



**VEGAS GOLDEN KNIGHTS
BACK TO SCHOOL PEP RALLY CONTEST
OFFICIAL RULES**

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THE VEGAS GOLDEN KNIGHTS BACK TO SCHOOL PEP RALLY CONTEST (the “CONTEST”). A purchase will not increase your chances of winning.

By entering into the Contest, each participant unconditionally accepts and agrees to comply with and abide by these official rules (“Official Rules”) and the decisions of Black Knight Sports and Entertainment LLC dba Vegas Golden Knights (“Sponsor”) which shall be final and binding in all matters relating to this Contest.

The Contest will begin at 10 AM PST on July 21, 2025 and will end at 5 PM PST on August 4, 2025 (“Contest Period”). Sponsor’s servers and clock shall serve as the official clock for the Contest and participants’ proof of submission does not constitute proof of receipt by Sponsor.

1. Eligibility. To be eligible to compete in the Contest, entrants must be school officials of a school with a mailing address located in the Clark County School District during the Contest Period. Limit one entry per entrant. Any attempt by any person to submit more than one entry will void all of that person's entries and that person will be disqualified. Employees, officers, and directors (including immediate family members (spouse, parent, child and sibling and their respective spouses, regardless of where they reside) and members of the same household, whether or not related) of Sponsor, National Hockey League (“NHL”), other NHL teams (“NHL Entities”), and each of their respective parents, affiliated companies, subsidiaries, licensees, distributors, dealers, retailers, printers and advertising and promotion agencies, and any and all other companies associated with the Contest, (collectively, “Sponsor Entities”) are not eligible to enter or win. If a participant is unable to participate in the Contest as requested by the Sponsor, Sponsor reserves the right to deem that participant’s entry forfeited in its entirety and that participant will be disqualified. The Contest is subject to all applicable federal, state, and local laws, rules, and regulations.

2. How to Enter. To enter the Contest each participant must complete a nomination form, found at <https://www.nhl.com/goldenknights/community/pep-rally>. The nomination form will require entrants to provide, among other things, information about their school as well as an explanation as to why their school is deserving of a back-to-school pep rally.

All entries must comply with the entry criteria set forth herein, be fully completed and received by the conclusion of the Contest Period and must comply with these Official Rules. ONE ENTRY PER ENTRANT. No other method of entry is acceptable. In case of multiple entries received from any person or e-mail address, only the first entry received from such person’s e-mail address will be considered. In the event of a dispute as to the identity or eligibility of a winner based on an e-mail address, the winning entry will be declared made by the “Authorized Account Holder” of the e-mail address submitted at the time of entry provided he/she is eligible according to these Official Rules. The “Authorized Account Holder” is defined as the natural person to whom the applicable Internet service provider or other organization (such as a business or educational institution) has assigned the e-mail address for the domain associated with the submitted e-mail address.

Any attempt by any participant to obtain more than one entry by using multiple/different email addresses, identities, or any other methods will void that participant’s entry and that participant may be disqualified. Entries will become the property of Sponsor and will not be returned or acknowledged.

Odds of winning the prize described in these Official Rules depend on the number of eligible entries received by the conclusion of the Contest Period. Sponsor Entities are not responsible for lost, undelivered, late, intercepted or misdirected entries or communications, or for electronic, network, computer, hardware or software malfunctions, unauthorized access, miscommunications, failures or difficulties.

Entry Criteria

- Entries must illustrate why the entrant deserves to win the Contest on behalf of their school.

- Entries must be the entrant's sole, original work.
- Entries must not include any private information of a third party such as name, address, phone number, or email address.
- Entries must conform to Sponsor's standards and practices, and may not be offensive, as determined by Sponsor in its sole discretion. Entries may not disparage Sponsor, its parent, subsidiaries or affiliates or any of their respective teams, products or services.
- Entries may not defame or invade the publicity, privacy or intellectual property rights of any person living or deceased, or otherwise infringe upon any person's rights.
- Entries must be in good taste and appropriate for a family audience (as determined by Sponsor in its sole discretion) and may not contain nudity, obscenity, profanity, indecent material, lewd acts, references to violence, or demean any gender, race, religion or sexual orientation.
- Entries may not contain third party materials (other than those of Sponsor), or otherwise violate or infringe (or may infringe) any copyright, trademark, logo, mark that identifies a brand or other proprietary right of any person living or deceased (including but not limited to rights of privacy or publicity or portrayal in a false light) or entity.
- Entries must comply with all applicable laws.

