

## Official Canadian Competition Rules

We are a country passionate about hockey. It brings us together as fans, friends, family and ultimately, as a community. Hockey has built so many of our communities. And those communities, in return, have helped to define hockey in Canada. The place where this all comes together is the local arena. And without repairs and upgrades, we risk losing not just a piece of our cultural identity but our community spirit too.

**Kraft Hockeyville** is helping to protect the future of hockey in Canada by encouraging people to come together: because communities build hockey and hockey builds communities.

**Kraft Hockeyville 2017** (the “Competition”), presented by Kraft Heinz Canada ULC, NHL Enterprises Canada, L.P. and the National Hockey League Players’ Association (“NHLPA”) (collectively, the “Sponsors”), is the competition designed to find out which Canadian Community stands above all the others. The Competition will seek out the Community (defined below) that best exemplifies Canada’s passion for hockey!

The Grand Prize Winning Community (see **section 6 Prizes/Approximate Values** for definition) will win the experience of a lifetime, including:

- A trophy and the title of “**Kraft Hockeyville 2017**”;
- The opportunity to host an NHL® Pre-Season hockey game (the “Game”) as detailed herein;
- \$100,000 to upgrade the Home Arena that the winning entrant nominates (as such terms are defined below); and
- The opportunity to be featured on a television broadcast, related to the Game in the fall of 2017.

**1) COMPETITION PERIOD AND ENTRY PERIOD:** The Competition begins on Sunday, January 1<sup>st</sup>, 2017 at 12:00 AM Eastern Standard Time (EST) and closes on Monday, March 20<sup>th</sup>, 2017 at 11:59 PM EST (the “Competition Period”). Entry into the Competition begins on Sunday, January 1<sup>st</sup>, 2017 at 12:00 AM EST and closes on Sunday, February 5<sup>th</sup>, 2017 at 11:59 PM EST, the (“Entry Period”).

### **2) HOW TO ENTER: NO PURCHASE NECESSARY.**

To enter the Competition you must have internet access and a valid email address.

**ENTER ONLINE:** To enter, log on to [www.khv2017.ca](http://www.khv2017.ca) and follow the on-screen instructions on how to create an entry (“Entry”). To create an Entry, you must complete the following steps:

- Enter the required information, including your name, age, address, email address, email confirmation, city, province, postal code and telephone number on the online nomination form.
- Agree to these Official Canadian Competition Rules (the “Official Rules”) and confirm you are 13 years of age or older (as of the Competition start date).
- If you are between the age of 13 and the age of majority within the province or territory in which you reside, you must confirm you have obtained parental/legal guardian consent to enter the Competition.
- Select the name of the Community you wish to nominate. Your nominated Community must: a) be a Community in Canada and (b) have an ice hockey arena within or near, and normally used by, the nominated Community and located within the same Region (as defined in section 4) as the nominated Community (the “Home Arena”). **Note:** If a Community is not already listed on the Competition website, the entrant will have an option to add a new Community.
- Complete the online nomination form sharing your story by providing an answer within the spaces provided, with a maximum of 1000 characters, and minimum of 150 characters (including spaces), to each of the following three (3) questions:
  1. How would you describe your Community’s passion and spirit for hockey?
  2. What arena project would most benefit from the prize money? Please specifically identify how the \$100,000 might be used to upgrade your arena and the impact this would have on your Community.
  3. Why should your Community be the next ***Kraft Hockeyville?***
- Once your online nomination form is completed and you have reviewed the Official Rules, click “Submit” to enter the Competition.

#### **ENTRIES AND SUBMISSIONS:**

**LIMIT: one (1) Entry per person per Community. For clarity, an entrant may nominate more than one (1) Community throughout the Entry Period; however, an entrant may not nominate the same Community more than once throughout the Entry Period.**

The Entry Period for the Competition begins on Sunday, January 1<sup>st</sup>, 2017 at 12:00 AM EST and closes on Sunday, February 5<sup>th</sup>, 2017 at 11:59 PM EST.

Should an entrant choose to create an Entry for more than one Community throughout the Competition Period, each Entry must be different than any previously entered Entry and must be for a different Community. For clarity, a Community can have multiple entries, but not from the same entrant. By entering this Competition, the entrant is entering for a chance for the nominated Community to win either one (1) Grand Prize, or one (1) Second Prize, or one (1) of eight (8) Third Prizes.

