“THE MEMORY OF THE MATCH”
CONTEST OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT
INCREASE YOUR CHANCES OF WINNING.

ELIGIBILITY: The Memory of the Match contest (the “Contest”) is open to legal residents who live within (a) a seventy-five (75) mile radius of Nippert Stadium in Cincinnati, Ohio and (b) the Designated Market Areas (as defined by Nielsen Media Research Company (or any other entity selected by MLS in its reasonable discretion whose market definitions are commonly used in the media industry)) of Lexington, Kentucky, Louisville, Kentucky and Indianapolis, Indiana (the “Territory”) who are of legal age of majority in the jurisdiction in which they reside (and at least 18 years old) at the time of entry. Employees, officers, and directors (including immediate family members (spouse, parent, child and sibling and their respective spouses, regardless of where they reside) and members of the same household, whether or not related) of Fussball Club Cincinnati, LLC, d/b/a Football Club Cincinnati (“Club”), Major League Soccer, L.L.C. (“MLS”), and Soccer United Marketing, LLC (“SUM” and collectively with Club and MLS, the “MLS Entities”) and each of their respective parents, affiliated companies, subsidiaries, licensees, distributors, dealers, retailers, printers and advertising and promotion agencies, and any and all other companies associated with the Contest are not eligible to participate or win a prize. The Contest is subject to all applicable federal, state and local laws, rules and regulations. Void outside Territory, and where prohibited or restricted by law, rule or regulation.

HOW TO ENTER: The Contest begins at 9:00 AM EST on October 9, 2020 and ends at 11:59 PM EST on October 27, 2020 (“Entry Period”). During the Entry Period, there is one (1) way to enter. No other method(s) of entry will be accepted. Limit one (1) entry per person, per family, per e-mail address, social media handle or Facebook login, per household, as applicable, regardless of method of entry. Multiple entries received from any person or family or e-mail address or household in excess of the stated limitation will be void. The Clock of the Club will be the official time keeper for this Contest. All information and files submitted in the format specified will become property of Club and used as provided in the MLS Terms of Use and Privacy Policy, each of which can be found by visiting http://www.mlssoccer.com/terms-service and http://www.mlssoccer.com/privacy-policy (both of which are incorporated herein by reference).

Online Method – Photo/Video Submission & Reasoning: During the Entry Period, eligible participants need to go to [fccincinnati.com/memoryofthematch] and click on the banners, buttons and/or links to access the online entry form for the Contest and register by filling out the required fields on the Contest entry page and by uploading one (1) original photo or one original video (:30 seconds or less) within the time specified with a reasoning of 50 words or less. If you upload images or videos from your mobile phone, standard data fees may apply. See your wireless provider for pricing plan details. All eligible entries may be posted on the FC Cincinnati social media, webpage, weekly newsletter or match day emails. Images must be in digital format.

All digital files must be 5 megabytes or smaller in JPEG or JPG format. The image need not be taken with a digital camera; scans of negatives, transparencies, or photographic prints are acceptable. This Contest is in no way sponsored, endorsed by, or associated with TradeableBits Media Inc. You are providing your information to Club.
By submitting your completed online entry form and uploading your photo or video and all other requested information as directed, you will receive one (1) entry in the Contest (an “Entry”). Entrants must fully complete and submit all non-optional data requested on the online entry form to be eligible. Incomplete entries are void. Online entrants to the Contest will be given the option to receive commercial e-mails from MLS Entities; however, eligibility to participate in the Contest is not dependent upon entrant’s consent to receive such e-mails and consenting to do so will not increase your chances of winning. Proof of submission is not considered proof of delivery to or receipt of such entry. Furthermore, the MLS Entities shall have no liability for any entry that is lost, intercepted or not received by the Club.

Each Entry must meet the following “Entry Requirements” (any Entry that, in Club’s sole and absolute discretion, violates the following criteria will be disqualified):

