



NYUL Day 2024 Social Media Challenge Giveaway

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE THE CHANCES OF WINNING.

1. Eligibility: This Campaign is open only to those who are 18 years of age or older as of the date of entry. The Campaign is only open to legal residents of the continental United States of America and is void where prohibited by law. Employees of the New York Urban League, its interns, Board of Directors (collectively the "Employees"), and immediate family members and/or those living in the same household of Employees are not eligible to participate in the Campaign. The Campaign is subject to all applicable federal, state, and local laws and regulations. Void where prohibited.

2. Agreement to Rules: By participating, the Contestant ("You") agrees to be fully unconditionally bound by these Rules, and you represent and warrant that you meet the eligibility requirements. In addition, you agree to accept the decisions of New York Urban League as final and binding as they relate to the content of this Campaign.

3. Campaign Period: Entries, in the form of social media posts on Instagram and Facebook including #NYULDay, will be accepted online starting on Thursday, March 28, 2024 12:00AM ET] and ending Thursday, March 28, 2024 11:59 PM ET. All online entries must be posted by Thursday, March 28, 2024 11:59 PM ET.

4. How to Enter: The entry is a new social media post including an image and text message of support of the New York Urban League on your Instagram and or Facebook social media account(s) tagging the New York Urban League (@newyorkurbanleague) and including #NYULDay in the content. For each new post containing a photo of the account holder, text declaring support of the New York Urban League and the use of the official campaign hashtag #NYUL and tagging the New York Urban League Instagram and or Facebook accounts will earn one entry in the random drawing for one of three prizes. Each entry must fulfill all Campaign requirements, as specified, to be eligible to win a prize. Entries that are incomplete or do not adhere to the rules or specifications may be disqualified at the sole discretion of New York Urban League. You must provide the information requested. If You use fraudulent methods or otherwise attempt to circumvent the rules, your submission may be removed from eligibility at the sole discretion of the New York Urban League.

5. Prizes: Three (3) winners will be drawn at random after the close of the campaign. Only one prize per winner. The Campaign prizes are (1) One \$200 Macy's gift card; (2) Four tickets to a New York Yankees regular season game valued at \$155 each; (3) an NBC Studios (New York City) tour. Actual/appraised value may differ at time of prize award. The specifics of the prize shall be solely determined by the New York Urban League. No cash or other prize substitution shall be permitted. The prize is nontransferable. Any and all prize-related expenses, including without limitation any and all federal, state, and/or local



taxes, shall be the sole responsibility of Winner. No substitution of prize or transfer/assignment of prize to others or request for the cash equivalent by Winner is permitted. Acceptance of prize constitutes permission for the New York Urban League to use Winner's name, likeness, and entry for purposes of advertising and trade without further compensation unless prohibited by law.

6. Odds: The odds of winning depend on the number of eligible entries received.

7. Winner Selection and Notification: Winner will be selected by a random drawing under the supervision of the New York Urban League. Winner will be notified by electronic communication within five (5) days following selection of Winner. New York Urban League shall have no liability for Winner's failure to receive notices or for Winner's provision of incorrect or otherwise non-functioning contact information. If Winner cannot be contacted, is ineligible, fails to claim the prize within 5 days from the time award notification was sent, or fails to timely return a completed and executed declaration and release as required, the prize may be forfeited and an alternate Winner selected. Receipt by Winner of the prize offered in this Campaign is conditioned upon compliance with any and all federal, state, and local laws and regulations. ANY VIOLATION OF THESE OFFICIAL RULES BY WINNER AT THE NEW YORK URBAN LEAGUE'S SOLE DISCRETION WILL RESULT IN WINNER'S DISQUALIFICATION AS WINNER OF THE CAMPAIGN, AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED.