Each Entry must: (1) be original; (2) be created for the purposes of this Competition; (3) have not been previously published, used commercially, submitted prior to this Competition or during this Competition to another competition or promotion or won any other prize/award; (4) not defame, infringe or violate the rights of any third party (including, without limitation, copyright or other intellectual property rights of any other party); (5) be appropriate for the Competition and all ages, in “good taste”, in keeping with Sponsors’ image and be suitable for publication (e.g. must not be obscene or indecent), as determined by Sponsors in their sole and absolute discretion; and (6) not contain any commercial content that promotes any product or service other than those offered by Sponsors. Without limiting any of the foregoing, Entries cannot be a parody or derogatory. Sponsors reserve the right, in their sole and absolute discretion, to reject, modify, edit or remove any Entry and judge it void or disqualify it and you at any time, without notice to you, that they deem, in their sole and absolute discretion, not to be in keeping with the Official Rules.

You may submit a digital photo (optional) with your Entry in any of the following formats: gif, jpeg, or png with a maximum photo size of 5 megabytes. You may also submit a video (optional) with your Entry by including a link in your Entry to a video of yours that is available on YouTube. Videos posted to YouTube must comply with YouTube’s [Community Guidelines](https://www.youtube.com/yt/policyandsafety/communityguidelines.html) ([www.youtube.com/yt/policyandsafety/communityguidelines.html](https://www.youtube.com/yt/policyandsafety/communityguidelines.html)). An Entry will be disqualified from the Competition if found to include a video that is in violation of YouTube’s Community Guidelines.

By submitting a photo or video with your Entry, you represent and warrant that: (1) the photo/video is original to you, that you have all necessary rights in and to the photo/video, and that any individual included in the photo/video (or his/her parent or legal guardian, in the case of an individual who is a minor in his/her province/territory of residence) has, as of the date of the Entry, agreed to the submission of the photo/video in connection with the Entry; and (2) as of the date of Entry, any individual appearing in the photo/video (or his/her parent or legal guardian, in the case of an individual who is a minor in his/her province/territory of residence) has (i) granted to the Sponsors and their agents and designees, as well as to Rogers Media Inc. and its parent and affiliated companies (collectively, the “Broadcast Party”), a non-exclusive, unlimited, royalty free, irrevocable, right and license to use, publish, display, produce, perform, convert, adapt, publicly present, communicate to the public, assign, sub-license, edit, modify, reproduce, dispose of, post, broadcast or otherwise use the photo/video, as well as his/her image or likeness appearing therein, in whole or in part, in any way and in any form of media now known or hereafter developed, including, without limitation, as contemplated within these Official Rules, and in any advertising or promotions created by Sponsors or the Broadcast Party in any form of media to promote this Competition and/or future competitions similar to this Competition, without review, notice, approval or compensation, and (ii) waived all moral rights in and to the photo/video in favour of

Sponsors and the Broadcast Party. Any photo/video submitted with an Entry will be deemed to be a part of that Entry. Any Entry that involves a third party that does not choose to be part of the Entry will be disqualified. Entrants may be required to provide Sponsors and/or the Broadcast Party with proof of consent from any third parties in a form acceptable to Sponsors and/or the Broadcast Party, and entrants agree to execute, or cause to be executed, any documents and/or instruments as determined in the discretion of Sponsors and/or the Broadcast Party in order to give effect to the representations and warranties and/or grant of rights herein contained. People depicted in the photos/videos should refrain from wearing any clothing items bearing business, designer, or sports logos, or bearing the name or likeness of a celebrity, living or dead.