- Entrant must be the rightful owner of the Entry included with the entry or must have the rights, title and interest necessary to utilize the Entry for the Contest in compliance with these Official Rules;
- Entrant must be the rightful owner of the e-mail address associated with the entry and Entry;
- Entry must NOT contain any material that infringes or violates any right of a third party including copyright, patent, trademark, trade secret or other proprietary rights, other than those relating to the MLS Entities. For example, Entry should NOT contain reference to sports team logos, celebrities, names or logos of businesses, music or lyrics, or clips from television shows or movies, other than those related to the MLS Entities;
- Entry must NOT include third parties/people, who have not expressly authorized in writing the entrant to feature their name, image, likeness or voice in the Entry or otherwise use such name, image, likeness or voice in accordance with these Official Rules (if applicable, any selected winner may be required to verify such authorization in the form of a release);
- Entry must NOT contain subject matter which is, or could be considered, in the sole discretion of the Contest Entities, obscene, pornographic, violent (e.g., relating to murder, the sales of weapons, cruelty, abuse, etc.), defamatory, libelous, discriminatory (based on race, sex, religion, natural origin, physical disability, sexual orientation or age), illegal (e.g., illegal gambling, underage drinking, substance abuse, computer hacking, etc.), offensive, threatening, profane, hateful, degrading, harassing, or otherwise unlawful, tortious or objectionable;
- Entry must NOT contain any content that promotes any particular political agenda or message;
- Entry must NOT contain any personal identification, such as personal names or e-mail addresses;
- Entry must NOT communicate messages or images inconsistent with the positive images and/or goodwill to which the MLS Entities wish to associate;
- Entry must NOT violate any law, rules, or regulation;
- Entry must NOT contain or reference any names, products or services of any company or entity, or promotes any brand, product or service of any company or entity, excepting those of Club;
- Entry must NOT contain materials embodying the names, likenesses, voices, or other indicia identifying any person, including, without limitation, celebrities and/or other public or private figures, living or dead, without permission;
- Entry must NOT contain look-alikes of celebrities or other public or private figures, living or dead;
• Entry must NOT communicate messages or images inconsistent with the positive images and/or
good will to which we wish to associate or otherwise contains content which Club in its sole
discretion decide is inappropriate or objectionable;
• Entry must NOT contain any content that is protected by copyright (without the express prior
written consent of the owner of such right), including any music that is not entirely original to
and owned by the entrant or include any recognizable locations or include names and/or
descriptions of any copyrighted media production, including, without limitation, films, books,
television programming, etc., or identifying descriptions of any media property; and
• Entry must NOT contain any derogatory references to any of the MLS Entities.

Note: Club reserves the right, in its sole discretion, to disqualify any entry in the Contest if Club views
the Entry as potentially infringing or otherwise a violation or potential violation of a third party’s rights
or if it deems the Entry to be lacking in taste, quality, or to be otherwise objectionable. Club reserves
the right to waive the Entry Requirements in its reasonable discretion.

Entrants understand that they are posting their Entry at their sole risk. The MLS Entities are not
responsible for any claims arising from the Entries, specifically including, but not limited to, claims for
intellectual property infringement and privacy rights violations, as well as violations of the any social
media platform’s terms and conditions.

JUDGING: A panel of Club judges will judge all eligible entries received. Eligible entries will be
judged on the following basis: 1) Creativity 25 points, 2) Passion 25 points. 3) Uniqueness 25 points
and 4) Overall loyalty to the Club 25 points. On or about October 27, 2020, (i) the ten entrants who
submitted an Entry with the highest score based on the criteria stated above, as determined by the judges
in their sole discretion, will be the winners of the Contest (each a “Winner” and collectively, the
“Winners”), in each case subject to verification of eligibility and compliance with the terms of these
Official Rules. In the event of a tie, all tied submissions will be re-judged by Club representatives based
on the following criteria: Overall loyalty to the Club 25 points. Club reserves the right to not award the
prize if, in its sole discretion, it does not receive a sufficient number of eligible and qualified entries.
The decisions of Club are final and binding on all matters relating to this Contest.

REPRESENTATIONS AND WARRANTIES: By entering the Contest, each entrant agrees that his
or her submission is an original work of authorship and he or she owns all right, title and interest in the
entry as of the date of submission. If the entry contains any material or elements that are not owned by
the entrant and/or which are subject to the rights of third parties, the entrant is responsible for obtaining
and agrees that he or she has obtained, prior to submission of the entry, any and all releases and consents
necessary to permit the use and exhibition of the entry by the MLS Entities in the manner set forth in
these Official Rules, including, without limitation, name and likeness permissions from any person who
appears in or is identifiable in the entry. If any identifiable person appearing in the entry is under the
age of majority in his or her state or territory of residence, the parent or legal guardian of such person
is required to provide permission. Club reserves the right to require proof of these permissions in a
form acceptable to Club from any entrant at any time.