3. Sponsor's Use of Entries and Related Materials. By entering, entrants, on behalf of themselves and their school, grant Sponsor, the other NHL Entities and each of their respective designees the irrevocable right and permission to use, separately or together, the name, voice, statements, photograph, likeness, recorded performance and/or biographical information of entrants and any other disclosed individuals of their school, in whole or in part, on the internet and in all media now known or hereinafter developed, in perpetuity throughout the world, for all purposes, including advertising and promotional purposes, without restriction as to alteration. By submitting an entry, each participant (i.e., entrant and disclosed individuals of their school) grants a perpetual, royalty-free and worldwide license to Sponsor of all intellectual property rights in all entry materials and all other related materials provided to Sponsor or otherwise prepared in connection with the Contest (collectively, "Entry Materials"), which may or may not include a name, voice, image, photograph, likeness, city and state of residence. Pursuant to the license granted herein, entrants, on behalf of themselves and their school, agree that Sponsor shall have the right to use, edit, adapt, modify, reproduce, promote, display, distribute, perform, assign and otherwise use Entry Materials in any way they see fit without compensation to entrants. Entrants, on behalf of themselves and their school, agree that the rights granted to Sponsor in these Official Rules are without compensation or attribution of any kind. Each participant (i.e., entrant and disclosed individuals of their school) agrees to take, at Sponsor's expense, any further action (including without limitation, execution of affidavits and other documents) reasonably requested by Sponsor to effect, perfect or confirm Sponsor's rights as set forth in this Paragraph 3.

4. Winner Selection. During the week of August 4, 2025 following the close of the Contest Period, one (1) potential winner will be selected by Sponsor based on the originality (30%), creativity (30%) and persuasiveness (40%) of their response on why their school deserves a back-to-school pep rally.

5. Winner Notification. The potential winner will be notified by Sponsor by email using the email address provided at time of entry. Sponsor will make three (3) attempts to contact the potential winner by the method described above within three (3) business days after they were determined to be the potential winner. If Sponsor is unable to reach the winner by the method described above within five (5) days of Sponsor's first notification, that potential winner will be disqualified and an alternate potential winner will be determined from all remaining eligible entries based upon the criteria described in these Official Rules.

Potential winner is subject to verification by Sponsor, whose decisions are final and binding. Potential winner may be required to complete, except where prohibited, an Affidavit of Eligibility/Liability/Publicity Release and may also be required to submit completed liability and publicity releases for individuals participating in the prize (the "Winner Documents"). If requested, Winner Documents must be completed and returned by the date and time indicated or the potential winner will forfeit the prize and an alternative potential winner will be determined from the remaining eligible entries based upon the criteria described in

these Official Rules. An entrant is not a winner unless and until entrant's eligibility and potential winning entry has been verified, all necessary documents have been returned and entrant has been notified that verification is complete.

6. Prize. One (1) winner will one (1) school visit from members of the Vegas Golden Knights organization (e.g., Vivas and mascot), as determined at the discretion of Sponsor ("Prize") with an approximate retail value ("ARV") of \$2,500. Actual value of prize may vary. If the actual value of the prize or any portion thereof is less than the ARV set forth in these Official Rules, no cash equivalent will be awarded. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming, or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

7. Limitation of Liability; No Warranties and Release. By entering into this Contest, entrants, on behalf of themselves and their school, accept and agree that (a) Sponsor Entities and their respective affiliates, officers, directors, employees and agents do not have and will not have any liability whatsoever for, and shall be held harmless against any liability for any injuries, losses, claims, costs or damages of any kind to persons, including death, or property arising from or resulting in or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in this Contest or any Contest related activity; or for any typographical or other error in the printing, offering or announcement of any prize; (b) the prize is awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND, expressed or implied (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose); and (c) Sponsor Entities will have no liability whatsoever for entries that are late, incomplete or not received for any reason.

