



SOCIAL MEDIA PROMOTION

The My Energy Kit Challenge Social Media Rewards

“Official Rules”

No entry fee or purchase necessary to enter or win the My Energy Kit Challenge Social Media Rewards programs (“Social Media Promotion”).

The 2020-21 Social Media Promotion entry period begins July 1, 2020 and ends on June 1, 2021. Winners will be announced, at the latest, June 15, 2021. Prizes will be awarded throughout the year and no later than August 15, 2021. This Social Media Promotion is subject to all applicable laws and regulations. Void where prohibited by law. The sponsor of this Social Media Promotion is The National Theatre for Children, Inc. (“Sponsor” or “NTC”).

By entering and participating in the Social Media Promotion, participant (“Entrant”): (1) fully and unconditionally agrees to accept and be bound by these “Official Rules” and by all decisions of Sponsor, which include, without limitation, decisions regarding eligibility, winners and the interpretation of the terms used in these Official Rules, which shall be final and binding in all respects; and (2) represents and warrants that all information provided by Entrant in connection with the Social Media Promotion is true, accurate and complete as of the date of entry.

1. OBJECTIVE: NTC seeks to reward families who sign up for the Duke Energy kit and help to spread the word about the school promotion by sharing curated posts via Facebook. As part of an energy literacy curriculum, NTC is delivering livestream interactive performances, and parents and teachers are invited to request Energy Efficiency Kits. After submitting their kit request, a parent or guardian can enter the Social Media Promotion by sharing the posts provided to them via email. One post enters that Facebook user into drawings throughout the school year, and the Facebook user is allowed a maximum of one post per month to count as an entry into the drawings. A user may have up to eight (8) entries by posting once each month between October 2020 and May 2021, with a chance to win one of eight (8) Social Media cash prizes, valued at \$250 each. Social Media Promotion drawings will be held monthly throughout each semester. The 2020-21 winners will be drawn on the final Friday of each month; or, October 30, 2020; November 27, 2020; December 25, 2020 (to be announced after the holiday on January 4, 2021); January 29, 2021; February 26, 2021; March 26, 2021; April 30, 2021; and May 28, 2021. Families who sign up for their kits are also invited to enter into a photo Promotion to win a prize of \$1,000. Families enter by sharing a picture of their energy conservation efforts on Facebook, to be collected throughout the school year into an album on the My Energy Kit Facebook page. The winner is decided by community “voting” via positive reactions on each photo; the photo that has accrued the most positive reactions by the end of Earth Day 2021 (Thursday, April 22, 2021) will win, with the winner announced the next day.

2. ELIGIBILITY:

This Promotion is open to any family in the Duke Energy and Duke Energy Progress service area states of Indiana, North Carolina and South Carolina (including private or public institutions), who has a child participating in The National Theatre for Children’s Duke Energy and Duke Energy Progress Energy Program. To be eligible for the Social Media Promotion or the \$1,000 Earth Day Photo Promotion, all entrants must sign up for an eligible Duke Energy or Duke Energy Progress’s Energy Efficiency Kit and fill out all proper registration paperwork provided by Duke Energy and Duke Energy Progress’s Energy Efficiency Kit requests.

a. All entrants for the monthly Social Media Promotion must meet the following criteria:

- i. Must be at least 18 years of age at the time of the drawing.
- ii. Must share at least one of the eight (8) provided posts on Facebook.com.
- iii. Valid registration for sign-ups must be on file with NTC two days before the final drawing on May 28, 2021.

b. All entrants for the \$1,000 Earth Day Photo Promotion must meet the following criteria:

- i. Must be at least 18 years of age at the time of posting.
- ii. Must share one (1) photo depicting how the entrant is saving energy related to the My Energy Kit Challenge, and must tag My Energy Kit on said photo.
- iii. Must have the greatest number of positive reactions to their entry to win.
- iv. Valid photo entry must be on file with NTC before the end of the Promotion April 22, 2021.

- 3. HOW TO ENTER:** To enter the Social Media Promotion, families must first sign up for an eligible Energy Efficiency Kit and completely fill out the corresponding request forms and paperwork. Families who sign up for an eligible kit who include a valid email address will receive a post to share on Facebook. Posts will be provided once per month, and posting once enters that Facebook User into any of the eight (8) Social Media Rewards drawings occurring after the date of the kit request. To enter the \$1,000 Earth Day Photo Promotion, entrant must share one (1) photo of how the entrant commits to saving energy and properly tag My Energy Kit on Facebook.

ENTRY GUIDELINES AND RESTRICTIONS: No entry fee or purchase necessary. Possession of an entry does not constitute valid proof of delivery or receipt. Any attempt to enter the Social Media Promotion in a manner other than as permitted in **Section 3** shall be VOID and subject Entrant to disqualification from further participation in the Social Media Promotion. Entries received from persons not meeting eligibility requirements will be disqualified.

Sponsor shall not be liable for late, incomplete or inaccurate entry forms or sign-up submissions, or for technical, hardware or software failures of any kind, lost or unavailable network connection, or failed, incomplete, garbled or delayed computer transmissions, telephone connections, or any human error which may occur in the receipt of the entries in the Social Media Promotion.

