

CALIFORNIA STATE UNIVERSITY OF LONG BEACH
49ER SHOPS CORPORATE COMMUNICATIONS
BOWLING FOR BOOKS PIN TO WIN 2019
LONG BEACH, CALIFORNIA

- I. Guidelines
 - a. Opportunity Drawing is open to all individuals except all Forty-Niner Shops employees (including student employees).
 - b. Participants must enter as follows:
 - i. Write personal email and full name on the back of each bowling pin.
 - c. Participants are eligible to post multiple entries.
- II. Opportunity Drawing Overview
 - a. Between the dates of April 1, 2019 and April 19, 2019, participants will be able to purchase a Dr Pepper product or donate \$1 to the 49er Student Textbook Scholarship to receive a paper bowling pin. Participants will write their name and email on the back of the pin.
 - b. One Grand Prize Winner will receive a \$500 textbook/tuition scholarship, courtesy of Dr Pepper/Seven UP Inc., to be used on or before December 31, 2020. Scholarship can be used toward tuition to cover college or postsecondary vocational institution tuition, fees, on-campus room and board, any 49er Shops course materials including but not limited to, books, supplies, equipment, or any related educational expenses. Some exclusions may apply. See store for details.
 - c. Winner must agree to guidelines and official rules.
 - d. See Official Drawing Rules for details.

*See "PRIZE" section of Official Rules for further details

OFFICIAL RULES FOR 49ER SHOPS INC. SPRING 2019 DRAWING

The 49er Shops Inc. 2019 Pin to Win Drawing entry period begins at 8:00AM Pacific Daylight Time (PDT) on Monday, April 01, 2019 and ends at 11:59 PM PDT on Friday, April 19, 2019. All entries must be received by this time. The drawing is governed by these Official Rules and is subject to all applicable U.S. federal, state, and local laws. Void where prohibited.

1. **ELIGIBILITY.** The opportunity drawing is open to students, faculty, staff, and friends of California State University, Long Beach who are at least 18 years of age. Forty-Niner Shops' employees (including student employees) are ineligible. By entering the drawing, entrant represents and warrants that entrant agrees to be bound by (i) these Official Rules (ii) the decisions of the Sponsor-designated judges, whose decisions shall be binding and final in all respects relating to this drawing.
2. **HOW TO ENTER.** The entrant must create and submit via the mode of submission set forth on the opportunity drawing site by writing the entrant's name and email on the back of their pin. By entering and submitting their work, entrant agrees that entrant has read and consents to be bound by these Official Rules. Sponsor or its designated representatives reserve the right to disqualify any work that does not conform to these Official Rules.
 - a. Each work must meet the technical requirements for submission.
 - b. If entrant decides to color, decorate or further enhance pin the work must be entrant's own original work, created solely by the entrant, and must not have been previously published, released, or distributed in any form. The work must not infringe the copyright, trademark, privacy, publicity, or other personal or proprietary rights of any person or entity that is deemed illegal or inappropriate in content.

- c. Any work that is lewd, obscene, sexually explicit, pornographic, disparaging, libelous, or work that is otherwise inappropriate content or objectionable material may not be submitted and may not be eligible at any time in the sponsor's sole and unfettered discretion.

ALL ENTRIES MUST BE RECEIVED BY 11:59 PM PDT ON April 19, 2019.

- d. Entries submitted that do not follow the Official Rules will be disqualified from the drawing.
 - e. Purchase is not required to enter. A \$1 donation to the 49er Textbook Scholarship fund or the purchase of any Dr Pepper product is suggested to enter. Should a participant wish to enter without donation, they can obtain a free bowling pin by submitting a request to fns-bookstore@csulb.edu, by calling 562-985-5093, or by visiting the customer service desk at the bookstore.
3. PRIZE. One (1) Grand Prize Winner will receive a prize consisting of an appearance on 49er Shops Inc. social media pages and one \$500 textbook/tuition scholarship good toward the purchase of course materials at the 49er Shops University Bookstore and/or any educational related expenses. The approximated value and the cash equivalent for the Grand Prize Winner is \$500.00. Other restrictions may apply. All costs not mentioned herein are the responsibilities of the entrants to conduct (i.e., ground travel, cell phone charges, etc.). No transfer, refund, cash redemption, substitution, cash equivalent or replacement of any prize by the winner is permitted, except that Sponsor reserves the right, in its sole discretion, to substitute a prize (or cash equivalent) for eligible winner. Applicable federal, state, and local taxes are the sole responsibility of the winner. Any portion of the prize not accepted or unclaimed after specified date via the 49er Shops and/or unused by any of the winners will be forfeited and not be substituted.
4. TEXTBOOK/TUITION AWARDS: **Winner must be 18 years of age or older.**

Each textbook/tuition prize amount is payable as follows:

(a) as tuition to cover college or postsecondary vocational institution tuition, fees, books, supplies, equipment, related educational expenses and on-campus room and board to be awarded in the form of a check distributed to the school (eligible under Title IV of the Higher Education Act of 1965 as amended) and located in the United States on behalf of the Winner or Winner's designee, who must be at least 18 years of age ("Designee"); or

(b) to pay off student loans incurred for eligible costs in (a) above in the form of a check distributed to the lending institution on behalf of the Winner or Winner's Designee

All tuition/educational awards will be administered by Scholarship Management Services, a division of Scholarship America, and are subject to the following and all other terms of these Official Rules. Awards are to be used for postsecondary education and checks for the full amount will be sent to the institution designated by the Winners. Any unused funds at the conclusion of the students' educational experience may be returned to the students to do with as he or she chooses. Taxes on any portion not used for educational purposes are the responsibility of the recipient. Award amounts may be applied to educational loans. Payments made for this purpose will be payable to the loan servicing company for the student. (Award may be considered taxable and Form 1099-Miscellaneous Income will be issued.)

At the request of the recipient (i.e., the initial tuition award winner), he/she may designate that the tuition award proceeds be held at Scholarship Management Services on account for another person (Designee) to be used for eligible education purposes as provided herein.

Upon notification by Scholarship America, the winner must notify Scholarship Management Services of his/her intent to gift the award proceeds to the Designee. Scholarship Management Services will create an account for the Designee and set aside the funds until such time as the Designee notifies Scholarship Management Services that he/she is ready to use the funds for eligible education-related expenses. The tuition award proceeds shall be transferred one time only. The initial tuition award winner must supply the following identifying information about the Designee: name, address, phone number, date of birth, relationship and postsecondary school information (if known at such time). Scholarship Management Services shall not transfer the tuition award proceeds to the Designee until such time as the identifying information is verified by the Designee and to the satisfaction of Scholarship Management Services. The initial tuition award winner shall be responsible for completing and filing the required Gift Tax Forms with the Internal Revenue Service. There may be a tax liability to the winner and the winner should consult with a tax expert before making this decision. An IRS 1099 will be issued to the winner. Any tax liability will be the responsibility of the winner.

Winners (and/or their Designees) have up to one (1) year (December 31, 2020) to use the Tuition Award or it will be forfeited.

5. SELECTION OF WINNERS. The Grand Prize Winner will be announced on or around April 26, 2019. The selection of winner will be based on a random selection chosen from all submissions. The winner must follow all guidelines, criteria, and eligibility requirements.
6. WINNER NOTIFICATION. On or about April 26, 2019, affiliates will contact winner through email provided on the entrant's pin. It is then the winner's responsibility to respond to the 49er Shops in order to arrange collection of winnings. If no representative claims the prize by contacting the allotted offices within 48 hours, prize will be forfeited and will not be substituted. If, for any reason, the situation occurs such that winner: (i) cannot be reached for whatever reason after a reasonable effort has been exerted based on information provided by the potential winner or winner notification is returned as undeliverable; (ii) declines or cannot accept, receive or use the prize for any reason; (iii) is found to be ineligible to enter the drawing or to receive the prize; or (iv) cannot or does not comply with the Official Rules, prize will be forfeited and will not be substituted.
7. GRANT OF RIGHTS. Entrants who enter the drawing, irrevocably grant the sponsor and its subsidiaries, divisions, and affiliates rights to exploit and/or otherwise use the work and copyrights therein, in any way and in any and all media, in sponsor's sole discretion. Upon sponsor's request, entrants agree to sign any and all legal forms deemed necessary by sponsor and irrevocably assign, convey and transfer to sponsor's subsidiaries, divisions, and affiliates.
8. SPONSOR: Forty-Niner Shops, Inc., 6049 East 7th Street, Long Beach, California, 90840.
9. PUBLICITY RELEASE. Use of Personal Information – by accepting a prize, winner agrees and acknowledges that the sponsor and any of its designees, clients, sponsors, or licensees may, without any limitation or further compensation, use his/her name, voice, biographical data, likeness, picture, entry materials, photograph, work, city name and audio and/or video recording in any and all media now known or hereinafter devised, throughout the universe in perpetuity, for the purpose of advertisement and promotion of the drawing and other affiliation, except prohibited by law. Personal

information collected by Sponsor will be used for administration of the drawing and awarding the prize and as set forth. The Forty-Niner Shops Inc. will not share any personal information without the consent of the contestant or participant. See Publicity Release form.

10. WINNER LIST. To obtain a copy of the winner list, available after April 26, 2019, send an email or call the Communication Department at the 49er Shop, Inc., email FNS-bookstore@csulb.edu or call (562) 985-5093.

*Dr Pepper/Seven UP, Inc. is a prize provider only and are not responsible for the administration of this sweepstakes.