8. Rights Granted by You: By entering this content (e.g., photo, video, text, etc.), You understand and agree that New York Urban League, anyone acting on behalf of New York Urban League, and New York Urban League's licensees, successors, and assigns, shall have the right, where permitted by law, to print, publish, broadcast, distribute, and use in any media now known or hereafter developed, in perpetuity and throughout the World, without limitation, your entry, name, portrait, picture, voice, likeness, image, statements about the Campaign, and biographical information for news, publicity, information, trade, advertising, public relations, and promotional purposes. without any further compensation, notice, review, or consent. By entering this contest, You represent and warrant that your entry is an original work of authorship, and does not violate any third party's proprietary or intellectual property rights. If your entry infringes upon the intellectual property right of another, You will be disqualified at the sole discretion of New York Urban League. If the content of your entry is claimed to constitute infringement of any proprietary or intellectual proprietary rights of any third party, You shall, at your sole expense, defend or settle against such claims. You shall indemnify, defend, and hold harmless New York Urban League from and against any suit, proceeding, claims, liability, loss, damage, costs or expense, which New York Urban League may incur, suffer, or be required to pay arising out of such infringement or suspected infringement of any third party's right.

9. Terms & Conditions: New York Urban League reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Campaign should virus, bug, non-authorized human intervention, fraud, or other cause beyond New York Urban League's control corrupt or affect the administration, security, fairness, or proper conduct of the Campaign. In such case, New York Urban League may select



the Winner from all eligible entries received prior to and/or after (if appropriate) the action taken by New York Urban League. New York Urban League reserves the right, in its sole discretion, to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Campaign or website or violates these Terms & Conditions. New York Urban League has the right, in its sole discretion, to maintain the integrity of the Campaign, to void votes for any reason, including, but not limited to: the use of bots, macros, scripts, or other technical means for entering. Any attempt by an entrant to deliberately damage any website or undermine the legitimate operation of the Campaign may be a violation of criminal and civil laws. Should such an attempt be made, New York Urban League reserves the right to seek damages to the fullest extent permitted by law.

10. Limitation of Liability: By entering, You agree to release and hold harmless New York Urban League and its subsidiaries, affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, employees, officers, and directors from any liability, illness, injury, death, loss, litigation, claim, or damage that may occur, directly or indirectly, whether caused by negligence or not, from: (i) such entrant's participation in the Campaign and/or his/her acceptance, possession, use, or misuse of any prize or any portion thereof; (ii) technical failures of any kind, including but not limited to the malfunction of any computer, cable, network, hardware, or software, or other mechanical equipment; (iii) the unavailability or inaccessibility of any transmissions, telephone, or Internet service; (iv) unauthorized human intervention in any part of the entry process or the Promotion; (v) electronic or human error in the administration of the Promotion or the processing of entries.

11. Disputes: THIS CAMPAIGN IS GOVERNED BY THE LAWS OF THE UNITED STATES OF AMERICA AND NEW YORK STATE, WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in this Campaign, participant agrees that any and all disputes that cannot be resolved between the parties, and causes of action arising out of or connected with this Campaign, shall be resolved individually, without resort to any form of class action, exclusively before a court located in [your state/province] having jurisdiction. Further, in any such dispute, under no circumstances shall participant be permitted to obtain awards for, and hereby waives all rights to, punitive, incidental, or consequential damages, including reasonable attorney's fees, other than participant's actual out-of-pocket expenses (i.e. costs associated with entering this Campaign). Participant further waives all rights to have damages multiplied or increased.

12. Privacy Policy: Information submitted with an entry is subject to the Privacy Policy stated on the New York Urban League website. To read the Privacy Policy, <https://www.nyul.org/privacy-policy>click here.

13. Winners List: To obtain a copy of the Winner's name or a copy of these Official Rules, mail your request along with a stamped, self-addressed envelope to: New York Urban League 675 3rd Avenue, New York, New York 10017 United States of America Attention NYUL Day 2024 Giveaway. Requests must be received no later than Monday, April 29, 2024 ET.



14. Sponsor: The sponsor of the Campaign is New York Urban League 675 3rd Avenue, New York, New York 10017, United States of America.

15. The Campaign hosted by New York Urban League is in no way sponsored, endorsed, administered by, or associated with Meta, Facebook or Instagram.

16. By participating in the challenge, You, the Contestant, are affirmatively agreeing to all of the Official Rules.