

UScellular® AND GREEN BAY PACKERS “LEAP FOR LEARNING” CONTEST

OFFICIAL RULES

NO PURCHASE IS NECESSARY TO ENTER OR WIN. Making a purchase will not increase the chances of an eligible school winning the prize.

This Contest is no way sponsored, endorsed, administered by, or associated with Facebook, X or Instagram. Facebook, X and Instagram are not affiliated with Sponsor in any way.

For purposes of this Contest: (a) a “Nominator” is an eligible participant (see requirements in Rule 1, below) who submits a nomination in the Contest (an “Entry”); (b) a “Nominee” is an eligible school (see requirements in Rule 1, below) that is nominated by a Nominator in the Contest; and (c) the “Website” is www.packers.com/leapforlearning.

The Contest’s aim is to select one (1) eligible Wisconsin school or school district (see eligibility requirements in Rules 1, below) that most deserves to receive a technology makeover in the form of a \$20,000 donation from UScellular and the Green Bay Packers based on submitted nominations, as explained more fully below.

1. ELIGIBILITY:

A Nominator in the UScellular and Green Bay Packers “Leap for Learning” Contest (the “Contest”) sponsored by UScellular (“Sponsor”), must be a legal resident of Wisconsin who is eighteen (18) years of age or older as of the date of entry.

A Nominee in the Contest must be a school or school district located in Wisconsin that children in any of the grades K-12 attend (whether a public or private school). **For the avoidance of doubt, home schools are NOT eligible to be nominated in the Contest.**

Anyone employed by or affiliated in any way with an eligible school may submit a nomination for that school. By submitting an Entry in the Contest, each Nominator acknowledges that: (a) his/her Entry is made for the benefit of the Nominee named in his/her Entry; (b) only the Nominee may be eligible to win the prize in the Contest; and (c) the Nominator is not eligible to win a prize in the Contest.

The following are NOT eligible to participate in the Contest as a Nominator: Employees, officers, and directors of Sponsor, the Green Bay Packers (“Administrator”), The National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC, advertising, promotional or any other agencies or entities involved in the design, execution, or fulfillment of the Contest, each of the respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees of any of the foregoing (collectively, the “Contest Parties”), and members of the immediate families (defined as including spouse, biological, adoptive or step-parents, grandparents, children, grandchildren, siblings, or spouse of any of the foregoing, regardless of where they reside), or households (whether related or not) of any of the foregoing.

The Contest is void outside Wisconsin and where prohibited by law. The Contest is subject to all applicable federal, state and local laws and regulations. By participating in the Contest, each Nominator and Nominee agrees to abide by and be bound by these Official Rules and the decisions of Sponsor and Administrator, which shall be final and binding in all matters relating to the Contest including, but not limited to, the selection of the winning school.

2. CONTEST PERIODS:

Entries may be submitted in the Contest beginning on September 9, 2024 at 12:01 a.m. Central Time (“CT”), and ending on October 20, 2024 at 11:59:59 p.m. CT (the “Nomination Period”).

Judging to determine the winner of the Contest (the “Winner”) will start on or around October 23, 2024, and is scheduled to end on or around November 6, 2024 (the “Judging Period”).

Administrator’s computer is the official timekeeping device for this Contest.

Each of the above Contest Periods is described in detail in Rules 3 and 5, below.

3. HOW TO PARTICIPATE:

To nominate a school that a Nominator believes should receive a \$20,000 technology makeover (awarded as \$20,000 to be used for such a makeover), a Nominator must visit the Website during the Nomination Period and follow the links and instructions to complete and submit the online entry form with all required Entry information including, without limitation: (a) the name and complete street address of the Nominee (including ZIP code); (b) the name of the Nominee’s principal or other officer/director and a phone number and email address at which s/he may be contacted; (c) Nominator’s first and last name; (d) Nominator’s complete street address (including ZIP code); (e) a phone number and email address at which Nominator may be contacted; and (f) Nominator’s date of birth.

Along with the above information, a Nominator must create an original essay, in English, in which the Nominator explains why the school or school district s/he is nominating deserves to receive a \$20,000 technology makeover. **The Essay may not exceed five hundred (500) words.**

Entries must be submitted online at the Website only, and must be received by 11:59:59 p.m. CT on October 20, 2024. No other method of entry will be accepted or acknowledged. Entries must include all required information or they will be disqualified. **The submitted essay must comply with all Requirements and Restrictions set forth in Rule 4, below, and with all other conditions and limitations outlined in these Official Rules. Failure to comply will result in disqualification of the Entry to which the essay relates.** Proof of submission of an Entry does not constitute proof of receipt by Sponsor or Administrator.