- 4. SUBMISSION DEADLINE:** The submission deadline will be strictly enforced. Entries into each drawing must be submitted at least 48 hours prior to the date of drawing, as outlined in **Section 1**. Entry into the Photo Promotion will not be accepted based on posts after April 22, 2021. Automatic entry in the Social Media Promotion will not be accepted based on sign-ups beyond May 26, 2021 for the 2020-21 Social Media Promotion period, and any sign-ups received after any given drawing will not be accepted into that given drawing.

5. WINNER(S):

- a. The winning families will be notified by email or by a mailed letter sent to the address associated with their request no later than three (3) days after they are drawn as a winner. Upon confirmation of eligibility, prizes will be awarded within thirty (30) days. Sponsor shall pay for all shipping and handling costs associated with the distribution of prizes. Prizes are guaranteed to be awarded in accordance with these rules.
- b. The winning family may be required to sign an Affidavit of Eligibility/Release of Liability/Prize Acceptance Form upon being notified as a winner. Noncompliance may result in disqualification and an alternate winner(s) may be selected.

6. PRIZES:

- a. Eligible families entered in the Social Media Promotion will be eligible to win one of eight (8) Social Media Promotion cash prizes, valued at \$250 each. Social Media Promotion drawings will be held on the dates listed in **Section 1**. The retail value of each prize, including shipping and handling, is approximately \$250. The odds of winning are dependent on the number of valid submissions. Eligible Entrants in the photo promotion may win \$1,000 based on a community-voted photo, and the retail value of this prize, including shipping and handling, is approximately \$1,000. The total prize amount awarded in the Social Media Promotion is approximately \$3,000. All prizes will be awarded in connection with the Social Media Promotion, and in no event will more than the stated number of prizes be awarded.
- b. Within thirty (30) days of the announcement of the winner(s), Sponsor will provide winner(s) with required documents to be completed and returned to Sponsor. A prize will be awarded within ten (10) days of receipt of documents, or a voucher, certificate or other document giving winner(s) unconditional right to receive the prize. All prizes are non-transferable and non-endorsable and non-cash prizes cannot be redeemed for cash. All costs, fees, expenses and taxes (including without limitation federal, state, and local taxes) associated with any element of any prize not explicitly stated herein as being provided (and the reporting consequences thereof) are the sole and exclusive responsibility of the winner(s). All income taxes associated with the acceptance of a prize are the sole responsibility of the winner(s). **For South Carolina residents, Award Rules are as stated within these Promotion Rules.**

7. **DISQUALIFICATION/INELIGIBILITY:** Without limiting any other provision of these Official Rules, the Sponsor reserves the right, at any time and in their sole discretion, to disqualify and/or deem a participant ineligible to participate in the Social Media Promotion. Furthermore, the Sponsor reserves the right, in their sole and absolute discretion, to disregard and/or deem VOID such Entrant's entry in the Social Media Promotion.

8. **WINNER(S) LIST:** To request a list of Winners, send a self-addressed stamped envelope to **The National Theatre for Children, Inc., ATTN: My Energy Kit Challenge Social Media Promotion Winner(s) List, 6305 Sandburg Rd. Suite 100, Minneapolis, MN 55427**. Requests must be received by August 6, 2021 for the 2020-21 Social Media Promotion.

9. **AGREEMENT TO OFFICIAL RULES:** By participating, Entrant agrees and accepts the Official Rules and the decisions of the winning families with respect to the Social Media Promotion, and by entering the Social Media Promotion, Entrant agrees to waive any right to claim ambiguity or error in the Official Rules.

10. **RELEASE OF LIABILITY:** By participating, Entrant agrees to release Sponsor, its agents, representatives, affiliates and employees from and against any and all liability for any injuries, losses, and/or damages caused by or resulting from entry or participating in the Social Media Promotion, or resulting from the acceptance, possession or use of the prize(s). The Sponsor is not responsible for any expenses incurred by Entrant in connection with participation in the Social Media Promotion.

11. **MODIFICATION/TERMINATION OF OFFICIAL RULES:** Sponsor further reserves the right to modify any terms of the Social Media Promotion at any time at Sponsor's sole discretion. Sponsor further reserves the right to terminate the Social Media Promotion at any time at Sponsor's sole discretion. The Sponsor shall assume no responsibility for cancellation due to labor strike industry conditions, commercial viability or any other cause beyond Sponsor's reasonable control.

12. **PUBLICITY:** By participating, Entrant:

- a. Grants Sponsor permission to use Entrant's submission in the promotion of the Social Media Promotion and any future promotion(s);

- b. Agrees to cooperate with Sponsor's media partners in any promotional materials and/or advertising of the Social Media Promotion, including use of Entrant's name and school information in any promotional materials and/or advertising of the Social Media Promotion, except where prohibited by law; and
- c. Agrees to participate in any follow up surveys conducted by Sponsor or any of its affiliates.

13. LAW: The Social Media Promotion shall be conducted in accordance with the laws of the State of Minnesota. All disputes concerning these terms and the Social Media Promotion shall be adjudicated in the federal or state courts having jurisdiction over Hennepin County, Minneapolis, Minnesota USA.

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