

Find a copy of these Official Rules online at
<https://resources.yearbookavenue.jostens.com/ybk-culture-challenges/>
<https://www.jostensrenaissance.com/renaissance-culture-challenge/>

JOSTENS, INC.

**YEARBOOK CULTURE CHALLENGE SWEEPSTAKES
OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED. THIS SWEEPSTAKES IS SUBJECT TO ALL APPLICABLE FEDERAL, STATE AND LOCAL LAWS.

THIS SWEEPSTAKES IS IN NO WAY SPONSORED, ENDORSED, ADMINISTERED BY OR ASSOCIATED WITH FACEBOOK OR INSTAGRAM. BY ENTERING, ENTRANTS RELEASE FACEBOOK AND INSTAGRAM FROM ANY AND ALL LIABILITY RESULTING FROM THIS SWEEPSTAKES.

- 1. Sponsor:** Jostens, Inc., 7760 France Ave, Suite 400, Minneapolis, MN 55435.
- 2. Entry Period:** The Jostens Yearbook Culture Challenge Sweepstakes (“Sweepstakes”) begins at 7:00 am Central Time on August 1, 2024, and ends at 11:59 p.m. Central Time on June 30, 2025 (“Entry Period”).
- 3. Eligibility:** Entrants must be, as of the date of entry an educator acting on behalf of a school that has a login to [YearbookAvenue.com](https://resources.yearbookavenue.jostens.com) or sends an email as outlined in Section 4 below. All prizes shall be awarded directly to the Potential Winner’s school, all entries must be submitted in the name of a school, and prizes will only be awarded to the school whose name is on the winning entry, regardless of other circumstances. Directors, officers and employees of Sponsor and its affiliates, parents, subsidiaries and advertising and promotion agencies and their respective immediate families (spouse, parents, siblings and children) and those living in their same households are not eligible to enter or win this Sweepstakes. Entry constitutes entrant’s full and unconditional agreement to these official rules (“Official Rules”) and to Sponsor’s decisions. The decisions of Sponsor with regard to all matters related to this Sweepstakes are final and binding. Winning a prize is contingent upon fulfilling all requirements set forth in these Official Rules.

4. How to Enter; Entry Requirements:

- A. There are three (3) different ways to enter this Sweepstakes:

On or about the first business day in each calendar month during the Entry Period, a monthly challenge will be posted on Sponsor’s website (at <https://resources.yearbookavenue.jostens.com/ybk-culture-challenges/>) and Sponsor’s Adviser & Staff Instagram and Facebook pages (each a “Call to Entry Post”). To enter:

- I. Respond to the Call to Entry Post at the above website with the appropriate content (each an “Entry”); or.

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- II. Go to <https://www.jostensrenaissance.com/renaissance-culture-challenge>, create a user account for Jostens Renaissance, and complete the Entry Form and select Yearbook Staff Only; or.
 - III. Send an email to sweepstakes@jostens.com during the Entry Period, and you will receive one (1) entry in the Sweepstakes. The subject line of the email must be “Yearbook Culture Challenge Sweepstakes” and the email must include the following information:
 - i. Entrant’s name;
 - ii. Entrant’s school;
 - iii. Entrant’s email address;
 - iv. Entrant’s phone number;
 - v. Entrant’s school address;
 - vi. A photo or video of the activity; and
 - vii. A written statement about how you carried out the challenge.
- B. All Entries must: (a) comply with these Official Rules; (b) be in good taste and appropriate for Sponsor’s audience (in Sponsor’s sole discretion); (c) not include or reference any persons other than the entrant without the express consent of those featured, nor reference any brands, logos, names or creative works, other than those created by or owned by either entrant or Sponsor; and (d) not be offensive or disparaging or infringing of any rights of others.
- C. Entries that do not comply with these Official Rules will result in disqualification. Incomplete or illegible entries will not be considered. This Sweepstakes is subject to change without notification in Sponsor’s sole discretion. Entries will be void if electronically or mechanically reproduced, forged, defective, altered or obtained through unauthorized channels or if they contain production, typographical, electronic, mechanical or other errors.
- D. Sponsor is not responsible for lost, late, stolen, damaged, incomplete, invalid, unintelligible, garbled, delayed or misdirected Entries; all of which will be void in Sponsor’s sole discretion.
- E. Number of Entries. Entrant can submit one entry for each Call to Entry Post. Proof of submission of entry does not constitute proof of delivery of entry during the Entry Period. The computer clock of the Sponsor is the official timekeeping device. Entries received before or after the Entry Period are void. All entries become the property of Sponsor and will not be returned or acknowledged. Entries generated by script, macro or other automated means or entries that do not fully comply with these Official Rules or which subvert the entry process, in the sole discretion of Sponsor, will not be eligible.