Limit one (1) Entry per Nominator during the Nomination Period. Nominees may be nominated more than once, provided each Entry is submitted by a different Nominator. All Entries become the exclusive property of Sponsor and will not be acknowledged or returned except as provided herein.

4. REPRESENTATIONS AND WARRANTIES; ESSAY REQUIREMENTS AND RESTRICTIONS:

By submitting an Entry, Nominator hereby warrants and represents as follows with respect to his/her essay: (a) the essay conforms to all essay requirements and restrictions set forth herein; (b) the essay is Nominator's original creation, it being agreed that modifying, enhancing, or altering a third party's preexisting work does not qualify as a Nominator's original creation; (c) the essay was written solely by Nominator; (d) the essay has not been previously published or won any awards; (e) the essay does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity; and (f) publication of the essay, or distillations of the essay, via various media, including web/social media posting, would not infringe on the rights of any third party. Each Nominator hereby indemnifies and holds harmless Sponsor and Administrator from and against any claims contrary to the above warranties and representations.

Additionally, each essay must conform to the following requirements and restrictions:

- essay cannot be sexually explicit or suggestive, unnecessarily violent, derogatory of any ethnic, racial, gender, religious, professional or age group, or profane or pornographic;
- essay cannot promote alcohol, illegal drugs, marijuana, tobacco, any activities that may be unsafe or dangerous, or any particular political agenda or message;
- essay cannot be obscene or offensive, or endorse any form of hate or hate group;
- essay cannot defame, misrepresent, or contain disparaging remarks about Sponsor or its products or services, or other people, products, services, or companies;
- essay cannot contain trademarks owned by others (except Sponsor's, which are not required to be included), or advertise or promote any brand or product of any kind without permission (except Sponsor's brand/product, which are not required to be included), or contain any personal identification (other than that which is required on the entry form) such as license plate numbers, email addresses, or street addresses;
- essay cannot contain copyrighted materials owned by others without permission;
- essay cannot contain materials embodying the names or other indicia identifying any person, living or dead, without permission;
- essay cannot communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor and Administrator wish to associate; and
- essay must be suitable for family audiences and for public display and publication, in the sole determination of Sponsor.

The above list is not meant to be exhaustive. If an essay is determined by Sponsor, in its sole discretion, to be in violation of any of the foregoing requirements and restrictions, or unsuitable for inclusion in the Contest for any reason, the essay and related Entry will be disqualified from the Contest.

By submitting an Entry, Nominator acknowledges that his/her essay may be posted (in whole or in part) on the Website at Sponsor's discretion. By entering, each Nominator further acknowledges that Sponsor has no obligation to use or post any submitted essay or portion thereof.

ESSAYS SUBMITTED IN THE CONTEST SHALL NOT BE EDITED BY SPONSOR OR ADMINISTRATOR EXCEPT TO CORRECT SPELLING OR TYPOGRAPHICAL ERRORS. ESSAYS EXPRESS THE VIEWS AND OPINIONS OF THE NOMINATORS ONLY, AND DO NOT REFLECT THE VIEWS OR OPINIONS OF SPONSOR, ADMINISTRATOR OR ANY OTHER PERSON OR ENTITY ASSOCIATED WITH THE CONTEST.

5. DETERMINATION OF WINNING SCHOOL:

During the Judging Period, a qualified panel of judges selected by Sponsor and Administrator (the “Judges”) will review and evaluate the essays contained in all eligible Entries received during the Nomination Period. The Judges will evaluate the essays on the basis of the following criteria:

1. 75% **need for improvement** of Science Technology, Engineering, and Math (“STEM”) related education using technology
2. 25% **innovativeness** of teaching programs/techniques using technology

At the conclusion of the Judging Period, the Nominee named in the essay that receives the highest score from the Judges will be declared the potential prize Winner, subject to verification of eligibility and compliance with these Official Rules. The Winner will be announced on or about February 25, 2025, following verification of eligibility.

The potential Winner will be notified by phone or email. **In addition to other conditions described in these Official Rules, winning is contingent upon the winning school or school district, and the entrant who submitted the winning essay agreeing to be interviewed via video to share information related to the potential winning essay.** Failure to comply will result in forfeiture of the prize. Images and recorded voices of the potential winning school’s representative and the entrant who submitted the winning essay will be distributed via social media, and the interview audio will be shared on radio stations designated by Sponsor and Administrator.