Neither the Sponsors nor the Broadcast Party assume any responsibility for any claims based on infringement of publicity rights, defamation, invasion of privacy, copyright infringement, trademark infringement and any other intellectual property-related cause of action with respect to any Entry submitted. By entering this Competition, each entrant: (i) represents that his/her Entry does not infringe on any third party's copyright materials, trademark or other intellectual property rights; (ii) agrees to release, indemnify, discharge, defend and hold harmless Sponsors, the Broadcast Party, the National Hockey League ("NHL") and its member clubs, NHL Enterprises, L.P., NHL Enterprises B.V., NHL Interactive CyberEnterprises, LLC, the NHLPA and its members, Hockey Ventures (Canada) Inc., each of their respective parent, subsidiary, affiliated companies and advertising and promotion agencies (collectively, the "Promotion Parties"), YouTube, LLC and each of their respective officers, directors, employees, agents, representatives and assigns (collectively with the Promotion Parties, the "Released Parties") from any claim or liability arising from or related to the Entry or participation in this Competition; (iii) grants Sponsors and the Broadcast Party a non-exclusive, unlimited, royalty free, irrevocable, right and license to use, publish, display, produce, perform, convert, adapt, publicly present, communicate to the public, assign, sub-license, edit, modify, translate, reproduce, dispose of, post, broadcast or otherwise use the Entry, in whole or in part, in any way and in any form of media now known or hereafter developed, including, without limitation, as contemplated within these Official Rules, or in any advertising or promotions created by Sponsors or the Broadcast Party in any form of media to promote this Competition and/or future competitions similar to this Competition, without review, notice, approval or compensation; (iv) waives all moral rights in and to the Entry in favour of Sponsors and the Broadcast Party; and (v) represents, warrants and undertakes to Sponsors and the Broadcast Party that he/she has obtained the necessary assignment of rights, licence, permission or consent from every individual who has contributed to the Submission, and further represents and warrants that he/she has the authority to grant to Sponsors and the Broadcast Party the rights granted in these Official Rules, including without limitation the non-exclusive license, above.

By entering, each entrant acknowledges and agrees that submitting a photo/video online brings the Entry within the public view and, as such, the entrant waives any

claims against Sponsors and the Broadcast Party and indemnifies and holds the Released Parties harmless against any third party claims for damages or injury attributable to the Released Parties for any copying, re-posting or unlawful use of the submitted photo/video that may result.

All Entries shall become the property of Sponsors and will not be returned to entrants. Sponsors shall have the right to edit or modify Entries for use in perpetuity. Sponsors reserve the right, in their sole and absolute discretion, to reject any Entry that Sponsors deem to be not in keeping with the policies, goals and/or guiding principles of the Competition, or that Sponsors learn has been previously published, entered into another *Kraft Hockeyville* competition or other competition, or won any other prize or award.

Sponsors further reserve the right, in their sole and absolute discretion, to edit any Entry, to blur out any trademarks or to remove any copyrighted content.

**3) ELIGIBILITY:** Competition is open to legal residents of Canada, who have reached the age of 13 years as of the Competition start date. Entrants who are between the ages of 13 and the age of majority within the province or territory in which they reside at the date of Entry are eligible to enter the Competition provided that the parent or legal guardian of the entrant accepts these Official Rules, and the terms and conditions hereof for and on behalf of such entrant.

Each entrant participates in the Competition on behalf of his/her selected community, which community must represent a group of people who exemplify spirit in a geographic area, are passionate about local hockey players, and support the sport of hockey in their geographic area (a "Community").

Employees of the Promotion Parties and the household members and/or the immediate family of the Promotion Parties are not eligible to enter. For the purposes of these Official Rules, "immediate family" means husband, wife, spouse, mother, father, brother, sister, son, and/or daughter, whether or not they reside in the same household.

It is a condition of entry in the Competition that each entrant (and his/her parent or legal guardian, as applicable in the case of a minor entrant) make himself/herself/themselves available to participate, free of charge, in all stages of and all activities related to the Competition (including without limitation recordings and participation in interviews, appearances, and promotional and publicity activities); and agree to sign and abide by all applicable release forms and these Official Rules, including, without limitation any revisions. Entrants agree to execute all documents necessary to assign any and all prizes to the appropriate Community. Each minor entrant's parent or legal guardian must authorize his/her participation and execute all release form(s) on behalf of such minor entrant.

#### **4) POTENTIAL WINNER SELECTION:**

There will be one (1) round of judging and two (2) rounds of voting.

**POTENTIAL WINNER SELECTION:** All eligible Entries will be evaluated by a judging panel (“Judging Panel”) comprised of representatives of Sponsors. Judging will be based on the Judging Criteria outlined below and on what the Judging Panel finds to be the most compelling Entry, of all qualifying Entries.

At a minimum, an Entry must answer each of the three (3) questions noted within the online nomination form, with a maximum of 1000 characters and a minimum of 150 characters (including spaces).

