



## The 2019 Regions Bank #road2ATLsweepstakes Promotion

### OFFICIAL RULES

**NO PURCHASE, PAYMENT OF ANY KIND OR BANKING RELATIONSHIP NECESSARY. A PURCHASE, PAYMENT OR BANKING RELATIONSHIP WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.**

**1. PROMOTION OVERVIEW; SPONSOR.** The 2019 Regions Bank #road2ATLsweepstakes Promotion (the "Promotion") consists of (a) a "Grand Prize Sweepstakes," with one (1) Grand Prize Sweepstakes drawing (the "Grand Prize Drawing"), and (b) a "Grind Game of the Week Challenge," with fourteen (14) Grind Game of the Week Challenge games (each a "Weekly Challenge") and fourteen (14) Weekly Challenge sweepstakes drawings (each a "Weekly Challenge Drawing").

The Promotion is sponsored by Regions Bank, 1900 Fifth Avenue North, Birmingham, AL 35203 ("Sponsor"), and is administered by WYNG, 360 Park Ave., New York, NY 10010 ("Administrator").

**2. ELIGIBILITY.** The Promotion is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years of age at the time of entry. Employees of Sponsor, Luckie & Company, Sapient Corporation, Merkle, Inc., m/SIX Communications Limited, and Administrator, and their parent and affiliate companies, subsidiaries, and advertising and promotion agencies (collectively, the "Promotion Entities"), as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee, are not eligible to participate. The Promotion is subject to all applicable federal, state, and local laws and regulations and is void outside of the fifty (50) United States and the District of Columbia and where prohibited. Participation constitutes participant's full and unconditional agreement to these Official Rules and Sponsor and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth in these Official Rules.

**3. PROMOTION PERIOD; GRAND PRIZE ENTRY PERIOD; WEEKLY CHALLENGE PERIODS.**

**(A) Promotion Period.** The Promotion begins on Monday, August 19, 2019 at 12:00:01 a.m. Eastern Time ("ET") and ends on Friday, November 29, 2019 at 11:59:59 p.m. ET (the "Promotion Period"). For purposes of these Official Rules, a "day" will run from 12:00:01 a.m. ET to 11:59:59 p.m. ET each day of the Promotion Period. Administrator's designated database clock is the official time-keeping device for the Promotion.

**(B) Grand Prize Entry Period.** The Grand Prize Sweepstakes starts on Monday, August 19, 2019 at 12:00:01 a.m. ET and ends on Friday November 8, 2019 at 11:59:59 p.m. ET (the "Grand Prize Entry Period").

**(C) Weekly Challenge Periods.** The Grind Game of the Week Challenge runs throughout the course of the Promotion Period, and consists of fourteen (14) separate Weekly



Challenge entry periods (each a “Weekly Challenge Period”), as provided in the chart below (including three (3) “Bonus Weekly Challenges” and “Bonus Weekly Challenge Periods” that run after the Grand Prize Entry Period has ended).

<b>Weekly Challenge Period</b>	<b>Featured Week of College Football Season</b>	<b>Start Date</b> (at 12:00:01 a.m. ET)	<b>End Date</b> (at 11:59:59 p.m. ET)	<b>Approximate Drawing Date</b>
#1	#1	Mon. 8/19/19	Fri. 8/30/19	9/02/19
#2	#2	Sat. 8/31/19	Fri. 9/06/19	9/09/19
#3	#3	Sat. 9/07/19	Fri. 9/13/19	9/16/19
#4	#4	Sat. 9/14/19	Fri. 9/20/19	9/23/19
#5	#5	Sat. 9/21/19	Fri. 9/27/19	9/30/19
#6	#6	Sat. 9/28/19	Fri. 10/04/19	10/07/19
#7	#7	Sat. 10/05/19	Fri. 10/11/19	10/14/19
#8	#8	Sat. 10/12/19	Fri. 10/18/19	10/21/19
#9	#9	Sat. 10/19/19	Fri. 10/25/19	10/28/19
#10	#10	Sat. 10/26/19	Fri. 11/01/19	11/04/19
#11	#11	Sat. 11/02/19	Fri. 11/08/19	11/11/19
#12 (Bonus)	#12	Sat. 11/9/19	Fri. 11/15/19	11/18/19
#13 (Bonus)	#13	Sat. 11/16/19	Fri. 11/22/19	11/25/19
#14 (Bonus)	#14	Sat. 11/23/19	Fri. 11/29/19	12/02/19

**4. REGISTRATION.** You must register for the Promotion in order to participate in the Grand Prize Sweepstakes and the Grind Game of the Week Challenge. You may register for the Promotion only one (1) time.

