

VIDEO CONTEST OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN.
A PURCHASE WILL NOT IMPROVE YOUR ODDS OF WINNING.

1. **Promotion Description:** The “2018 Fight for the Greater Good” video contest (the “Contest”) begins Monday, September 3, 2018 at 9 a.m. Central Daylight Time (“CDT”) and ends Wednesday, October 24, 2018 at 12 p.m. CDT. The Contest is sponsored by Armor Defense Inc. (“Armor”).
2. **Eligibility:** To be eligible, participants must be legal residents of the United States of America. Participant who are not at least 18 years of age must have parental permission to enter the Contest. Employees of Armor and their immediate family members are not eligible to participate in the Contest. The Contest is void where prohibited by law.
3. **Agreement to Official Rules:** By entering this Contest, each Participant unconditionally accepts and agrees to comply with and abide by these Official Rules as established by Armor. Armor reserves the right to alter any of these Official Rules at any time and for any reason. All decisions made by Armor concerning the Contest will be final and at its sole discretion.
4. **How to Enter:**
 - a. Take a video showcasing how you fight for the greater good and leave a positive mark on your community.
 - b. Share your video using #GreaterGoodContest on Facebook, Instagram, Twitter or YouTube.

(The video and its contents (i) through (v) are referred to collectively as the “Entry”). The Entry includes all content of the Entry Video. Each Participant can submit a maximum of one (1) Entry.

4.1 Entry Videos must:

- i. Be original to the entrant;
- ii. ensure that the Entry is in compliance with all applicable laws and regulations;
- iii. have not been entered in or won previous contests or awards;
- iv. have not been published previously in any medium;
- v. be no longer than one minute and thirty seconds in length;
- vi. must comply with the Community Guidelines provided by each social media network.

4.2 All entries must be received during the Entry Period to be eligible. Armor is not responsible for late, lost, or misdirected entries that are not received in a timely manner, or are lost due to computer or electronic malfunction, or due to inaccessibility of the Internet or portions of the Internet.



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- 4.3 Armor may, in its sole discretion, disqualify Entries that do not fully comply with these Official Rules. Entries that contain prohibited, or inappropriate content as determined by Armor, in its sole discretion, will be disqualified and will not be considered for a prize. Armor makes the final determination as to which Entries are eligible to take part in this Contest and be considered for a prize.
5. Schedule: The Entry Period for the Contest will open Monday, September 3, 2018, at 9 a.m. CDT and will close Friday, September 28, 2018 at 5 p.m. CDT. Following the end of the Entry Period, Armor will judge each Entry and choose Finalists, and the Finalists will be announced by Friday, October 5, 2018 at 5 p.m. CDT. The Voting Period of the Finalists will begin Friday, October 5, 2018 at 5 p.m. CDT and end Friday, October 19, 2018 at 5 p.m. CDT. Winners will be announced on Wednesday, October 24, 2018 at 12 p.m. CDT (“Winner Announcement Date”) via the Contest homepage at www.armor.com/contests/.
6. Selection of Finalists: Armor will judge each Entry and choose up to eight (8) finalist videos (“Finalists”) by a judging process that will evaluate each Entry Video based on judging criteria. The judging criteria includes the following characteristics the Entry Video:
- a. Message and appropriateness to theme “Fight for the Greater Good”
 - b. Creativity and originality
 - c. Overall presentation
- 6.1 Once selected as a Finalist, entrants are responsible for delivering the following information to social@armor.com:
- 6.1.1 Participant’s name, email address, mailing address and phone number;
 - 6.1.2 the URL of Participant’s video (the “Entry Video”) related to the theme “Fight for the Greater Good”;
 - 6.1.3 the title of Participant’s Entry Video;
 - 6.1.4 the names of all individuals who appear in Participant’s Entry Video, and who worked on the video (such as the editor, director, writer, etc. of the video); and
 - 6.1.5 an Armor [Appearance Release](#) signed by each person who is shown or heard in the video
- 6.2 Once selected as a Finalist, entrants will be asked to supply their video to Armor as an electronic file as a direct download via YouTube or via CD or other means. Finalists who do not supply their video file upon request will be disqualified. Contest finalists will be announced and showcased on the Video Contest homepage.
- 6.3 Finalists can share the Contest homepage with family, friends and colleagues to encourage votes via communication channels, i.e. email, social networks, etc. Illegal activities, such as bribery, for votes will not be tolerated and will result in disqualification.
7. Selection of Winners: Three prize winners will be selected by the highest number of votes.
- 7.1 Voting will be conducted in the following manner:



- i. To vote, visit the Contest homepage: <http://www.armor.com/contests/>
 - ii. Anyone can vote.
 - iii. Voters are allowed to vote for each Entry Video once.
 - iv. Each voter can vote once per day.
 - v. Voters should use the follow criteria in voting
 - Message and appropriateness to theme "Fight for the Greater Good"
 - Creativity and originality
 - Overall presentation
8. Prizes: Prizes will be awarded as follows:
 - a. 1st place:
 - i. [7-Day, 6-Night Carnival Cruise to the Western Caribbean from New Orleans](#) (est. \$1600 value), the package includes:
 1. Your stateroom, featuring the *Carnival Comfort Bed Collection* and nightly turndown service... additional stateroom features include a television, in-stateroom safe, individual climate control, full bathroom and ample storage space.
 2. A variety of dining options for breakfast, brunch, lunch, afternoon tea, dinner and late night in the Main Dining Room and/or Lido Restaurant.
 3. A variety of dining options for breakfast, lunch and snacking at specialty food spots (featured on select ships), such as but not limited to: Guy's Burger Joint, Guy's Pig & Anchor Bar-B-Que Smokehouse, Bluelguana Cantina, Mongolian Wok, Ol' Fashioned BBQ and Fat Jimmy's Seaside BBQ
 4. 24-hour Pizzeria
 5. 24-hour soft serve ice cream and frozen yogurt
 6. Room Service from 6:00am-10:00pm (excluding for fee items)
 7. The following beverages served in the Main Dining Room and 24/7 in the Lido Restaurant: non-bottled water, lemonade, iced tea, hot chocolate and non-specialty coffee and tea
 8. Outside of the free amenities listed above, the winner is responsible for paying for any additional fees, services or excursions.
 9. The winner is responsible for travel to and from the official Carnival port.
 10. Winner must agree to [Carnival's Cruise Ticket Contract](#).
 - ii. \$1000 donation to nonprofit of your choice.
 - b. 2nd place:
 - i. \$300 cash to you.
 - ii. \$500 donation to nonprofit of your choice.
 - c. 3rd place
 - i. \$150 cash to you.



ii. [WONNIE Wireless Camera for Home](#)

Prize amounts are awarded per video, not per individual participant.

8.1 Prize Restrictions: Prizes are not transferable and not assignable. All prizes are subject to availability. No substitutions of prizes will be allowed, except Armor reserves the right to substitute prize(s) of comparable or greater value in the event a prize or any portion thereof becomes unavailable for any reason. Prize is provided "as is" without warranty of any kind.

9. Intellectual Property: By submitting an Entry to the Contest, Participant represents and warrants that Participant has acquired all necessary permissions for use or reuse of any part of the video, including any required permission of individuals depicted in the video, to publicly perform or display the video. Participant also represents and warrants that Participant has the right to include in the Entry, and to publicly perform or display, any music accompaniment in the video of the Entry. Participant represents and warrants that Participant has the right to grant any and all rights and licenses granted to Armor herein, including but not limited to all necessary rights under copyright, free and clear of any claims or encumbrances. Participant must indemnify and hold harmless Armor for any infringement or other action caused by Entry.