As determined by the Judging Panel at its sole and absolute discretion, judging criteria will be based on the following (the “Judging Criteria”):

1. Depiction of the nominated Community’s passion for hockey and dedication to supporting the sport (30%);
2. Examples of actions/events that demonstrate the nominated Community’s spirit and pride (30%);
3. Description of how prize money might be used and how this project would impact the nominated Community (30%); and
4. Creativity and overall effort in Entry (10%).

Judging will take place between Monday, February 6<sup>th</sup>, 2017 and Friday, March 3<sup>rd</sup>, 2017 in Toronto, Ontario from all of the eligible Entries received during the Entry Period.

For judging purposes, all eligible Entries will be separated into two (2) regions (each a “Region”). Each Region shall be divided by way of the following:

##### **West**

- British Columbia, Yukon, Manitoba, Saskatchewan, Alberta, Northwest Territories and Nunavut

##### **East**

- Ontario, Quebec, Newfoundland and Labrador, Prince Edward Island, Nova Scotia and New Brunswick

From all eligible Entries received, the Judging Panel will select the top five (5) Entries per Region (collectively, the “Top 10”). The Top 10 will be announced on March 4, 2017 within the Broadcast Party’s Saturday night hockey broadcast and on the Competition website at [www.khv2017.ca](http://www.khv2017.ca) (“Top 10 Entries Announcement Day”). Each Entry in the Top 10 must correspond to a different Community, so that no one Community will occupy more than one position within the Top 10.

## **VOTING**

### **FIRST ROUND OF VOTING:**

Following the Top 10 Entries Announcement Day, legal residents of Canada 13 years of age and older (each, a “Voter” and collectively, the “Voters”) can begin voting for their favourite Top 10 Entry that they feel best embodies the spirit of the Competition for a period beginning on Sunday, March 12<sup>th</sup>, 2017 at 9:00 AM EST and closing on Monday, March 13<sup>th</sup>, 2017 at 11:59 PM EST (“Voting Period #1”). Residents who are between the ages of 13 and the age of majority within the province or territory in which they reside as at the date of voting are eligible to vote provided that the parent or legal guardian of the Voter accepts these Official Rules, and the terms and conditions hereof for and on behalf of such Voter.

Voters can vote only online on the Competition Website at [www.khv2017.ca](http://www.khv2017.ca). There is no other acceptable means to vote during the Competition.

The two (2) Entries (one (1) entry per Region) that receive the most votes during Voting Period #1 will be determined as the Top 2 Finalists for a chance to win the Grand Prize.

The Top 2 Finalists will be announced on the Competition website at [www.khv2017.ca](http://www.khv2017.ca) on or around March 18<sup>th</sup>, 2017.

### **SECOND ROUND OF VOTING:**

Voters can begin voting for their favourite Entry among the Top 2 Finalists that they feel best embodies the spirit of the Competition for a period beginning on Sunday, March 19<sup>th</sup> at 9:00 AM EST, and closing on Monday, March 20<sup>th</sup> at 11:59 PM EST (“Voting Period #2”).

Voters can vote only online on the Competition Website at [www.khv2017.ca](http://www.khv2017.ca). There is no other acceptable means to vote during the Competition.

**The Entry that receives the most votes during Voting Period #2 will be determined as the potential Grand Prize Winning Community of Kraft Hockeyville 2017.**

The Entry that receives the second highest number of votes of the Top 2 Finalists will be determined as the potential Second Prize Winning Community. The remaining Top 8 Finalists will be determined as potential Third Prize Winning Communities.

The Sponsors will announce the Grand Prize Winning Community on or around April 1<sup>st</sup>, 2017 (“Announcement Date”) during a television broadcast and on [www.khv2017.ca](http://www.khv2017.ca).

### **DETAILS ABOUT VOTING**

At their sole and absolute discretion, Sponsors reserve the right to disqualify any vote deemed to be fraudulent, in violation of these Official Rules, or by any means contrary to these Official Rules which would be unfair to other entrants or that would otherwise undermine the integrity of this Competition. Votes that have been tampered with, reproduced, falsified, or altered are void. Voting is unlimited and subject to verification at any time. Use of mechanical or automated programs to submit votes or voting by any means contrary to these Official Rules or which would be unfair to other entrants may result in the disqualification of those votes and/or the entrant, in the sole and absolute discretion of Sponsors.