**(A) Online.** You can register for the Promotion at any time during the Promotion Period by visiting [road2ATLsweepstakes.com](http://road2ATLsweepstakes.com) (the “Microsite”) and completing and submitting the registration form.

**(B) At a Regions SEC Event.** You can also register for the Promotion at one of the Regions SEC Nation Events or Regions SEC Tent Events (collectively, the “Regions SEC Events”) held during the Promotion Period. Regions SEC Nation Events will be held on game day near the location of many SEC Nation game day broadcasts during the Promotion Period; please visit the Microsite to view the Regions SEC Nation Events schedule as it develops during the course of the football season. Regions SEC Tent Events will be held on game day near the home



team's stadium at several of the Regions SEC Nation Event games; please visit the Microsite to view the Regions SEC Tent Events schedule as it develops during the course of the football season. To register for the Promotion at a Regions SEC Event, visit Sponsor's tent/booth at the Regions SEC Event and complete the Promotion registration with the help of a Sponsor representative.

**(C) General Registration and Entry Matters.** You must fully complete all required information on the Promotion registration form in order to register, including the selection of a username. Your username will appear on the Microsite leaderboard, and may be viewed by other participants. Please consider your privacy when choosing a username; profane, disparaging, or inappropriate usernames (as determined by Sponsor in its sole discretion) are not permitted. Submitting a registration form constitutes your consent to Sponsor's use of your username on the leaderboard and in the promotion and marketing of the Promotion. The leaderboard standings are for fun only, and have no bearing on the entries or selection of winners in the Grand Prize Drawing and Weekly Challenge Drawings.

If you use your mobile device to register/log in to the Promotion, you will be charged according to your wireless service provider's standard data rates. Check with your wireless service provider for details on data rates and other applicable charges. Multiple participants are not permitted to share the same email address. Any attempt by any participant to obtain more than the stated number of registrations/entries by using multiple/different email addresses, identities, usernames, registrations and logins, or any other methods will void that participant's entries and that participant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Registrations/entries that do not comply with these Official Rules will be disqualified. Any attempted form of registration/entry other than as described in these Official Rules is void. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the participant. The "authorized account holder" is the natural person assigned an email address by an internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

## **5. GRIND GAME OF THE WEEK CHALLENGE; WEEKLY CHALLENGES; WEEKLY CHALLENGE DRAWINGS/ODDS.**

**(A) Grind Game of the Week Challenge Overview.** After you register for the Promotion, you will be invited to participate in the Grind Game of the Week Challenge and the Weekly Challenges, which run during the applicable Weekly Challenge Periods listed in Section 3 above. Each Weekly Challenge features the games being played by the member teams of the Southeastern Conference ("SEC") during the week of the college football season corresponding with the Weekly Challenge Period (in Section 3 above).



**(B) Weekly Challenges and the Grind Game of the Week.**

(1) How to Play the Weekly Challenges. To participate in a particular Weekly Challenge, visit the Microsite during that Weekly Challenge's Weekly Challenge Period and pick the one (1) game (from the list of games featuring SEC teams) that you believe will be the "Grind Game of the Week." ***You may not change your Grind Game of the Week selection in a Weekly Challenge after you submit your pick.***

(2) Grind Game of the Week. For purposes of each Weekly Challenge, the "Grind Game of the Week" is defined as the listed game with the fewest number of points separating the two teams in the final score. For example, if the final score of a particular game featured in Weekly Challenge #1 is 17 - 14, the number of points separating the two teams would be 3 points (and that particular game would be the Grind Game of the Week if the point differential between the teams in every other featured game's final score was more than 3 points). In the event that two or more games listed in a particular Weekly Challenge "tie" for the closest game by having the fewest number of points separating the teams in their final scores, then each of the tied games will be deemed the "Grind Game of the Week" for that particular Weekly Challenge.

