

Buffalo Bills Kid Reporter Official Rules
NO PURCHASE NECESSARY TO ENTER OR WIN

1. **ELIGIBILITY.** *The Buffalo Bills Kid Reporter* promotion (the “Promotion”) is open only to teams of parents and their children who are legal residents of Western New York, specifically residing within one of the following geographic areas: Allegany County, Cattaraugus County, Chautauqua County, Erie County, Genesee County, Monroe County, Niagara County, Ontario County, Orleans County, Yates County, or Wyoming County. In the event of a dispute about whether an entrant legally resides in the stated geographic area, Sponsor reserve the right to determine an entrant’s eligible residency, in its sole discretion. An “entrant” or “entrant team” is a team of one (1) parent/legal guardian and one (1) child/legal ward. The entrant child/legal ward must be at least seven (7) and no more than thirteen (13) years old at the time the entrant teams enter the promotion. Entrant parent/legal guardians must have a valid e-mail account and telephone number where he or she can be reached. The Promotion is not open to employees, representative or agents of the Buffalo Bills, LLC (the “Sponsor”), the advertising and promotional organizations associated with this Promotion, the affiliates of any of the foregoing, the Promotion judges (collectively, the “Promotion Parties”), and any person domiciled with, or an immediate family member of, any of the foregoing. By participating in the Promotion, entrants, through the entrant parent(s) or legal guardian(s), fully and unconditionally agree to and accept these Official Rules and the decisions of the Sponsor, which are final and binding in all matters related to the Promotion. Winning is contingent upon complying with all conditions and fulfilling all requirements set forth herein.
2. **PROMOTION PERIOD.** The Promotion begins at 12:00:01 a.m. (EDST) on April 30rd, 2018 and ends 11:59:59 p.m. (EDST) on May 18th, 2018. Finalists will be selected as described below for a live interview trial hosted by staff members of the Sponsor (to take place at One Bills Drive, Orchard Park, New York). From among the finalists, winners will be selected and notified by on or about July 20th, 2018.
3. **HOW TO ENTER.** To enter to be selected as a *Kid Reporter*, entrant parent/legal guardians must (1) submit a brief video audition via http://buffalobills.formstack.com/forms/2018_buffalo_bills_kid_reporter demonstrating why the child of the entrant team should be selected as a *Kid Reporter* for the Buffalo Bills (based on criteria described below) and (2) have each participant in the video (or their parent/guardian, as appropriate) fill out a waiver and release form, which can be found linked to the Formstack Submission page. By their submission and execution of the waiver and release, entrant teams and any guests in the video irrevocably consent to Sponsor’s perpetual commercial use of the video audition materials and any other materials or information submitted as part of the entry. The Sponsor expect all entrants to exhibit good judgment in the creation of video audition materials. Any video audition materials exhibiting any kind of obscenity, profanity, or other inappropriate language or conduct shall be rejected from the entries. Parents/legal guardians of the entrant teams may be required to fill out and sign on behalf of themselves and the minor child an Affidavit of Eligibility, Acceptance of Official Rules, and Release of Liability. Failure to comply with this (or any other stated) requirement will result in forfeiture of participation in the Promotion. All entries must be received by 11:59:59 p.m. (EST) on May 18, 2018 to be eligible for this Promotion. Winners will be chosen on or about July 20, 2018. Limit one entry per entrant team. Incomplete entries are ineligible. Proof of sending entry will not be deemed to be proof of receipt. All entries become the property of the Sponsor, for its sole use and will not be acknowledged or returned. In the event of a dispute as to the identity of an entrant, the entrant will be deemed to be person in whose name the e-mail account was registered on the date when the entry was submitted. The Promotion Parties are not liable for lost, late, stolen, ineligible, delayed or misdirected entries, technical hardware or software failures of any kind, lost or unavailable network connections, or failed, incomplete, or damaged on-line entries, garbled or delayed computer transmissions, which may limit a user’s ability to participate in the Promotion in any way. The Promotion Parties are not responsible for any problems or the technical malfunction of any cellular, telephone network or lines, computer on-line systems, servers, or providers, computer equipment, software, failure on any e-mail on account of technical problems or traffic congestions, or any combination thereof, including any injury or damage to entrant’s or any other person’s computer or other property related to or resulting from participation or downloading or uploading of any materials in connected with this Promotion.
4. **SELECTION OF FINALISTS AND WINNERS.** After the Promotion Period for each Round (described in Paragraph 2) has ended, all eligible entries will be reviewed. The Sponsor, whose staff shall serve as the judges of the Promotion