Obtaining votes by any fraudulent or inappropriate means, including offering prizes or other incentives to members of the public, is prohibited. Sponsors reserve the right to request proof (in a form acceptable to Sponsors – including, without limitation, government-issued photo identification) for any votes entered, or purportedly entered, to be considered valid for the purposes of this Competition. Where requested, failure to provide such proof to the satisfaction of the Sponsors may result in a disqualification of votes. If it is discovered that attempts were made to: (i) use (or attempted use) of multiple names, identities, email addresses and/or any automated, macro, script, robotic or other systems(s)/ program(s) to submit votes; (ii) engage in any form of proxy voting scheme and (iii) engage in any behaviours deemed to be in violation of the letter and/or spirit of these Official Rules, Sponsors reserve in their sole and absolute discretion, to disqualify the entrant and/or all votes submitted for such Entry.

In the event of a tie, tied Entries will be re-judged by the Judging Panel to select a Potential Winner from the tied Entries.

### **TO BE DECLARED A WINNER**

Before being declared a winner, all selected potentially winning entrants will be required to correctly answer a time limited mathematical skill-testing question without assistance or mechanical or electronic aids and will be required to sign a standard declaration and release form confirming compliance with these Official Rules and acceptance of the prize as awarded.

The selected potentially winning entrants will be notified by email no later than 24 hours after the Announcement Date. If potentially winning entrants cannot be contacted within three (3) days after the announcement the potentially winning entrant will be disqualified, and at Sponsors' sole and absolute discretion, another Entry may be selected.

Sponsors and the Broadcast Party reserve the right, in their sole and absolute discretion, to phone, email or visit any of the nominated Communities and record interviews, appearances, and promotional and publicity activities. Contact from Sponsors and/or



the Broadcast Party in this regard does not in any way guarantee any entrant as a potential prize winner.

**5) ODDS:** The odds of a Community winning a prize depend upon the number of eligible Entries received, the application of the Judging Criteria and the number of votes received during the Competition Period.

**6) PRIZES/APPROXIMATE VALUES (AVs):**

**GRAND PRIZE:** There will be a total of one (1) Grand Prize available to be won during the Competition Period. The “Grand Prize Winning Community” will receive the following:

- The opportunity to host the Game at the Home Arena (or the Alternative Arena (as defined below), if necessary) on a date between September 1<sup>st</sup>, 2017 and October 4<sup>th</sup>, 2017 to be chosen by Sponsors in their sole and absolute discretion (see **ARENA REQUIREMENTS**);
- \$100,000 to upgrade the Home Arena as nominated within the Entry; and
- A trophy and the title of ***Kraft Hockeyville 2017*** (collectively the “Grand Prize”).

As part of the Grand Prize, the Grand Prize Winning Community will be featured on a television broadcast related to the Game.

**The Game and any or all related components may be suspended, cancelled or postponed.**

**The Grand Prize Winning Community and the Home Arena that hosts the Game and all third parties are prohibited from using, selling, bartering, trading and/or auctioning tickets to the Game for any promotional, prizing or commercial purposes. Sponsors shall have the right, in their sole and absolute discretion, to determine whether any use of Game tickets is noncompliant with these Official Rules.**

The approximate value of this Grand Prize is \$500,000.

**SECOND PRIZE:** There will be one (1) Second Prize available to be won during the Competition Period. The Community which comes in second place will receive \$100,000 to upgrade the Home Arena as nominated within the Entry (“Second Prize”).

The approximate value of the Second Prize is \$100,000.

**THIRD PRIZE:** There will be eight (8) Third Prizes available to be won during the Competition Period. The eight (8) communities which come in third place will each receive \$25,000 to upgrade the Home Arena as nominated within the Entry (a “Third Prize” or “Third Prizes”).

The approximate value of each Third Prize is \$25,000. The approximate value of all Third Prizes is \$200,000.

Total approximate value of all prizes combined is \$500,000 + \$100,000 + \$200,000 = \$800,000

Sponsors' representatives will coordinate with each winning Community to arrange details of prize fulfillment. If the whole or any part of any prize is cancelled or unavailable, the winning Community agrees to accept alternative prizes which have approximate value equal or greater to the cancelled or unavailable prize(s) or portion(s) thereof in and as full satisfaction thereof and entrants and winning communities agree they shall have no claim against Sponsors or any other person in respect of the cancelled or unavailable prize(s) or portion(s) thereof.