All Entries become property of Armor, and no entries will be returned to Participant. Armor will not gain any ownership interest in the Entry Video. Participant grants Armor and its affiliates, subsidiaries, licensees, and assigns ("Authorized Persons"), an irrevocable, perpetual, world-wide, royalty free license to use, prepare derivative works of, reproduce, display, transmit, publish, and distribute the Entry in all media whether now known or created in the future, for any purpose. Participant grants Armor the rights granted to Armor include but is not limited to the right to censor, compress, edit, feature, caption, affix logos to, and to otherwise alter the submitted Entry. Armor may, but has no obligation to, post, display, or otherwise make publicly available any content submitted by Participant.

Participant grants Armor and Authorized Persons license to publish, display, and otherwise use Participant's name, image, and likeness in connection with to the Contest or for advertising and promotional purposes of Armor, in perpetuity throughout the universe and in any medium or format whatsoever, without further consent from or any royalty, payment, or other compensation to me, and at Armor's discretion.

10. Waiver of Privacy and Release by Participant: By submitting an Entry to the Contest, the Participant acknowledges and agrees that Facebook, Instagram, Twitter and YouTube are sponsors of the Contest, and that any content submitted may be made available for viewing, voting, and comment on by the public, and understands that comments with which Participant disagrees or is unhappy about may be published or otherwise become associated with any submitted video. By submitting an Entry to the Contest, Participant waives any privacy expectations with respect to any video submitted to the Contest. THE



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PARTICIPANT AGREES TO RELEASE AND HOLD HARMLESS ARMOR AND ITS OFFICERS, DIRECTORS, EMPLOYEES, AFFILIATED COMPANIES, AGENTS, SUCCESSORS, AND ASSIGNS FROM AND AGAINST ANY CLAIM OR CAUSE OF ACTION ARISING OUT OF PARTICIPATION IN THE CONTEST.

11. Notification to Potential Prize Winners & Requirements of Prize Winner: Armor will provide prize notification to the Potential Prize Winners via e-mail or telephone by the Winner Announcement Date. Prize Winners will be required to execute an Affidavit of Eligibility, Release of Liability and Prize Acceptance Form (collectively, the "Prize Claim Documents"). If a Potential Prize Winner fails or refuses to sign and return the Prize Claim Documents within ten (10) business days after the date of prize notification, the Potential Prize Winner may be disqualified, and the prize will be forfeited. A forfeited prize may be awarded to an alternate winner at Armor's sole discretion. Prize Winners are solely responsible for all taxes and fees or costs associated with any prize, including but not limited to any federal or state or other income tax, ground transportation (except as expressly stated above), meals (except as expressly stated above), gratuities, personal expenses and any other expenses not expressly specified herein.
12. Disputes: ARMOR IS NOT RESPONSIBLE FOR ANY TYPOGRAPHICAL OR OTHER ERROR IN THE PRINTING OF THE OFFER OR ADMINISTRATION OF THE CONTEST OR IN THE ANNOUNCEMENT OF THE PRIZES, including, without limitation, errors in the printing or display of the offer and official rules, selection, notification and announcement of the Winners, or distribution of the prizes.
13. Privacy Notice: Personal information provided to enter the Contest will be subject to Armor's privacy policy posted at <https://www.armor.com/privacy-policy/>. Personal information provided to enter the Contest may be shared as may be necessary for the purposes of conducting and judging the Contest and awarding prizes. Armor, its affiliates, and companies supplying prizes (or parts thereof) in connection with this Contest may from time to time contact entrants via email concerning the Contest, and each Participant consents to receiving such communications via email. Personal information provided to enter the Contest will not be sold, rented, transferred, or otherwise disclosed to third parties other than as described above or in the privacy policy.
14. Governing Law: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of Participant and Armor in connection with the Contest, will be governed and construed in accordance with the laws of the State of Texas, without giving effect to any choice of law or conflict of law that would cause the application of the laws of any jurisdiction other than the State of Texas.
15. Contest Results and Official Rules: To obtain the identity of the Prize Winners and/or a copy of these Official Rules, send a self-addressed stamped envelope to Armor Defense Inc.,



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Attention: Marketing Department, 2360 Campbell Creek Blvd., Suite 525, Richardson, Texas
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