5. License Granted:

By entering the Sweepstakes entrant grants to Sponsor (and its licensees and assigns) a royalty-free, irrevocable, perpetual license to use, reproduce, modify, publish, create derivative works from and display his/her/its entry, in whole or in part, and otherwise exploit the entry in all media now known or hereinafter devised, throughout the universe, in any way the Sponsor sees fit,

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including (without limitation) entertainment, instruction/education, promotion, advertising and or marketing purposes. In connection with all rights granted herein, Sponsor and its affiliates, licensees and assigns shall also have the irrevocable right to incorporate the entry, in whole or in part, into other works, in any form, media or technology now known or hereinafter developed. If necessary, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the entry. ENTRANT REPRESENTS AND WARRANTS THAT ENTRANT HAS OBTAINED ALL APPROPRIATE LICENSES AND/OR CONSENTS NECESSARY TO GRANT THE RIGHTS GRANTED TO SPONSOR AND WILL INDEMNIFY SPONSOR FOR ANY AND ALL CLAIMS ARISING FROM ENTRANT’S FAILURE TO DO SO.

By entering the Sweepstakes, entrant grants Sponsor permission to post, share and/or publish entrant’s submitted video and entrant information on the Jostens website and its social media pages.

6. Selection and Notification of Winners:

On or about the last business day of each month during the Entry Period, Sponsor will randomly select three (3) entries from all eligible entries received during that month (each a “Monthly Entry Period”) to receive a Monthly Prize, for a total of twenty-seven (27) winners.

Potential winners (“Potential Winners”) will be contacted by email, telephone or similar means. Potential Winners must meet all eligibility requirements, including the execution and return of any necessary releases and affidavits, in order to be confirmed as a winner. In the event that a Potential Winner does not respond to Sponsor’s initial notification and meet all eligibility requirements within seventy-two (72) hours, or if a prize/prize notification is returned as undeliverable, Sponsor reserves the right to disqualify such Potential Winner and select an alternate Potential Winner (in which case the initial Potential Winner will forfeit his or her prize). In the event that three (3) or more Potential Winners (with respect to the same prize) do not respond to Sponsor’s initial notification and meet all eligibility requirements within seventy-two (72) hours, or if the prize/prize notification to three (3) or more Potential Winners (with respect to the same prize) is returned as undeliverable, Sponsor will not be obligated to select any additional alternate Potential Winners, and if Sponsor so elects, that prize will not be awarded. Odds of winning depend upon the total number of eligible entries received.

6. Prizes:

A. The following prizes, each listed along with its respective approximate retail value (“ARV”), are available to be awarded:

Monthly Entry Period Start	Drawing Date	Daily Prize/ARV
August 1, 2024	September 30, 2024	Three \$150 Visa® Gift Cards (ARV: \$450.00)
October 1, 2024	October 31, 2024	Three \$150 Visa® Gift Cards (ARV: \$450.00)

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November 1, 2024	November 30, 2024	Three \$150 Visa® Gift Cards (ARV: \$450.00)
December 1, 2024	December 31, 2024	Three \$150 Visa® Gift Cards (ARV: \$450.00)
January 1, 2025	January 31, 2025	Three \$150 Visa® Gift Cards (ARV: \$450.00)
February 1, 2025	February 28, 2025	Three \$150 Visa® Gift Cards (ARV: \$450.00)
March 1, 2025	March 31, 2025	Three \$150 Visa® Gift Cards (ARV: \$450.00)
April 1, 2025	April 30, 2025	Three \$150 Visa® Gift Cards (ARV: \$450.00)
May 1, 2025	June 30, 2025	Three \$150 Visa® Gift Cards (ARV: \$450.00)

Total ARV of the prizes: \$4,050.00 U.S. Dollars (27 \$150 Visa® Gift Cards.)

VISA® is a trademark of VISA International Service Association in the United States and other countries. Visa International Service Association has neither endorsed nor is a sponsor of or affiliated with this Sweepstakes.