and whose decisions are final and binding for all aspects of the Promotion, will evaluate entries based on the following criteria: (1) creativity; (2) performance; (3) interview skills; and (4) enthusiasm. Based on the foregoing criteria, finalists shall be chosen from each Round and invited individually for a trial interview in person with staff members at the Sponsor. In the trial interview, the finalists will be evaluated based on the quality and content of their interviews in the judgment of the Sponsor in its sole discretion. From among the finalists, the Sponsor will select approximately 2-4 (two to four) winners to serve as *Kid Reporters* for the Buffalo Bills 2018-2019 football season. Each winner will receive the opportunity to interview a Buffalo Bills player or coach, details of which shall be in the sole discretion of the Sponsor. The interview segment will then be used on Buffalo Bills television broadcast, in-stadium during a Buffalo Bills home game, on the Buffalo Bills' Instagram (@buffalobills), Twitter (@buffalobills), Facebook (facebook.com/buffalobills) and on buffalobills.com. Winners may also be given the opportunity to assist with other interviews and related activities, as determined by the Sponsor in its sole discretion.

5. **VERIFICATION FINALISTS AND WINNERS.** The finalists and winners are subject to verification. Finalists must be able to be contacted by telephone and e-mail or else they forfeit their entry. If a potential finalist or winner is found to be ineligible, the Sponsor will select an alternate finalist and/or winner from all eligible entries. Entry into the Promotion shall, where lawful, constitute and signify each entrant's agreement and consent on behalf of themselves and the minor child entrant that Sponsor may use the entrant's (including the parent/legal guardian and the minor child/legal ward and any other participant in the video submission) name, address, likeness, voice, photo(s) and/or prize information for advertising, publicity, and/or promotional purposes without further payment or consideration. Finalists and winners must comply with all laws, rules, regulations concerning this Promotion, as well as the Official Rules as published. Finalists and winners, and their respective parent/legal guardians, may be required to complete and return affidavit of eligibility and liability/publicity release within seven (7) days of date of the notification or the winning opportunity will be forfeited and another entrant will be selected. If any notification is returned as undeliverable, that potential finalist or winner will be disqualified and an alternate finalist or winner will be selected. The winning opportunity cannot be transferred, redeemed for cash, substituted or exchanged except at the sole discretion of the Sponsor, who reserve the right to substitute any aspect if any aspect of the winning opportunity becomes unavailable. Since this Promotion involves a minor, he/she must be accompanied by his/her parent or legal guardian to all events. In order to be a qualified winner, the winning teams must be able to travel (independently) up to 90 miles to appear for the interview opportunities.
6. **COLLECTION OF INFORMATION.** Other than expressly stated in these Official Rules, collection of any personally identifiable information will be in accordance with the privacy policies of the Sponsor, posted at www.buffalobills.com (the "Privacy Policy").
7. **GENERAL CONDITIONS.** All entrants are subject to and agree to comply with these Official Rules, the Privacy Policy and the decisions of the Sponsor, which are final and binding on all entrants for all aspects of the Promotion. Non-compliance with any provisions of these Official Rules or any applicable laws, rules, or regulations shall result in entrant's ineligibility to participate in the Promotion. Entrant team is responsible for any applicable federal, state and local taxes that may be associated with participating in or winning the Promotion. The Promotion Parties (i) make no warranty, guaranty, or representation of any kind concerning any aspect of the Promotion, (ii) disclaim any implied warranty, and (iii) are not liable for injury, loss or damage of any kind resulting from the acceptance or use of any aspect of the Promotion, including any travel related thereto, or from participation in this Promotion. If any activity relating to any aspect of the Promotion is canceled or postponed for any reason, Sponsor shall not be responsible to entrants for any losses, whether real or perceived. In the event that fraud, technical failures, virus, bugs, unauthorized human intervention, or other causes beyond the control of Sponsor destroy the integrity of the Promotion, as determined by Sponsor at its discretion, Sponsor reserves the right to suspend or cancel the Promotion. Any attempt by an individual to deliberately damage any website or undermine the legitimate operation of the Promotion (including, but not limited to, any violations of these Official Rules) may be a violation of criminal and civil laws, and should such attempt be made, Sponsor reserves the right to: (i) disqualify any such entrant from the Promotion, and (ii) seek damages from any such entrant to the fullest extent permitted by law.

