

Empowering The Heart of Triangle
Small Business Contest
NO PURCHASE NECESSARY.

1. **Contest Period:** The Empowering the Heart of North Carolina Small Business Contest (the “**Contest**”) begins at 9:00 a.m. Eastern Time (“**ET**”) on October 9, 2025 and ends at 11:59 p.m. ET on December 31, 2025 (the “**Contest Period**”).

2. **Eligibility:**

(a) Nominated Small Business: The Contest is open to small businesses as defined by the Small Business Administration (the “SBA”)* and its size standards by industry (see Title 13 part 121 of Code of Federal Regulation), whose principal place of business is in “The Triangle” (within a 30 miles radius of Lenovo Center) and registered with appropriate state government entities to conduct business in North Carolina.

*This contest is NOT affiliated with SBA or any SBA promotion or program.

Not-for-profits, farms, agriculture focused, and business determined by Sponsor in its sole discretion not to qualify as a small business under the Contest rules.

(b) Nominator: The Contest is open to legal permanent residents of North Carolina, who, prior to the date of entry are eighteen (18) years of age or older.

Employees, officers, directors, agents and representatives of Hurricanes Hockey LP, and Lenovo (United States) Inc. (hereafter collectively, “Sponsor”), and each of the foregoing’s directors, officers, subsidiaries, affiliates, owners, joint venturers, partners, parent companies, divisions, related entities, employees, agents and representatives, successors and assigns, and all others associated with the development and execution of this Promotion, including without limitation, any prize providers (hereafter collectively, “Released Parties”), current sponsors of Sponsor, Nominated Small Business owner and their immediate family members (mother, father, sister, brother, child, husband, wife & their respective spouses, regardless of where they reside) and those living in their same households, whether or not related, are not eligible to participate or win.

Void outside of eligible area and where prohibited by law. All applicable federal, state & local laws apply.

3. **How To Enter the Contest:** Nominator to go to www.carolinahurricanes.com/evolvesmall. Following the posted instructions, first provide the required information regarding the Nominator and Nominated Small Business, including first and last, email address, and phone number of Nominator, Small Business name, address, city, state and zip code, Small Business website or social media link, and small business owner name, email and/or phone number of Nominated Small Business. Then, in 200 words or less write an essay for **each** of the two (2) essay questions listed below (the “Entry”):

- (a) why should the Small Business you are nominating win new technology?
- (b) why should the Small Business you are nominating win a media deal with the Carolina Hurricanes?

Additionally, at Nominators choosing, submit one (1) photo or one (1) ten second (:10) video depicting Nominator using the Nominated Small Business product or service (the "Footage").

A Nominated Small Businesses can be nominated multiple times. Limit one (1) entry per Nominator during the Contest Period. **If more than one entry is submitted by Nominator, the first Entry will be considered the eligible Entry. All subsequent entries from the same Nominator will be void.** Entries must be in English to be eligible. By entering, Nominator understands that the Entry, in its entirety may be posted online (on a Sponsor affiliated digital platforms) if the Entry is deemed eligible and appropriate, in Sponsor's sole discretion.

Entries become the property of Sponsor upon receipt and will not be acknowledged or returned. Sponsor is not responsible for late, misdirected, corrupted or incomplete Entries. Proof of submission is not proof of receipt by Sponsor. Entries must be received by 11:59 p. m. ET on December 31, 2025, in order to be entered into the Contest. If there is a dispute as to the identity of a Nominator, it will be determined that the Entry will be declared to be made by the owner of the Nominated Small Business associated with the Entry and therefor deemed ineligible by Sponsor in its sole discretion. If entering via mobile, data/usage rates may apply.

4. **Contest Requirements:** All Entries, including Footage, must comply with these Official Rules and the registration instructions in order to be eligible. In the event the Sponsor, in its sole discretion, determines that Entry and/or Footage contain content that does not comply with these Official Rules Sponsor reserves the right to disqualify and remove the Entry or, if Sponsor determines, edit the content of the Entry and/or Footage. Each essay must be no more than 200 words in length for **each** of the two (2) essay questions listed above. Automated, script, macro or robotic Entries will be disqualified.