Prizes are not transferable. No substitution of any Prize, or any portion thereof, is allowed, except at the sole discretion of the Sponsor. Sponsor reserves the right to substitute any Prize with another prize of equal or greater value. Sponsor is not responsible for any inability of any winner to accept or use any Prize (or portion thereof) for any reason. No more than the stated Prize(s) will be awarded. Limit of one (1) Prize per family/household/address. Winner is solely responsible for all unspecified costs and expenses associated with Prize acceptance and use. Prizes are awarded “as is” with no warranty, representation or guarantee of any kind by Sponsor. Sponsor will not replace any lost, mutilated, or stolen gift cards. VISA® Standard terms and conditions apply. Transfer of Prize is not permitted without the permission of Sponsor which may be granted or withheld in its sole discretion and without liability of any kind. A Prize value as stated represents Sponsor’s good faith determination of approximate retail value of prizes. Any difference between approximate retail value and actual value of any prize will not be awarded. Sponsor will not be obligated to select any additional alternate Potential Winner, and if Sponsor so elects, that prize will not be awarded. Winner may not substitute, assign or transfer any prize or redeem any prize for cash, but Sponsor reserves the right to substitute a prize with a prize of equal or greater value if the advertised prize becomes unavailable. actual value of any prize will not be awarded.

B. In the event a Potential Winner cannot or declines to accept a prize as stated, Sponsor reserves the right to disqualify such Potential Winner and choose an alternate Potential Winner. The potential winners will also be required to complete, sign and return to Sponsor an Affidavit of Eligibility and Liability/Publicity Release/Copyright Assignment in a form provided by Sponsor within 14 days of receipt of such documents from Sponsor. If such documents are not returned to Sponsor prior to such deadline, any prize won may be forfeited in Sponsor’s sole discretion, such potential winner shall be disqualified, and an alternate winner selected by Sponsor in a new random drawing from the remaining eligible entries.

In the event that three (3) or more Potential Winners (with respect to the same prize) cannot or decline to accept a prize as stated, Sponsor will not be obligated to select any additional alternate

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Potential Winners, and if Sponsor so elects, that prize will not be awarded. Winners may not substitute, assign or transfer any prize or redeem any prize for cash, but Sponsor reserves the right to substitute a prize with a prize of equal or greater value if the advertised prize becomes unavailable. Any difference between approximate retail value and actual value of any prize will not be awarded. PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT.

7. Odds of Winning. Odds of winning each Prize depend upon the total number of eligible entries received during the Entry Period.

8. General Conditions: Neither Sponsor nor its agents are responsible for lost, late, incomplete or misdirected entries or other errors of any kind, including (without limitation) incorrect or inaccurate capture of entry or other information or the failure to capture any such information. Neither Sponsor nor its agents are responsible for technical, hardware or software failures of any kind or other errors or problems which may occur in connection with or relating to the Sweepstakes, whether human, computer, network, technical, mechanical, typographical, printing or otherwise, including (without limitation) errors or problems which may occur in connection with the administration of the Sweepstakes, the processing or judging of entries or the announcement of the prizes or that may occur in any Sweepstakes-related materials or limit prize fulfillment or a participant's ability to enter the Sweepstakes. Sponsor further assumes no liability for the cancellation, modification or premature conclusion of the Sweepstakes for acts or defaults of any company or person providing any prize. All such losses or expenses must be borne by the affected participants, entrants and/or winners. Sponsor reserves the right, in its sole discretion, to suspend, cancel, modify or prematurely conclude the Sweepstakes should any computer virus, malfunction, fraud, tampering, unauthorized intervention or other cause beyond its control corrupt the administration, security or proper operation of the Sweepstakes or should any portion of the Sweepstakes be compromised for any reason. By way of illustration and not limitation, Sponsor may at its sole discretion select winner from entries received prior to action taken or as otherwise deemed fair and appropriate by Sponsor in the event of such compromise or corruption. False or deceptive entries or acts will render the entrant ineligible, and Sponsor reserves the right to disqualify any entrant (and void his/her/its entry) who attempts to undermine the legitimate operation of the Sweepstakes or violates these Official Rules.

