

Kitchener Rangers Kids in Gear Mask Design Contest OFFICIAL RULES

The Contest **Kitchener Rangers Kids in Gear Mask Design** (the “**Contest**”) starts on Saturday, September 16, 2017 1:00:00 PM (EDT) and ends on Tuesday, November 7, 2017 at 11:59:59 PM (EST) (the “**Contest Period**”). The Contest is sponsored by Sun Life Assurance Company of Canada (the “**Contest Sponsor**”).

ELIGIBILITY

To be eligible to participate in the Contest, you must: (i) be twelve (12) years of age or younger at the time of entry, and (ii) be a legal resident of Ontario (the “**Entrant**”).

Subject to the eligibility requirements provided above, an Entrant’s parent or legal guardian must agree to be legally bound by the terms and conditions of these rules along with, and on behalf of, his/her minor child.

The Contest Sponsor reserves the right, in its sole and absolute discretion, on a random audit basis or at any time and for any reason, to contact an Entrant’s parent/legal guardian for the purposes of verifying his/her: (i) agreement to be legally bound by these rules on their child’s behalf; (ii) consent to the Entrant’s participation in this Contest; and/or (iii) consent to the collection, use and disclosure of the Entrant’s personal information as provided herein. Failure of an Entrant’s parent/legal guardian to complete any such required verification to the complete satisfaction of the Contest Sponsor within the timeframe specified by the Contest Sponsor may, in the sole and absolute discretion of the Contest Sponsor, result in disqualification of the Entrant.

Employees or contractors of the Contest Sponsor or any of its affiliates, subsidiaries, parent or related companies, advertising and promotional agencies or parties engaged in the development, production and distribution of materials related to the Contest, or a member of the immediate family or household of any such employee are not eligible to enter the Contest. The expression “immediate family” means spouse, mother, father, sister, brother, son and daughter of the employee.

HOW TO ENTER

NO PURCHASE NECESSARY.

During the Contest Period, a contest colouring sheet may be obtained from www.kitchenerangers.com, or in person at the offices of the Kitchener Rangers Hockey Club located at 1963 Eugene George Way, Kitchener, Ontario, N2H 0B8. Entrants must: i) create an original, hand-drawn design for a goalie mask without the assistance of other person(s) and/or computer graphic software, and ii) provide contact information as requested on colouring sheet (**the “Entry”; collectively the “Entries”**). The completed colouring sheet should be submitted to Sun Life via email to sponsorships@sunlife.com, or in person during regular business hours at the offices of the Kitchener Rangers Hockey Club located at 1963 Eugene George Way, Kitchener, Ontario, N2H 0B8.

Limit of one (1) Entry per Entrant.

PRIZES

There will be one (1) grand prize (the “**Grand Prize**”) and eight (8) secondary prizes (“**Secondary Prizes**”) collectively the “**Prizes**”) available to be won consisting of:

Grand Prize

- one (1) authentic professional hockey goalie mask depicting the winner’s design painted by David Arrigo; and

- four (4) tickets to a Kitchener Rangers home game during the 2017-2018 Regular Season (exact game date and seat location to be determined by the Contest Sponsor in their sole discretion).

The approximate retail value of the Grand Prize is \$2,500 CAD.

Secondary Prizes

- eight (8) Secondary Prizes that each comprised of t-shirt, hat, and poster (exact sizing and merchandise selection to be determined by the Contest Sponsor in their sole discretion).

The approximate retail value of each Secondary Prize is \$50 CAD.

The Prizes must be accepted as awarded, are non-transferable and no substitutions will be made unless the Contest Sponsor, in its sole discretion, determines otherwise. The Prizes must be accepted as awarded. All incidental costs and expenses not specifically referred to herein, including, without limitation, travel to and from the Kitchener Rangers home game, shall be the sole responsibility of the Prize winner.