Please note that a Weekly Challenge game that is tied at the end of four quarters and that goes into extra periods (overtime) is not final until the final score is reached following the play of all extra periods. A Weekly Challenge game will be disqualified (and cannot be deemed the "Grind Game of the Week") if for any reason it is not decided by a final score within two (2) days from the end of the Weekly Challenge Period for such game.

(3) Limitations. Each Weekly Challenge is open only during its specific Weekly Challenge Period. In order to participate in a particular Weekly Challenge, you must be registered for the Promotion and must submit your pick for the Grind Game of the Week during (and before the end of) that Weekly Challenge's Weekly Challenge Period. ***Limit: Limit of one (1) Grind Game of the Week pick/submission per person, per Weekly Challenge Period.***

**(C) Weekly Challenge Drawings; Odds.**

(1) Weekly Challenge Drawing Entries. Each participant who correctly picks the Grind Game of the Week for a Weekly Challenge will receive one (1) entry in that Weekly Challenge's Weekly Challenge Drawing. (You must correctly pick the Weekly Challenge's Grind Game of the Week in order to receive an entry in the corresponding Weekly Challenge Drawing.) ***Limit: Limit of one (1) Weekly Challenge Drawing entry per person, per Weekly Challenge Period.***

(2) Weekly Challenge Drawings; Odds. Sponsor will conduct a Weekly Challenge Drawing for each Weekly Challenge Period on or around the drawing dates listed in Section 3 of these Official Rules. Sponsor will randomly select one (1) potential Weekly Challenge Drawing prize winner in each Weekly Challenge Drawing from among all eligible entries received during the Weekly Challenge Period associated with the Weekly Challenge



Drawing. Odds of winning a Weekly Challenge Drawing prize depends on the number of eligible Weekly Challenge Drawing entries received during each Weekly Challenge Period. Non-winning entries from a Weekly Challenge Drawing will not be included in subsequent Weekly Challenge Drawings.

## **6. GRAND PRIZE SWEEPSTAKES; GRAND PRIZE DRAWING/ODDS.**

### **(A) How to Receive Grand Prize Sweepstakes Entries.**

(1) Registration Entry. You will automatically receive one (1) Grand Prize Sweepstakes entry when you register for the Promotion (online at the Microsite or at a Regions SEC Event) during the Grand Prize Entry Period. (Registering for the Promotion after the close of the Grand Prize Entry Period will not result in a Grand Prize Sweepstakes entry.) ***Limit: Limit of one (1) Grand Prize Sweepstakes entry per person for registering for the Promotion during the Grand Prize Entry Period.***

(2) Bonus Entries. After you register for the Promotion, you will be invited to participate in the Grind Game of the Week Challenge (as described in Section 5 above). You will receive five (5) Grand Prize Sweepstakes bonus entries for participating in a Weekly Challenge during the Grand Prize Entry Period. (Participating in a Bonus Weekly Challenge will not result in any Grand Prize Sweepstakes entries.) ***Limit: Limit of five (5) Grand Prize Sweepstakes bonus entries per person, per Weekly Challenge/Weekly Challenge Period during the Grand Prize Entry Period (for a maximum total of fifty-five (55) Grand Prize Sweepstakes bonus entries per person during the Grand Prize Entry Period).***

(3) Total Grand Prize Sweepstakes Entries. ***Limit: Limit of a maximum total of fifty-six (56) Grand Prize Sweepstakes entries per person during the Grand Prize Entry Period, regardless of means of entry.***

**(B) Grand Prize Drawing; Odds.** Sponsor will conduct the Grand Prize Drawing on or around November 11, 2019 and randomly select one (1) potential Grand Prize winner from among all eligible Grand Prize Sweepstakes entries received during the Grand Prize Entry Period. Odds of winning Grand Prize depends on the number of eligible Grand Prize Sweepstakes entries received during the Grand Prize Entry Period.

**7. WINNER SELECTION AND NOTIFICATION.** Conduct of the Promotion is under the supervision of the Administrator, an independent judging organization, whose decisions as to the administration and operation of the Promotion and the selection of the potential prize winners are final and binding in all matters relating to the Promotion.