An authorized representative of the potential Winner, and the entrant who submitted the winning essay, will each be required to sign and return an affidavit of eligibility and liability and publicity release as a condition of the Winner receiving the prize, or the Winner may be disqualified, and the prize may be forfeited. If the Winner is disqualified for any reason, the prize will be awarded to the Nominee named in the essay that received the next-highest score from the Judges.

In the event of a tie, the essay that received the highest score from the Judges for the criterion of “innovativeness” will be declared the potential Winner.

6. PRIZE:

The verified Winner will receive a donation in the amount of \$20,000, payable to the winning school/district, which is to be used for a technology makeover at the school. The Winner will be required to provide a report describing how the donation was used, within a time period to be specified at the time the prize is awarded.

The donation must be accepted by an authorized representative of the winning school, who will be required to sign and return a donation acceptance form with the school's tax identification number included as a condition of receiving the donation. **The school is responsible for determining the tax implications of accepting the donation, and for paying any tax related thereto.**

7. RELEASE:

Acceptance of the donation constitutes permission for the Sponsor and Administrator to use the school's name, city and state, images, photos, and filmed or otherwise recorded statements made by authorized school representatives in commerce and in all media worldwide, including but not limited to social media, for advertising, publicity, and trade purposes without additional compensation, notice, or approval. By accepting the prize, the Winner further agrees to disclaim any ownership rights with respect to such advertising, publicity, and trade material.

By acceptance of the prize or by submitting an Entry, each Nominee and Nominator, respectively, represents that he/she has complied with all of these Official Rules and agrees to release Sponsor, Administrator, the Contest Parties, Facebook, X and Instagram, and each of their respective parent companies, subsidiaries, affiliates, advertising or promotion agencies, and the directors, officers, employees and agents of each of the foregoing (collectively, the "Released Parties") from and against any and all claims and liability for any injuries, including but not limited to personal injury, death, loss, damage, or expense of any kind arising from or in connection with participation in the Contest or the acceptance, possession, use, or misuse of the prize (if applicable) or participation in prize-related activities, if applicable, (including any travel related thereto) or claims based on right of publicity, right of privacy, or defamation.

8. RIGHTS GRANTED:

By submitting an Entry, each Nominator irrevocably and forever grants and assigns to Sponsor all worldwide rights, title, and interest in and to his/her Entry and all works derived from it including, but not limited to, all intellectual property rights and agrees that Sponsor and Administrator and their respective licensees may reproduce, edit, market, store, distribute, have distributed, publicly and privately display, communicate, publicly and privately perform, transmit, have transmitted, create derivative works based upon, and promote an Entry or portions of an Entry (as such may be edited and modified by Sponsor or Administrator in their sole discretion) for editorial, commercial, promotional, and all other purposes including, without limitation, posting on Sponsor-affiliated websites, social and digital media sites, and/or other Sponsor-selected media, without any kind of payment or royalty to the Nominator. Each Nominator expressly waives all rights to review or approve any use that Sponsor or Administrator make of his/her Entry in accordance with the rights granted herein. By submitting an Entry, each Nominator further agrees to waive all rights of attribution if his/her Entry is used by Sponsor, Administrator or anyone Sponsor or Administrator authorizes, and to waive any moral rights in and to his/her Entry.

By submitting an Entry, each Nominator agrees that his/her Entry is gratuitous, unsolicited, and without restriction, and will not place Sponsor or Administrator under any obligations other than those contained in these Official Rules, and that Sponsor and Administrator are free to disclose the

ideas contained in an Entry on a non-confidential basis to anyone or otherwise use the ideas therein without any compensation to the Nominator. Each Nominator further acknowledges that Sponsor and Administrator do not waive any rights to use similar or related ideas previously known to Sponsor or Administrator, or developed by their respective employees, or obtained from sources other than the Nominator. Each Nominator further agrees that he/she will not instigate, support, maintain, or authorize any action or lawsuit against Sponsor or Administrator on the basis that any use of his/her Entry infringes any of his/her rights as creator of such Entry.

By submitting an Entry, each Nominator understands and acknowledges that he/she will not now or in the future be paid or compensated in any way for an Entry or for granting Sponsor and Administrator any of the rights set out in these Official Rules, provided, however, that in the event a Nominator's image is used in a television commercial subject to the SAG-AFTRA Commercials Contract, the Nominator agrees to sign and be bound by the terms and conditions of such standard contract and to be paid the minimum applicable compensation set by the collective bargaining entity. Each Nominator further acknowledges that neither Sponsor nor Administrator is obligated to make use of any of the rights granted in these Official Rules.