DRAWS

For the Grand Prize selection, on Friday, November 10, 2017 at the Sun Life Financial office located at 1 York St., Toronto Ontario, M5J 0B6 at approximately 12:00 pm (EST), one (1) Entrant will be selected by representatives of the Contest Sponsor and the Kitchener Rangers (the "**Judging Panel**"), among all Entries received during the Contest Period by the Contest Sponsor as the potential Prize winner.

For each of the eight (8) Secondary Prize selections, one (1) winner will be chosen from all eligible Entries received to that point in the Contest Period via random draw. The draw will be held at the Sun Life Financial office located at 1 York St., Toronto Ontario, M5J 0B6 at approximately 12:00 pm (EST) by the Contest Sponsor on each of the following dates:

Draw 1	Friday, September 22, 2017
Draw 2	Friday, September 29, 2017
Draw 3	Friday, October 6, 2017
Draw 4	Friday, October 13, 2017
Draw 5	Friday, October 20, 2017
Draw 6	Friday, October 27, 2017
Draw 7	Friday, November 3, 2017
Draw 8	Tuesday, November 7, 2017

The potential Prize winners will be contacted by the Contest Sponsor or their agent or representative by telephone and/or email within two (2) days of being selected. If a potential Prize winner is unable to be contacted after three (3) attempts, he or she forfeits the Prize and another Entrant may, at the sole discretion of the Contest Sponsor, be selected. The Grand Prize presentation will be awarded at a Kitchener Rangers home game played at the Kitchener Memorial Auditorium during the 2017-2018 Regular Season (exact game date to be determined by the Contest Sponsor in its sole discretion).

The odds of winning the Grand Prize are dependent upon: (i) the total number of eligible Entries received during the Contest Period, (ii) originality of design, (iii) use of team colours, and (iv) that the design is aesthetically pleasing in the sole discretion of the Judging Panel.

The odds of winning a Secondary Prize is dependent upon the total number of eligible Entries received at the time of each random draw for a Secondary Prize. A maximum of one (1) Secondary Prize may be awarded per entrant, however Entrants selected as Secondary Prize winners are still eligible for the Grand Prize.

AWARDING THE PRIZE

The Contest Sponsor is not responsible for the failure, for any reason whatsoever, of a selected Entrant to receive notification or for the Contest Sponsor to receive a selected Entrant's response. In order to be declared the Prize winner, a selected Entrant must comply with these Official Rules, and the selected Entrant's parent or legal guardian must complete and sign a Declaration and Release form and correctly answer, unaided, a time limited mathematical skill-testing question. If a selected Entrant's parent or legal guardian who provides an incorrect answer or fails to return the Declaration and Release form within 10 days of the email notification by the Contest Sponsor, the selected Entrant will no longer be eligible to receive the Prize in the Contest and another selected Entrant will be selected in his/her place and who shall in turn be subject to disqualification in the same manner as set out below. The selected Entrant's parent or legal guardian agrees to sign the Contest Sponsor's form of Declaration and Release in this regard before receiving the Prize. No communication will be entered into by the Contest Sponsor with Entrants except with the selected Entrants.

To be declared a winner, the selected prospective winner must:

- (a) have fully and legibly completed a contest colouring sheet containing an original design, his or her name, age, address, parent's name, parent's email address, and parent's telephone number;
- (b) the winner's parent or legal guardian, must sign and return within ten (10) days of the email notification by Contest Sponsor, the Declaration and Release form prescribed by the Contest Sponsor, confirming his or her acceptance and compliance with these Official Rules and releasing the Contest Sponsor and/or its affiliates and their respective employees, directors, officers, agents, successors and advertising and promotional agencies from any and all liability arising out of, pursuant to, or as a result of the carrying out of the Contest, or any part of the Contest, including, without limitation, liability arising from the acceptance of and usage of the prizes as awarded, the administration of the Contest and the selection of any potential winners, with these Official Rules, and a consent to the announcement of the winner's name and the use by the Contest Sponsor and the Kitchener Rangers of the winner's name, image, voice, likeness, or statements for advertising and promotional purposes relating to the Contest without any further compensation to the winner. Prizes will be awarded in the name of the winner's parent or legal guardian, who must sign the Declaration and Release form on their own behalf and on behalf of the winner; and
- (c) the winner's parent or legal guardian must correctly answer a mathematical skill-testing question without assistance.

