prize or the participation in any prize-related activities or any use of the Entry submitted by Sponsor. Entrants (or parent/legal guardian if entrant is deemed a minor in his/her state of residence) agree to release, defend, indemnify and hold harmless the Sponsor, the Promotional Participants and their respective directors, officers, and employees (Released Parties) from and against, and accept all responsibility of any kind, including but not limited to financial, for any liability, claims, losses, damages or proceedings (including reasonable attorneys' fees) relating to any actions taken by entrants, including without limitation all warranties relating to participation and entry in the Contest. Entrants (or parent/legal guardian if entrant is deemed a minor in his/her state of residence) also agrees to release, defend, indemnify and hold harmless the Released Parties from any and all liability, claims, losses, damages or proceedings, including but not limited for death (including reasonable attorneys' fees) relating to Contest prize consideration and Contest publicity, and any other matter in connection with entrants' participation in the Contest. Acceptance of prize constitutes permission to the Sponsor and the Promotional Participants to use winners' names and/or likenesses, Entry and any statements made by Winners regarding the Contest or Sponsor (provided same are true) for advertising or publicity purposes worldwide without limitation, including the internet, and without compensation, and further grants Sponsor any and all rights to said use.

Released Parties are not responsible for lost, late, damaged, delayed, incomplete, illegible, mutilated, or misdirected entries, entries not received by the entry deadline, incorrect announcements of any kind, or for lost, interrupted or unavailable network, server or other connections, miscommunications, failed telephone, computer hardware or software, and other technical errors or failures of any kind, including any injury or damage to any person's computer related to or resulting from participating in or experiencing any materials in connection with the Contest; unauthorized human intervention; failed, incomplete, garbled, jumbled or delayed computer transmissions or other errors of any kind, whether human, mechanical or electronic, that may limit a user's ability to participate in the Contest, including without limitation, the incorrect or inaccurate capture of entry information online regardless of cause. All materials become exclusive property of the Sponsor and will not be acknowledged or returned. Any use of robotic, automatic, programmed or like entry methods will void all entries affected by such methods and be deemed tampering. Sponsor reserves the right to prohibit the participation of an individual if fraud or tampering is suspected, or if the individual fails to comply with any requirement of participation as stated herein or with any provision in these official rules. **INTERNET CAUTION: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW.** Sponsor reserves the right to cancel or modify the Contest if fraud, misconduct or technical failures destroy the integrity of the Contest or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper administration of the program as determined by the Sponsor/judging agency/administrator, in their sole discretion. In the event Contest is cancelled, a notice will be posted online and all eligible non-suspect entries received prior to termination will be judged. In the event a dispute arises regarding specific individual entitled to receive a prize, entry made by Internet will be declared made by the "authorized e-mail account holder" and any damage made to the Web site will also be the responsibility of the authorized e-mail account holder of the e-mail address submitted at the time of entry. "Authorized e-mail account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online 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. Participant may be requested to provide Sponsor with proof that the participant is the authorized e-mail account holder of the e-mail address associated with the account/submission. Proof of submitting entries will not be deemed to be proof of receipt by the Sponsor. Multiple entrants are not permitted to share the same email address. Any attempt by an entrant to obtain more

than one (1) Entry by using multiple/different email addresses or any other methods will void that entrant's entries and that entrant will be disqualified. No more than the stated number of prizes will be awarded. Released Parties are not responsible for any typographical or other error in the printing, the offering or the announcement of any prizes or in the administration of the Contest.

8. **DISPUTES:** Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prizes awarded shall be resolved individually, without resorting to any form of class action, and exclusively by the applicable United States District Court in North Carolina or the appropriate North Carolina State Court; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering any Promotion, but in no event attorneys' fees. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor's in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of North Carolina, without giving effect to any choice of law or conflict of law rules (whether of the State of North Carolina or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of North Carolina.
9. **PRIVACY:** All personal information submitted by you as part of this Contest will be treated in accordance with the Sponsor's Privacy Policy available at FoodLion.com/CIAA except as otherwise described in these Official Rules and promotion materials. By participating in this Contest, you acknowledge and agree that all information and material, including any personal information provided in your Entry materials, affidavits, and releases, will be collected, used and disclosed by Sponsor and its authorized agents, representatives, and other third parties involved in the execution, administration, or hosting of this Contest, for the purposes of administering the Contest and prize fulfillment and may be further publicized as described above.
10. **WINNERS LIST:** For the names of the winners, available after 3/10/2020, send a request with a separate, self-addressed, stamped (#10) envelope to: 2110 Executive Drive, Salisbury, NC 28145 Attn: Diversity and Inclusion to be received by 3/25/2020.
11. **SPONSOR:** Central Intercollegiate Athletic Association, 4725 Piedmont Row Drive, Suite 200, Charlotte, NC 28210.

Abbreviated Rules

NO PURCHASE NECESSARY. Open only to legal US residents who are 18+ at the time of entry and are enrolled in good standing at one of the following schools: Bowie State University, Claflin University, Elizabeth City State University, Fayetteville State University, Johnson C. Smith University, Lincoln University (PA), Livingstone College, Saint Augustine's University, Shaw University, Virginia State University, Virginia Union University or Winston-Salem State University. Entries deadline is 2/15/2020 at 11:59:59 PM ET. Subject to full official rules available at FoodLion.com/CIAA. Sponsor: Central Intercollegiate Athletic Association, Charlotte, NC.