Sponsor and Administrator may, at any time, require any Nominator to execute documents to confirm the grant of rights hereunder, and failure to do so may result in disqualification.

9. MISCELLANEOUS:

The Released Parties are not responsible for: (a) electronic transmissions or Entries that are lost, late, stolen, incomplete, illegible, damaged, garbled, destroyed, misdirected, or not received by Sponsor or Administrator for any reason; (b) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation or transmission, communication failures or human error that may occur in the transmission, receipt or processing of Entries, or for deletion, theft or destruction of, unauthorized access to, or alteration of, Entries; (c) failed or unavailable hardware, network, or software; (d) causes beyond Sponsor's reasonable control that jeopardize the administration, security, fairness, integrity, or proper conduct of the Contest; (e) any Entries submitted in a manner that is not expressly allowed under these Official Rules; all such Entries will be disqualified; (f) incorrect or inaccurate entry information whether caused by Nominees or Nominators, tampering, hacking, or by any of the equipment or programming associated with or utilized in the Contest; (g) any typographical or other error in any printing or advertising relating to the Contest, in the administration or execution of the Contest, or in the announcement of the Winner; (h) cheating or fraud by any Nominee or Nominator; or (i) damage to any person's computer related to or resulting from participating in the Contest. All incomplete or non-conforming Entries will be disqualified.

If, for any reason, the Contest cannot be executed as planned for reasons including, but not limited to, any printing, administrative, human or other error of any kind, transmission failure, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Contest, or if the Contest is compromised or becomes corrupted in any way, electronically or otherwise, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend the Contest and, if terminated before the end date of the Nomination Period, to determine the potential Winner from among all eligible, non-suspect Entries

received prior to the date and time of termination using the judging procedure and criteria outlined in Rule 5, above.

Administrator and Sponsor reserve the right, in their sole discretion, to disqualify any individual they find to be tampering with the entry process or the operation of the Contest, generally, to be acting in violation of these Official Rules or any laws, or to be attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception, misappropriation, infringement, or any other unfair playing practices or poor sportsmanship, or to be acting with the intention of annoying, abusing, threatening, or harassing any Nominee, Nominator, the Sponsor, the Administrator, or their respective schools and representatives.

CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, ADMINISTRATOR AND SPONSOR RESERVE THE RIGHT TO DISQUALIFY AND SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION AND SEEKING CIVIL REDRESS.

10. PRIVACY:

Any personally identifiable information collected in connection with a Nominator's or Nominee's participation in the Contest will be used by Sponsor, its affiliates, and agents only for purposes of the proper administration and fulfillment of the Contest, as described in these Official Rules, and in any manner consistent with Sponsor's Privacy Policy, available at <http://www.uscellular.com/site/privacy/index.html>.

11. DISPUTES; VENUE; GOVERNING LAW:

By participating, each Nominator and Nominee agrees that: (a) any and all disputes, claims, and causes of action arising out of, or connected with, the Contest or the prize, shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate federal, state, or local court located in Cook County, Illinois; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including but not limited to costs associated with entering the Contest, but in no event attorneys' fees; and (c) to the extent allowed by applicable law, under no circumstances will a Nominator or Nominee be permitted to obtain awards for, and each Nominator and Nominee hereby waives all rights to claim, punitive, incidental, and/or consequential damages and/or any other damages, other than out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO PORTIONS OF THE ABOVE MAY NOT APPLY TO YOU.**

All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, Nominators' or Nominees' rights and obligations, or the rights and obligations of Administrator and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Illinois, without giving effect to any

choice of law or conflict of law rules (whether of Illinois or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than Illinois.

In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Contest-related materials or made by Administrator's or Sponsor's representatives, and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern, and control.

12. SEVERABILITY:

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 that 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.

13. WINNER INFORMATION:

The identity of the Winner will be posted on www.packers.com after the Winner has been verified and the prize has been awarded. To request the identity of the Winner by mail, send a self-addressed, stamped (#10) envelope to Mei Hudson, 330 E. Kilbourn Av., Suite 1455, Milwaukee, WI 53202. Requests must be received no later than December 4, 2024.

14. ADMINISTRATOR:

The Contest is administered by the Green Bay Packers, 1265 Lombardi Avenue, Green Bay, WI.

15. SPONSOR:

The Contest is sponsored by UScellular, 8410 W. Bryn Mawr, Suite 700, Chicago, Illinois 60631.

Any questions, comments or complaints regarding this Contest must be directed to the Sponsor or Administrator only, and NOT to Facebook, X or Instagram.

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