Each entrant (or the Guardian, in the case of a Minor), by entering the Sweepstakes, agrees (a) to release, indemnify and hold harmless Sponsor, its affiliates, parents, subsidiaries, advertising and promotion agencies and their respective past and present directors, officers, employees, representatives and agents, as well as Facebook and Instagram from and for any liability for any injuries, losses or damages of any kind, to persons or property (including without limitation death; claims based on publicity rights, defamation or invasion of privacy; and any claims based on a violation of a third party's intellectual property rights), resulting in whole or in part, directly or indirectly, from entrant's participation in this Sweepstakes or in any related activity or entrant's acceptance, possession, use, misuse or nonuse of any prize and (b) if such entrant becomes a

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winner, by acceptance of a prize, except where legally prohibited, grants permission for Sponsor and those acting pursuant to its authority (and agrees to confirm such agreement in writing upon request) to use, as applicable, his/her/its name, photograph, likeness, voice, location and prize information for advertising, trade and promotional purposes without any further compensation, in all media now known or hereafter discovered, worldwide and on the Internet and/or World Wide Web, without notice, review or approval.

Each entrant (or the Guardian, in the case of a Minor) represents and warrants that neither their participation in this Sweepstakes nor acceptance of any prize awarded herein shall be in violation of any federal, state or local law or rule or any applicable school district/board or school rule or regulation.

All taxes on prizes are solely the responsibility of the winner. When required by federal law, Sponsor will report the names of the winner and the value of the prize won to the Internal Revenue Service. If requested by Sponsor, the potential winner will be required to complete, sign and return to Sponsor an IRS Form W-9 prior to receiving the Prize. Failure to complete, sign and return a W-9 will result in the winner being disqualified, and in such case, Sponsor will select an alternate winner in a random drawing from remaining eligible entries.

If a Potential Winner is determined to be ineligible or not in compliance with these Official Rules for any reason, such Potential Winner will be disqualified, the prize will be forfeited, and an alternate Potential Winner selected and notified.

Failure by Sponsor to enforce any of its rights at any stage of the Sweepstakes does not constitute a waiver of such rights.

8. Privacy: Each entrant (or the Guardian, in the case of a Minor) acknowledges and agrees that any information collected in connection with this Sweepstakes may be used by Sponsor and its affiliates in accordance with Sponsor's Privacy Policy, available at <https://www.jostens.com/about/legal/privacy-policy>. Any information collected in connection with this Sweepstakes is not provided to Facebook or Instagram.

9. Disputes: Each entrant (or the Guardian, in the case of a Minor) agrees that (1) any and all disputes, claims and causes of action arising out of or in connection with this Sweepstakes, or any prize awarded, shall be resolved individually, without resort to any form of class action, and any judicial proceeding shall take place in a federal or state court within the State of Minnesota; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will an entrant be permitted to obtain awards for, and each participant hereby waives all rights to claim, punitive, incidental or consequential damages, any other damages other than actual out-of-pocket expenses and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of entrants and Sponsor in connection with the Sweepstakes, shall be governed by and construed in accordance with the laws of the State of Minnesota, without giving effect to any choice of law or conflict of

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law rules or provisions (whether of the State of Minnesota or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than the State of Minnesota. Section and paragraph headings are included only for convenience and shall not affect the interpretation of any of the provisions of these Official Rules.

10. Winners List: A list of winners may be obtained upon request by sending a written request along with a self-addressed stamped envelope to Jostens, Inc., Attn: Therese Kulas, 7760 France Avenue South, Suite 400, Minneapolis, MN 55435. Vermont residents may omit return postage. Also, a list of winners will be posted via social media on or around the first business day of each month during the Entry Period.

© 2024 Jostens, Inc. All rights reserved. Sweepstakes entrants are hereby authorized to copy these Official Rules on the condition that it will be for the entrant's personal use and not for any commercial purpose whatsoever.

ABBREVIATED RULES:

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE CHANCES OF WINNING. Open to educators acting on behalf of their school, excluding Sponsor's employees, family and household members. Enter on Sponsor's Facebook and Instagram page or by email between August 1, 2024 and June 30, 2024. ARV of each prize: \$150.00 (Total ARV of all prizes: \$4,050.00). Odds depend on number of entries received. For a copy of the Official Rules, visit <https://resources.yearbookavenue.jostens.com/ybk-culture-challenges/> or <https://www.jostensrenaissance.com/renaissance-culture-challenge/>. Sponsor: Jostens, Inc., 7760 France Ave, Suite 400, Minneapolis, MN 55435.