Nominators must not include any of the following content (the "Content Restrictions") in any Entry and Footage: (a) pornography, adult-oriented content or any other sexually-explicit material; (b) materials relating to lotteries or gambling; (c) explicit language or content, images of violence, or promotion of illegal activities; (d) content in violation of intellectual property rights or laws; (e) libelous, defamatory, disparaging, tortious or slanderous materials; (f) content that denigrates, disparages or reflects negatively on the Released Parties or their owners and employees; (g) tobacco, alcohol or drugs; (h) dangerous stunts; (i) real weapons of any kind including, but not limited to, guns, knives or projectiles; (j) material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation, age or any other basis protected by federal, state, territory, provincial or local law, ordinance, or regulation; (k) individuals under legal age of majority without providing a signed release from parent or legal guardian; (l) audio and/or visual content owned by any third party (e.g., recorded music; pre-produced video, etc.); and (m) material that is unlawful, or otherwise in violation of or contrary to the laws or regulations in any state/territory/province where the entry is created. Any Entry

or Footage that does not comply with the foregoing, in the sole and absolute discretion of Sponsor, will be disqualified.

5. **Transfer of Rights:** By submitting an Entry and/or Footage, Nominator hereby irrevocably grants the Sponsor the non-exclusive, non-transferable, royalty-free, perpetual, worldwide rights to use, reproduce, publish, edit, market, store, adapt, assign, sell, dispose of, distribute, have distributed, publicly and privately display, communicate, publicly and privately perform, transmit, have transmitted, create derivative works based upon, and promote the Entry and/or Footage or excerpts of the Entry and/or Footage (as such may be edited and modified by the Sponsor in its discretion) in perpetuity, for editorial, commercial, promotional and all other purposes (including posting on Sponsor-affiliated websites and/or other Sponsor-selected media).
6. **Additional Representations and Warranties/Indemnification:** Each Nominator represents and warrants as follows: (i) Nominator's Entry and/or Footage is non-professional and the sole, original work of the Nominator, which has not been copied or otherwise plagiarized, in whole or in part, from any other source and, as of the date of Entry and/or Footage submission, is not the subject of any actual or threatened litigation or claim; (ii) Nominator's Entry and/or Footage has not been published previously or submitted in any other competition; (iii) Nominator owns all rights in and to the Entry and/or Footage; (iv) Nominator's Entry and/or Footage does not and should not violate or infringe upon (nor is they at risk of infringing) any third party rights, including without limitation copyright, trademark rights, privacy rights (including portrayal in a false light), publicity rights, or other intellectual property rights; and (v) Nominator's Entry and/or Footage does not and will not violate any applicable laws, and is not and will not be considered defamatory or libelous. Each Nominator hereby agrees to indemnify and hold the Released Parties harmless from and against any and all third party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses relating to or arising out of any breach or alleged breach of any of the warranties, representations or agreements of Nominator under these Official Rules.
7. **Judging to Determine the Winners:** From January 5, 2026 through January 16, 2026 (the "**Judging Period**"), all eligible Entries will be judged by Sponsor based on the following criteria:
 - a. **Clarity/Thoroughness/Business Impact (70%):** How well did the Nominator explain the Nominated Small Business' best use for the technology & Carolina Hurricanes media package? Does it seem clear that the assets will be used practically and for the betterment of the Nominated Small Business the way it is intended to be?
 - b. **Passion (30%):** How well did the Nominators explain Nominated Small Business passion for its employees, customers and community? Does it seem clear the Nominated Small Business would fully invest in the use of the technology & Hurricanes media package?

The ten (10) highest scoring Entries will be determined potential prize winners. Being declared a winner is subject to validation and verification of eligibility and compliance with all terms and conditions set forth in these Official Rules. In the event of a tie, the Entries involved in the

tie will be reviewed by an additional judge who will serve as a tiebreaker and who will evaluate Entries according to the criteria listed above. Decision of judges is final and binding on all matters relating to this Contest.