Club reserves the right to disqualify any entry it deems to be inappropriate, not in keeping with Club’s
image or that is otherwise not in compliance with these Official Rules, in its sole discretion, including
but not limited to any entry that: (i) defames or invades the publicity rights or privacy of any person,
living or deceased, or otherwise infringes upon any person’s personal or property rights or any other
third party rights; (ii) promotes alcohol, illegal drugs, tobacco, cannabis, firearms/weapons (or the use of any of the foregoing); promotes any activities that may appear unsafe or dangerous; promotes any particular political agenda or message; (iii) is sexually explicit, lewd, or suggestive; unnecessarily violent or derogatory of any ethnic, gender, religious, professional or age group; profane or pornographic; contains nudity; (iv) is obscene or offensive; endorses any form of hate or hate group; (v) appears to duplicate any other submitted entries; (vi) contains trademarks, logos, or trade dress (such as costumes, distinctive packaging or building exteriors/interiors) owned by others, without permission; contains any personal identification, such as license plate numbers, personal names, email addresses or street addresses; (vii) contains copyrighted materials owned by others (including photographs, sculptures, paintings and other works of art or images published on or in websites, television, movies or other media), without permission; (viii) excepting those of Club, contains or references any names, products or services of any company or entity, or promotes any brand, product or service of any company or entity; (ix) contains materials embodying the names, likenesses, voices, or other indicia identifying any person, including, without limitation, celebrities and/or other public or private figures, living or dead, without permission; (x) contains look-alikes of celebrities or other public or private figures, living or dead; (xi) communicates messages or images inconsistent with the positive images and/or good will to which we wish to associate or otherwise contains content which Club in its sole discretion decide is inappropriate or objectionable; and/or; (xii) violates any law, rule or regulation.

PUBLICATION AND ASSIGNMENT OF RIGHTS TO SUBMISSIONS: By entering the Contest, entrants agree to assign all right, title, and interest, including copyright rights, in the entry to Club, and grant permission for the MLS Entities and their respective designees to publish or publicize all or part of their entry, including but not limited to entrant’s name, likeness, photo and video and reasoning in whole or in part, for advertising, promotional and trade or other purposes in conjunction with this and similar promotions in any and all media now known or hereafter developed, worldwide in perpetuity, without notice or permission and without further compensation, except where prohibited by law.

PRIZE(S): A total of ten (10) prizes are available to be awarded. Each Winner will receive the following (each a “Prize” and collectively, the “Prizes”):
- One (1) Authentic Bold Kit. Approximate Retail Value (“ARV”): $140.00.
- One (1) five year anniversary scarf. ARV: $30.00.

Total ARV of each Prize: $170.00. The Total ARV of all Prizes: $1,700.00. Each Winner is fully responsible for any and all applicable federal, state, and local taxes (including income and withholding taxes). All costs and expenses associated with applicable Prize acceptance and use not specified herein as being provided are the sole responsibility of applicable Winner. All applicable Prize details are at Club’s sole discretion.

Each Prize is non-transferable and non-assignable, with no cash redemptions or substitutions except at Club’s sole and absolute discretion. Club reserves the right to substitute a Prize (or portion thereof) with one of comparable or greater value, at its sole and absolute discretion.

WINNER NOTIFICATION: Each potential winner must continue to comply with the Official Rules. Winning is contingent upon fulfilling all requirements. Each Winner will be notified by e-mail, mail and/or telephone (in the sole discretion of the applicable MLS Entity, as applicable) by the Club. In the event that any Winner does not respond to any such notification within three (3) days of the date of issuance, a disqualification will result, the applicable Prize will be forfeited and, at Club’s sole
discretion and time permitting, an alternate Winner may be chosen from among all remaining eligible entries. Each Winner may be required to submit his/her valid social security number (if applicable) and/or other identification to Club and will be required to execute, have notarized and return an Affidavit of Eligibility and Release of Liability and, unless prohibited by law, Release of Publicity, within five (5) days of date of issuance (collectively, “Prize Claim Documents”). A disqualification will result, the applicable Prize will be forfeited and, at Club’s sole discretion and time permitting, an alternate Winner may be randomly selected from among all remaining eligible entries if all required documents are not properly executed and returned within the specified period of time. Refusal or return of such documents as non-deliverable or a Winner’s noncompliance with these Official Rules will also result in disqualification and forfeiture of the Prize and, at Club’s sole discretion and time permitting, may cause an alternate Winner to be selected from among all remaining eligible entries.