The Prize must be accepted as awarded and is non-transferable and non-redeemable for cash. The Prize may not be substituted except by the Contest Sponsor, who reserves the right to substitute the Prize or any portion of the Prize with a Prize of equal or greater value.

COMPLIANCE WITH THE RULES

By entering the Contest, Entrants, and their parent/legal guardian on their behalf, agree to abide by its rules and the decisions of the Contest Sponsor, which are final. Further, Entrants, and their parent/legal guardian on their behalf, agree to permit the use of their name, city, image, voice or likeness for Contest administration and advertising purposes relating to the Contest by the Contest Sponsor and the Kitchener Rangers without further compensation. The Contest Sponsor or its affiliates shall in no way bear any liability whatsoever regarding any of the prizes.

The Contest Sponsor reserves the right to modify, withdraw or terminate the Contest at any time or to change the terms of it in any way without prior notice to Entrants.

LIMITATION OF LIABILITY

The Contest Sponsor and/or its agencies or affiliates will not be responsible for lost, late, invalid, delayed, or misdirected entries. The Contest Sponsor and/or its agencies or affiliates will not be responsible for invalid, expired, unchecked e-mail addresses. The Contest Sponsor and/or its agencies or affiliates will not be responsible for any unavailability of or interruptions to any service or equipment used in connection with the Contest, including and without limitation to, (i) interruptions to any network, server, Internet, website, telephone, satellite, computer or other connections, (ii) failures of any telephone satellite, hardware, software or other equipment, (iii) garbled, misdirected or jumbled transmissions or traffic congestion, or (iv) other errors of any kind, whether human, technical, mechanical or electronic, or (v) the incorrect or inaccurate capture of entry or other information or the failure to capture any such information.

VOID IF ALTERED

Contest colouring sheets are void if illegible, altered or mutilated. All contest colouring sheets are the property of the Contest Sponsor and none shall be returned. The Contest Sponsor is not responsible for lost or late Entries or Entries that have been tampered with or are ineligible. All decisions of the Contest Sponsor shall be final and shall not be subject to appeal.

APPLICABLE LAWS

The Contest is subject to all applicable federal, provincial and municipal laws. Any litigation must be commenced in the City of Kitchener Ontario.

PRIVACY/USE OF PERSONAL INFORMATION

Entrant grants the Contest Sponsor the right to use his or her personal information for the purpose of administering the Contest. Personal information will not be provided to any third party other than as provided for in the Rules or as specifically authorized by the Entrant.

The personal information collected by the Contest Sponsor will be used for purposes related to the Contest.

All personal information collected by the Contest Sponsor will be subject to the terms and held retained in accordance with the Contest Sponsor's respective privacy policies.

INTELLECTUAL PROPERTY

By entering the Contest, Entrants, and their parent/legal guardian on their behalf, represent and warrant that the submissions are of their own creation and transfer the copyright of their submissions to the Contest Sponsor. This will give the Contest Sponsor the perpetual, irrevocable consent, right and permission to use, reproduce, copy, distribute, modify, prepare derivative works of, display, license, publish the Entrants' submissions and otherwise make use of the submissions itself or through its agents, for the creation of the Prize or on its websites in any form for any promotional purpose relating to the Contest with or without identifying any Entrant.

By entering the Contest, Entrants, and their parent/legal guardian on their behalf, hereby waive and agree to waive in the future, in favour of the Contest Sponsor, its successor and assigns, directors, shareholders, employees and agents, any and all moral rights in the submissions which they may have as their creator.

All intellectual property, including but not limited to trade-marks, copyrights, patents, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, logos, slogans and

representations are owned or licensed by the Contest Sponsor. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.