Potential Grand Prize winner and potential Weekly Challenge Drawing winners will be notified by email, mail or phone. All potential prize winners are subject to verification. Except where prohibited, in order to claim prize, potential Grand Prize winner (or parent/legal guardian if potential winner is a minor in his/her state of residence) will be required to complete, sign, and return a Declaration of Compliance, Liability & Publicity Release (a



“Declaration”), and (if required by Sponsor) a W-9 taxpayer request for identification, which must be received by Administrator within two (2) business days of the date first notice or attempted notice is sent. Confirmed Grand Prize winner will receive an IRS form 1099 as required by law. Except where prohibited, in order to claim prize, potential Weekly Challenge Drawing winners (or parent/legal guardian if potential winner is a minor in his/her state of residence) may be required to complete, sign, and return a Declaration, and (if required by Sponsor) a W-9 taxpayer request for identification, which must be received by Administrator within seven (7) business days of the date first notice or attempted notice is sent.

If a potential winner of any prize cannot be contacted, fails to sign and return the Declaration (if required) or fails to provide any other requested information within the required time period, or the prize is returned as undeliverable, the potential winner forfeits his/her prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Up to three (3) alternate drawings will be held, time permitting, after which the prize will remain un-awarded.

## **8. PRIZES.**

**(A) Grand Prize.** One (1) Grand Prize will be awarded through the Grand Prize Drawing. Grand Prize consists of: four (4) tickets to the 2019 SEC Football Championship game on December 7, 2019 in Atlanta, GA; two (2) nights’ accommodations at a hotel in Atlanta, GA (two rooms, double occupancy); a \$500 Regions Bank Visa® Gift Card (terms and conditions of gift card apply); four (4) tickets to the College Football Hall of Fame in Atlanta, GA; and four (4) person VIP behind-the-scenes access to the SEC Nation broadcast and tour of the stadium on December 7, 2019. Total Approximate Retail Value (“ARV”) of Grand Prize: \$1,845; transportation not included; actual value may vary based on hotel fluctuations. (Behind-the-scenes access to the SEC Nation broadcast and tour of the stadium have no cash value.)

In the event that the championship game or other portion of the Grand Prize experience is postponed or canceled, Sponsor will not be responsible for awarding such postponed or canceled portion of the prize and no substitution or compensation will be provided. The remainder of the prize will be awarded. Seating at the championship game and determination of hotel to be determined in the sole discretion of Sponsor. By accepting ticket prize, winner and each ticket holder agrees to abide by any terms, conditions and restrictions provided by the ticket. Sponsor is not responsible if winner does not use ticket on day of event. The terms and conditions of the game day tickets awarded as prizes will govern in the event a legal game, as defined by the SEC, is not played due to weather, an act of God, an act of terrorism, civil disturbance or any other reason. Sponsor, SEC or venue representative reserves the right to remove or to deny entry to winner and/or guest who engages in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at the championship game or any other Grand Prize experience, with no further compensation. Sponsor will not be responsible for acts of God, acts of terrorism, civil disturbances, work



stoppage or any other natural disaster outside its control that may cause the cancellation of the game. The prize restrictions/conditions stated herein are not all-inclusive and the prizes described above may be subject to additional restrictions/conditions, which may be stated in the operating policy of the participating venues.

**(B) Weekly Challenge Drawing Prizes.** One (1) Weekly Challenge Drawing prize will be awarded through each Weekly Challenge Drawing (for a total of fourteen (14) Weekly Challenge Drawing prizes awarded through the Promotion). Weekly Challenge Drawing prize consists of one (1) \$500 Regions Bank Visa® Gift Card (terms and conditions of gift card apply); ARV: \$500.

**(C) General Prize Information.** Total ARV of all prizes in this Promotion is \$8,845. For information about Regions Bank Visa® Gift Cards, visit <https://www.regions.com/Home/help/products-services/prepaid-cards/visa-gift-card>. Any difference between the actual value of any prize and the approximate retail value set forth in these Official Rules may not be claimed and will not be awarded. Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute the prize(s) for one of equal or greater value if the designated prize should become unavailable for any reason. All taxes or expenses (including, without limitation, expenses associated with the Grand Prize not specified herein as part of Grand Prize, such as meals, gratuities, and transportation costs), sales tax, luxury tax, and any other costs incurred in claiming or using any of the prizes, are the sole responsibility of the prize winner.