8. **Prizes:**

(A) Nominated Small Business:

Up to a total of ten (10) Nominated Small Business owners will receive the following:

(i) two (2) tickets to the Carolina Hurricanes home game on February 28, 2026, access to private suite and visit from Carolina Hurricanes special guests.

Location of suite and Carolina Hurricanes special guests subject to Sponsor sole discretion. Transportation to home game, parking, hotel/lodging accommodations (if necessary) are NOT included and the responsibility of each Nominator.

(ii) One (1) technology upfit package from Lenovo valued at not less than \$5,000.

Food and beverage at home game, transportation to home game, hotel/lodging accommodations (if necessary) and all other costs or expenses associated with prize are NOT included and the responsibility of each Nominated Small Business owner.

ARV of prize: \$10,000; total value of prizes: \$100,000

(B) Grand Prize-Nominated Small Business:

Of the ten (10) Nominated Small Business winners referenced above, one (1) Nominated Small Business will be judged the Grand Prize Sponsor will facilitate the Carolina Hurricanes media package and platforms at its sole discretion for an additional \$50,000 in media value. Objectives and creative to be mutually agreed upon. Any unused value of the Carolina Hurricanes media package will expire at the end of the 2025-2026 regular season.

ARV of prize: \$50,000

Total ARV of all prizes: \$155,000

Limit one (1) prize per Nominated Small Business owner. Limit one (1) Grand Prize per Nominated Small Business owner. All prizes will be awarded provided at least ten (10) eligible Entries are received. Nominated Small Business and Nominated Small Business owner may be subject to a background check and are subject to verification of eligibility and compliance with these Rules and other such releases and permissions as the Sponsorship Entities may require. Nominated Small Business cannot operate in a business category which is reserved as exclusive by Sponsor for its sponsor partners. Prizes are not transferable. No substitution or transfer of prize permitted except at the sole discretion of the Sponsor. Taxes related to the prizes are the sole responsibility of the Nominated Small Business owner. Prize winners will be issued an Internal Revenue Service Form 1099 with respect to the prize amount; all taxes with respect to such prizes are the sole responsibility of each winner. Prize winners may also be required to participate in a Sponsor-specified video shoot, photo shoot on February 28,

2026. Sponsor will retain rights of all video/photo shoot footage (“Sponsor Footage”) and may use that Sponsor Footage in any way Sponsor see fit.

9. **General Rules:** Potential prize winners will be contacted via phone and/or email on or about the week of January 19, 2026 through January 30 , 2026 and will be required to complete and return via email/mail, an Affidavit of Eligibility, liability/publicity release, where permitted by law and assignment of rights within three (3) days of notification attempt or prize will be forfeited. If potential Nominated Small Business prize winner prize notification is returned undeliverable or if potential Nominated Small Business prize winner rejects or fails to return prize notification within the required period, an alternative Nominated Small Business will be determined and contacted. If a potential winner does not comply with the Official Rules, then the potential winner may be disqualified and an alternate potential winner will be determined and contacted (in accordance with these Official Rules). By participating, Nominators and Nominated Small Business owners agree to these Official Rules and the decisions of the Sponsor, which shall be final and binding in all respects. Winners agree to release and hold harmless the Released Parties from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with creation of or submitting an Entry or otherwise participating in or preparing for any aspect of the Contest, the receipt, ownership, possession and/or use or misuse of prize awarded or any typographical or other error in these Official Rules or the announcement or offering of the prizes or for any claims or causes of action based on publicity rights, defamation or invasion of privacy. Acceptance of prize constitutes permission to the Released Parties to use winning Entries, names, Small Business name, likenesses, any interviews, and any Footage, for promotional purposes and in any/ all media; press releases, social media, websites and any promotional or collateral materials without further compensation, notice, review or approval, except where prohibited by law. Released Parties are not responsible for technical, hardware, software or telephone malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by the user or by any of the equipment or programming associated with or utilized in the Contest or by any human error which may occur in the processing of the Entries in the Contest or for any liability for damage to any computer system resulting from participation in, accessing or downloading information in connection with the Contest. Released Parties not responsible for typographical or other error in printing of or otherwise promoting the offer or administration of the Contest or announcement of the prizes. If there are any discrepancies between printed or other promotional materials and the Official Rules, these Official rules will govern and control. The Sponsor reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the Entry process or the operation of the Contest or Website; violates the Official Rules; or acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Sponsor reserves the right to cancel or modify the Contest for any reason, including (but not limited to) if, for any reason, the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention,

fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest. If such cancellation occurs, Sponsor reserves the right to determine the winners from among all eligible Entries submitted prior to cancellation, based on the same criteria listed above.

10. **Disputes:** EACH NOMINATOR AND NOMINATED SMALL BUSINESS AGREES THAT: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS CONTEST OR ANY PRIZES AWARDED SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION, AND EXCLUSIVELY BY THE APPROPRIATE STATE OR FEDERAL COURT LOCATED IN MECKLENBURG COUNTY, NORTH CAROLINA, USA; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS INCURRED, INCLUDING COSTS ASSOCIATED WITH ENTERING THIS CONTEST BUT IN NO EVENT ATTORNEYS' FEES; AND (3) UNDER NO CIRCUMSTANCES WILL NOMINATOR AND NOMINATED SMALL BUSINESS BE PERMITTED TO OBTAIN AWARDS FOR, AND NOMINATOR AND NOMINATED SMALL BUSINESS HEREBY WAIVES ALL RIGHTS TO CLAIM, PUNITIVE, INCIDENTAL AND CONSEQUENTIAL DAMAGES AND ANY OTHER DAMAGES, OTHER THAN FOR ACTUAL OUT-OF-POCKET EXPENSES, AND ANY AND ALL RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. EACH NOMINATOR AND NOMINATED SMALL BUSINESS HEREBY WAIVES HIS/HER RIGHT TO CONTEST JURISDICTION FOR ANY SUCH DISPUTE OR CLAIM.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of Nominator, Nominated Small Business and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the substantive laws of the Collin County, Texas, USA.

11. **Performance:** If, for any reason, the Sponsor is unable to perform or complete the Contest as planned, or the integrity or feasibility of the Contest is severely undermined by any event or condition beyond the control of Sponsor, including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order, or regulation, order of any court or jurisdiction, infection by computer virus, unauthorized intervention, technical failures or other cause not reasonably within the control of Sponsor (each a "Force Majeure" event or occurrence), Sponsor reserve the right, at its sole and absolute discretion, to abbreviate, cancel, terminate, modify or suspend the Contest and/or proceed with the Contest, including the selection of the winner in a manner it deems fair and reasonable, including the selection of winner from among eligible entries received prior to such cancellation, termination, modification or suspension without any further obligation provided a sufficient number of eligible entries are received. Without limiting the foregoing, everything regarding this Contest, including the Prize, is provided "as is" without warranty of any kind, either express or implied,

including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement.

12. **Data Collection:** Any personally identifiable information collected during participation in this Contest will be collected by Sponsor and used by it and its agents for purposes of the proper administration and fulfillment of the Contest as described in these Official Rules, for any additional opt-in information you agreed to upon participation, and in accordance with Sponsor's Privacy Policy.
13. **Winners List:** For the names of the winners (available after 3/2/25), send a self-addressed, stamped envelope to be received by 3/10/25 to: Empowering the Heart of the Triangle Small Business Contest Winners, C/O Carolina Hurricanes, 1400 Edwards Mill Rd, Raleigh NC 27607.
14. **Sponsors:** Hurricanes Hockey LP and Lenovo (United States) Inc.
15. **NHL Entities:** The National Hockey League, its member professional hockey clubs, NHL Ventures, Inc., NHL Ventures, L.P., NHL Properties LLC, NFL Enterprises LLC and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives, and employees (collectively, the “**NHL Entities**”) will have no liability or responsibility for any claim arising in connection with participation in this Promotion or any prize awarded. The NHL Entities have not offered or sponsored this Promotion in any way.