The Released Parties will have no liability to an entrant who is unable to attend or take part in any part of the Competition or participate in a prize for any reason whatsoever. There is no obligation on the part of Sponsors or the Broadcast Party to record or broadcast the appearance or participation of any particular entrant in connection with the Competition.

Prize winners are solely responsible for all costs, taxes or other fees not expressly described herein. The approximate value of each prize is that stated by the supplier of the prize as being in effect thirty (30) days prior to the launching of this Competition.

## **ARENA REQUIREMENTS**

In order for the Home Arena to be used for the Game, it must:

- be outfitted with artificial ice;
- meet the NHL® and NHLPA's standards (in their sole discretion);
- be available and able to be used five (5) days prior to and on the date of the Game which shall take place on a date between September 1<sup>st</sup>, 2017 and October 4<sup>th</sup>, 2017 to be chosen by Sponsors in their sole and absolute discretion; and
- be located within a radius of 200 km from an airport which meets the requirements of the usual air carrier of the NHL® member teams. Without limiting the foregoing, the runway must be at least 6,000 feet.

If the Home Arena does not meet all requirements outlined above, the Grand Prize Winning Community will host the Game at the nearest alternative arena that meets all such requirements, to be selected by Sponsors in their sole and absolute discretion, after consultation with the entrant (the "Alternative Arena"). If the Game is played at an Alternative Arena, the \$100,000 in arena upgrades will still be awarded to the Home Arena nominated by the entrant and not to the Alternative Arena.

Sponsors will determine in their sole and absolute discretion if the entrant is eligible to participate in the Competition, if the Game can be played at the Home Arena and if the appropriate authorizations and arena information can be obtained from the owners of the Home Arena and/or the Alternative Arena, if applicable.

#### **NHL® PRE-SEASON GAME BROADCAST**

For the Grand Prize Winning Community, in addition to the prizes listed above, the Broadcast Party will also celebrate your win with a live broadcast from your Community on or about Saturday, April 1<sup>st</sup>, 2017.

By entering the Competition, entrants acknowledge and agree that Sponsors and/or the Broadcast Party may request entrants to participate, free of charge, in any activity relating to the Competition including without limitation recordings and participation in interviews, appearances, and promotional and publicity activities.

**7) DECLARATION AND RELEASE:** All potentially winning entrants will be required to execute and return a Declaration and Release within seven (7) days of the date of notification.

The return of any prize/prize notification as undeliverable, the late return of any documents or noncompliance with these Official Rules may result in disqualification and at Sponsors' sole and absolute discretion, selection of an alternate Entry.

**8) LIMITATION OF LIABILITY:** By entering the Competition, each entrant accepts and agrees to these Official Rules and the decisions of Sponsors and the Judging Panel, which shall be final and binding in all matters related to the Competition and the awarding of prizes. By accepting any prize, winners agree to hold the Released Parties harmless against any and all claims and liability arising out of use or redemption of the prize or participation in the Competition. None of the Released Parties are responsible for lost or late Entries or Declaration and Releases, or for any typographical, or other error in the printing of the offer, administration of the Competition, or announcement of the prize, or for technical, hardware, or software malfunctions, computer virus, bugs, tampering, unauthorized intervention, fraud, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, garbled, or delayed electronic communications whether caused by the sender or by any of the equipment or programming associated with or utilized in this Competition, or by any human error which may occur in the processing of the Entries in this Competition, or any other cause beyond the reasonable control of Sponsors that interferes with the proper conduct of the Competition as contemplated by these Official Rules. If, in Sponsors' opinion, there is any suspected or actual evidence of tampering with any portion of the Competition, or if technical difficulties or any other factor including accident, printing, administrative, or any error of any kind compromises the integrity, administration, or conduct of the

Competition, Sponsors reserve the right, with consent of the *Régie des alcools, des courses et des jeux* for Quebec, if legally required, to modify, cancel, or suspend this Competition without prior individual notice or obligation and without any liability to any entrant. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Competition may be a violation of criminal and civil laws and should such an attempt be made, Sponsors reserve the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

Sponsors reserve the right to disqualify a person if he/she enters the Competition or tries to do so by any means contrary to these Official Rules or which would be unfair to other entrants or where Entries or votes are generated by any mechanical or automated means. Entries that have been tampered with, reproduced, falsified, or altered are void. In the event a dispute arises as to the identity of a potentially winning entrant, Entries will be declared made by the name on the online nomination form.