8. **RELEASE.** By entering into the Promotion and in consideration of the opportunity to participate in the Promotion, each entrant consents and agrees (i) that he or she shall grant the Promotion Parties the right without additional financial or other compensation, to use, publish, reproduce, copyright, broadcast, exhibit, license and otherwise exploit any and all of video, film, photograph or other audio-visual content (whether submitted by entrant or made by the Sponsor in connection with the Promotion), entrant's name, likeness, image, biographical material, portrait, recorded video image and voice, and any material derived from any of the aforementioned, to advertise, market or promote the Buffalo Bills and its affiliated entities, its advertisers and sponsors, and its game broadcasts, and for any other purpose, by any and all means including, without limitation, in-stadium entertainment, television or radio broadcast, internet distribution, and any other means not existing and hereafter developed (hereafter collectively referred to as a "Use") (ii) that he or she shall have no right of inspection or approval over any video, film, photograph or other audio-video content or any other Use and no claim (including without limitation, claims based on invasion of privacy, defamation or right of publicity) arising out of or in connection with any such Use, (iii) that he or she releases, holds harmless and agrees to indemnify the Promotion Parties, National Football League, Erie County, NY, Erie County Stadium Corporation, and their respective affiliates, agents, and employees, from and against any and all claims or liabilities of any kind arising out of or in connection with the Promotion or any Use including, without limitation, any claim relating to distortion or manipulation, whether intentional or otherwise, or video, film, photographs or other audio-visual content, (iv) that he or she has all right, title and interest (including, without limitation, any copyright or other intellectual property interests) in and to video, film, photograph or other audio-visual content submitted by entrant or taken of entrant in connection with the Promotion and (v) to assign, without compensation, all right, title and interest (including, without limitation, any copyright, publicity rights, or other intellectual property interests) in and to video, film, photograph or other audio-visual content submitted by entrant or taken of entrant in connection with the Promotion to Promotion Parties, and that all moral rights such to such video content are forever waived and (vi) all goodwill associated with any video, film, photograph or other audio-visual content submitted by entrant or taken of entrant in connection with the Promotion shall insure to the benefit of the Sponsor. The Promotion Parties are not responsible for typographical or other errors in the offer or administration of this Promotion, including but not limited to errors in advertising, these Official Rules, the selection and announcement of the finalists or winners or the distribution of any aspect of the winning opportunity.
9. **DISPUTES: THIS PROMOTION IS GOVERNED BY THE LAWS OF THE STATE OF NEW YORK.** As a condition of participating in this Promotion, entrant agrees that any and all disputes that cannot be resolved between the parties, and causes of action arising out of or connected with this Promotion, shall be resolved individually, without resort to any form of class action, exclusively by arbitration in a location selected solely by Sponsor. Further, in any such dispute, under no circumstances will entrant be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental, or consequential damages, including reasonable attorney fees, other than entrants' actual out-of-pocket expenses (i.e., costs associated with entering this Promotion), and entrant further waives all rights to have damages multiplied or increased. Sponsor reserves the right to modify, supplement or otherwise change or replace these Official Rules at any time without notice.
10. **MOBILE DISCLOSURE:** If you choose to use your wireless mobile device in connection with this Promotion, depending on your device's capabilities, standard data or other charges may apply according to the terms and conditions of your service agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges) and may appear on your mobile phone bill or be deducted from your prepaid account balance. You are individually and solely responsible for any wireless carrier or usage costs charged by your wireless carrier in connection with your participation in this Promotion.
11. **SPONSOR:** Buffalo Bills, LLC, One Bills Drive, Orchard Park, NY 14127.