8. Disqualification and Cancellation of Contest and Events. At any time during the Contest, Sponsor reserves the right in its sole discretion to disqualify and eliminate any entry, Entry Materials or other submission from a participant for any reason, including but not limited to, because Sponsor believes the entry or Entry Materials do not comply with these Official Rules. In the event that a Contest Winner is disqualified after the Contest, an alternate Contest winner will be selected from among the remaining eligible entries, if practicable. Sponsor reserves the right to amend these Official Rules, or terminate, suspend or modify the Contest, in its sole discretion, for any reason. The dates and times set forth in these Official Rules are subject to change in Sponsor's sole discretion and in the event of any such change, Sponsor will notify the participants by posting the change on the Website. Persons who tamper with or abuse any aspect of the Contest, or act in violation of the Official Rules, or act in any manner to threaten or abuse or harass any person, as solely determined by the Sponsor, will be disqualified. Sponsor Entities are not responsible for any incorrect or inaccurate information whether caused by websites users, tampering, hacking, or by any of the programming or equipment associated with or used in this Contest, and assumes no responsibility for any errors, omission, deletion, interruption or delay in operation or transmission or communication line failure, theft or destruction or unauthorized website access. Any use of robotic, macro, automatic, programmed or like entry methods will void all such entries, and may subject that entrant to disqualification. Sponsor Entities are not responsible for injury or damage to participants' or any other person's computer or property related to or resulting from participating in this Contest. Should any portion of the Contest be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or any other causes which, in sole opinion of the Sponsor, corrupt or impair administration, security, fairness or proper play of this Contest, or submission of entries, the Sponsor reserves the right, in its sole discretion, to suspend, modify, or terminate the Contest and select the winner from valid entries received prior to the action taken, in any manner that may be deemed fair and equitable by the Sponsor.

9. Cash Value and Taxes. Contest Winners are solely responsible for any and all expenses, and applicable federal, state and local taxes associated with claiming or using the prize. Prize cannot be substituted, transferred, redeemed for cash or replaced if lost or stolen. However, Sponsor Entities reserve the right to replace and/or substitute a like prize of equal value, should the Prize specified in these Official Rules, or any portion thereof, for any reason.

10. Winners List. Sponsor will maintain all records relating to the Contest as required by law. For a winner's list, send a self-addressed, stamped envelope with your written request to the address below to the attention of Marketing Department: VEGAS GOLDEN KNIGHTS BACK TO SCHOOL PEP RALLY CONTEST within six (6) weeks after the Contest.

11. Governing Law and Jurisdiction. This Contest is void where prohibited or where restricted beyond the restrictions set forth in these Official Rules, by law. Sponsor does not warrant that the Contest is valid in any particular state or jurisdiction. All applicable federal, state and local laws and regulations shall apply. ALL ISSUES CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND/OR ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF PARTICIPANTS, SPONSOR AND/OR SPONSOR ENTITIES IN CONNECTION WITH THE CONTEST SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE

STATE OF NEVADA WITHOUT GIVING ANY EFFECT TO ANY CHOICE OF LAW OR CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS. ALL DISPUTES IN ANY WAY RELATED TO THIS CONTEST SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION, AND EXCLUSIVELY BY LITIGATION CONDUCTED IN THE SUPERIOR COURTS OF CLARK COUNTY, STATE OF NEVADA. ENTRY INTO THE CONTEST GIVES EACH PARTICIPANT'S CONSENT TO THE SOLE JURISDICTION OF THE SUPERIOR COURTS OF CLARK COUNTY, STATE OF NEVADA. As a condition of entering, each entrant agrees that: (1) under no circumstances will the entrant be entitled or permitted to obtain awards for, and entrant expressly waives all rights to claim, punitive, incidental, and consequential damages, and any other damages, other than actual, out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased; and (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Contest, but in no event shall attorneys' fees be recoverable by any party.

12. Sponsor. Black Knight Sports and Entertainment LLC dba Vegas Golden Knights, City National Arena, 1550 S. Pavilion Center Drive, Las Vegas, NV 89135.

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