Currency is in Canadian dollars unless otherwise stipulated. Prizes must be accepted as awarded. None of the Released Parties makes any representation, warranty or guarantee of any kind with respect to any prize. Each prize must be accepted "as is" and may not be exchanged, bartered, sold, raffled, substituted, or transferred. The prizes will be delivered only to the communities nominated by the confirmed winners. Sponsors will determine the appropriate recipient of each prize within the applicable Community in order for the prize to be awarded to the Home Arena.

Refusal by potentially winning entrants to accept a prize releases the Released Parties from all responsibility and obligations toward that potentially winning entrant of such prize. In no event shall Sponsors be held to award more prizes than what is mentioned in these Official Rules or to award prizes otherwise than in compliance with these Official Rules.

The Released Parties shall assume no liability whatsoever for any situation in which their inability to act results from an event or situation unforeseeable or beyond their control, including but not limited to force majeure, a strike, lockout, or any other labour dispute at their location or the locations of the businesses whose services are used.

The Sponsors can amend these Official Rules or terminate the Competition at any time without any liability to any entrant. Sponsors can at their sole and absolute discretion replace any Entry which for any reason fails or is disqualified from or unable to participate in any aspect of the Competition, as determined by Sponsors in their sole and absolute discretion, with another Entry, notwithstanding such replacement Entry may have been previously eliminated from the Competition.

The Sponsors' decisions are final and entrants acknowledge and agree that the interests of the Competition shall override those of any entrant.

**9) LANGUAGE DISCREPANCY:** In the event of any discrepancy or inconsistency between the English language version and the French language version of these Official Rules, as applicable, the English version shall prevail, govern and control.

**10) CONDITIONS OF ENTRY:** Entry into the Competition and acceptance of a prize constitutes permission for Sponsors and the Broadcast Party to use the winning Entries and Communities and the names, cities and provinces/territories of residence and likenesses of the entrants for purposes of advertising and publicity in any and all media now or hereafter known throughout the world in perpetuity, without further compensation, notification, or permission, unless prohibited by law.

All information requested by and supplied by each entrant must be truthful, accurate, and in no way misleading. Sponsors reserve the right to disqualify any Entry from the Competition in their sole and absolute discretion, should the entrant at any stage supply untruthful, inaccurate, or misleading details and/or information or should the entrant be ineligible for the Competition pursuant to these Official Rules.

**11) PROVINCE OF QUEBEC:** Any litigation respecting the conduct or organization of the Competition may be submitted to the *Régie des alcools, des courses et des jeux* for a ruling. Any litigation respecting the awarding of a prize in the Competition may be submitted to the *Régie* only for the purpose of helping the parties reach a fair settlement.

**12) PRIVACY:** Kraft Heinz Canada ULC, 95 Moatfield Drive, Don Mills, ON M3B 3L6, the NHL® (50 Bay Street, 11th Floor, Toronto, Ontario M5J 2X8), the NHLPA (20 Bay St., 17<sup>th</sup> Floor Toronto, ON, M5J 2N8) and the Broadcast Party (333 Bloor Street, East Toronto, ON M4W 1G9) respect each entrant's right to privacy. Entrants' names, age, mailing addresses, telephone numbers, and email addresses are gathered for the purpose of administering this Competition and conducting publicity about this Competition. By entering this Competition, entrants consent to such collection, use, and disclosure of personal information for these purposes. Your consent may be withdrawn at any time. Should you withdraw your consent, your entry into this Competition will be invalid. For a copy of Kraft Heinz's Privacy Promise, please call 1-800-567-KRAFT or visit [www.kraftcanada.com/privacypromise](http://www.kraftcanada.com/privacypromise). For a copy of the NHL® Privacy policy, please visit ([www.nhl.com/privacy](http://www.nhl.com/privacy)). For a copy of the NHLPA Privacy Promise, visit [www.nhlpa.com/privacy](http://www.nhlpa.com/privacy). For a copy of the Broadcast Party's privacy policy, please visit <http://www.rogers.com/web/content/Commitment-to-Privacy>.

**13) OFFICIAL RULES:** These Official Rules are available on the Competition website at [www.khv2017.ca](http://www.khv2017.ca).

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YouTube, LLC is not a sponsor or in any way affiliated with the administration of the Competition. Any and all questions, comments or complaints regarding the Competition must be directed only to the Sponsors and not to YouTube.