**9. RELEASE.** By participating, participant agrees to release and hold harmless the Promotion Entities, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, agents and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees, and agents (the "Released Parties") from and against any and all claims, causes of action and damages (including, without limitation, personal injury, death, tax liability, or damage or loss of property) arising out of or in connection with participation in the Promotion and/or receipt or use or misuse of any prize awarded in the Promotion. Acceptance of prize shall constitute and signify the prize winner's agreement and understanding that the Released Parties have not made nor are in any manner responsible or liable for any warranty, representation, or guarantee, expressed or implied, in fact or in law, relative to any prize, including but not limited to its quality, merchantability, fitness for a particular purpose or mechanical condition.

**10. PARTICIPANT'S PERSONAL/CONTACT INFORMATION; PUBLICITY.** Information collected from participants by Sponsor and Administrator and/or their agents and contractors will be treated in accordance with their privacy policies. Please review Sponsor's privacy policy at [https://www.regions.com/about\\_regions/privacy\\_pledge.rf](https://www.regions.com/about_regions/privacy_pledge.rf) and Administrator's privacy policy at <https://www.wyng.com/privacy-policy/>. You agree by participating that information submitted in connection with the Promotion may be used as permitted pursuant to such



privacy policies, and otherwise in connection with the administration of the Promotion. By participating, you expressly agree and specifically consent to be contacted by Sponsor and/or Administrator (i) by email, for purposes of sending Promotion-related information (including Weekly Challenge notices), and (ii) by mail, email, telephone, or other means of contact available from your registration or account information on file for purposes of informing you in the event that you are a potential winner.

Except where prohibited, participation in the Promotion constitutes permission for the Promotion Entities to use prize winner's name, address (town and state), photograph, likeness, voice, opinions, biographical information, registered Promotion username, and statements (collectively, the "Attributes"), for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter devised, in perpetuity, without further compensation or authorization, (except where prohibited by law), and participant releases the Released Parties from all claims arising out of the use of such Attributes.

**11. GENERAL CONDITIONS.** Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Promotion, as determined by Sponsor in its sole discretion. If the Promotion, or any part of it, is discontinued for any reason, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the registration/entry process or the operation of the Promotion or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion 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. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

**12. LIMITATIONS OF LIABILITY.** The Released Parties are not responsible for: (a) any incorrect or inaccurate information, whether caused by participants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (b) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (c) unauthorized human intervention in any part of the registration/entry process or the Promotion; (d) technical or human error which may occur in the administration of the Promotion or the processing of entries; (e) late, lost, undeliverable, damaged or stolen mail or notices; (f) any injury or damage to persons or



property which may be caused, directly or indirectly, in whole or in part, from participant's participation in the Promotion or receipt or use or misuse of any prize; (g) usernames that violate these Official Rules; or (h) any opinions, views, advice or statements posted on social media sites (including, without limitation, in any public posting areas of the Microsite) by any person or entity other than an authorized Sponsor or Administrator spokesperson. If for any reason a participant's registration or entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, participant's sole remedy is another entry in the applicable drawing, if it is possible. 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.

**13. DISPUTES.** Except where prohibited, participant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with the Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the federal or state courts located in Birmingham, Alabama, (and the parties consent to jurisdiction therein with respect to any legal proceedings or disputes of any kind arising under or relating to these Official Rules); (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Promotion, but in no event attorneys' fees; and (c) unless otherwise prohibited, under no circumstances will participant be permitted to obtain awards for, and participant hereby waives all rights to claim, indirect, 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. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the participant and Sponsor in connection with the Promotion shall be governed by, and construed in accordance with, the laws of the State of Alabama, without giving effect to any choice of law or conflict of law rules (whether of the State of Alabama or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than State of Alabama.

**14. WINNERS LIST.** To obtain a list of Grand Prize and Weekly Challenge Drawing prize winners, send a self-addressed stamped envelope to: 2019 Regions Bank #road2ATLsweepstakes Promotion Winners, P.O. Box 2312, Framingham, MA 01703-2312, by June 2, 2020.

***The use of any university, college or school name or trademark in connection with the Grind Game of the Week Challenge is for informational purposes only, and is not intended to suggest any affiliation or sponsorship. The SEC is not a sponsor of this Promotion and is in no way responsible for the administration of the Promotion, the verification of winners or fulfillment of prizes.***