WAIVER OF LIABILITY/PUBLICITY RELEASE: By participating in the Contest and submitting an entry, each entrant agrees to (i) be bound by these Official Rules, including all entry requirements, and (ii) waive any and all claims or cause of action against the MLS Entities, TradeableBits Media Inc., and each of their respective parents, affiliated companies, subsidiaries, licensees, distributors, dealers, retailers, printers, representatives and advertising and promotion agencies, and any and all other companies associated with the Contest, and all of their respective officers, directors, employees, agents, attorneys and representatives (collectively, “Released Parties”) arising out of participation in the Contest or receipt or use of any Prize, including, but not limited to: (a) interrupted or unavailable network, server, Internet Service Provider (“ISP”), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties that may occur in connection with the administration of the Contest, the processing of entries, the announcement of the Prize or in any Contest-related materials, (b) incorrect or inaccurate information, whether caused by website users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest; (c) late, lost, stolen, incomplete, illegible, misdirected, damaged, garbled, delayed, or undelivered mail, inaccurate, postage-due or garbled entries, via e-mail or mail; (d) injury or damage to entrants’ or to any other person's computer related to or resulting from participating in this Contest or downloading materials from or use of the website; (e) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant’s participation in the Contest or receipt of any prize. Each Winner, by acceptance of Prize, grants to the MLS Entities and each of their respective designees the right to publicize such Winner’s name, address (city and state of residence), photograph, voice and/or other likeness and prize information in any and all media now known or hereafter devised, throughout the world, in perpetuity, without additional compensation or consideration, notification or permission, unless prohibited by law.

GENERAL CONDITIONS: Entries generated by a script, macro or other mechanical or automated means or by any means which subvert the entry process will be disqualified. The Contest is a skill contest designed to increase consumer awareness of and interest in the Club and MLS. This Contest may not be used for any form of gambling. In the event that the Contest is challenged by any legal or regulatory authority, Club reserves the right to discontinue or modify the Contest, or to disqualify Participants residing in the affected geographic areas. In such event, Released Parties shall have no liability to any Participants who are disqualified due to such an action. Persons who tamper with or abuse any aspect of the Contest or website or attempt to undermine the legitimate operation of the
Contest by cheating, deception or other unfair playing practices, or intend to annoy, abuse, threaten or harass any other entrant or Club’s representatives or who are in violation of these Official Rules, as solely determined by Club, will be disqualified and all associated entries will be void. Any attempt to deliberately damage the content or operation of this Contest is unlawful and subject to legal action by the MLS Entities and/or their respective agents. The MLS Entities shall have the sole right to disqualify any entrant for violation of these Official Rules or any applicable laws relating to the Contest, and to resolve all disputes in their sole discretion. Released Parties (i) make no warranty, guaranty or representation of any kind concerning any Prize, and (ii) disclaim any implied warranty. All disputes will be resolved under applicable U.S. laws in Hamilton County, Ohio without giving effect to choice of law or conflicts of law principles (whether of the state of Ohio, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the state of Ohio. Club’s failure to enforce any terms of these Official Rules shall not constitute a waiver of that provision.

The MLS Entities, as applicable, reserve the right, in their sole discretion, to cancel or suspend the Contest for any reason, including should virus, bugs, unauthorized human intervention, or other causes corrupt the administration, security, fairness, integrity or proper operation of the Contest. In the event of cancellation, Club may elect to identify the Winner and award the Prize from among all non-suspect, eligible entries received up to the time of such cancellation.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, CLUB AND MLS WILL DISQUALIFY ANY SUCH ENTRANT, AND THE MLS ENTITIES RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS’ FEES) AND OTHER REMEDIES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.

All online entries must include a valid e-mail address or social media account for the entrant. If only one entry per person is permitted, in case of multiple entries received from any person or e-mail address, social media account, or household, only the first entry received from such person, e-mail address, social media account, or household will be considered. In the event of a dispute as to the identity or eligibility of a Winner based on an e-mail address or social media account, the winning entry will be declared made by the “Authorized Account Holder” of the e-mail address or social media account submitted at the time of entry provided he/she is eligible according to these Official Rules. The “Authorized Account Holder” is defined as the natural person to whom the applicable ISP or other organization (such as a business or educational institution) has assigned the e-mail address or social media account for the domain associated with the submitted e-mail address or social media account. Club reserves the right to modify these Official Rules for clarification purposes without materially affecting the terms and conditions of the Contest.

WINNERS’ LIST: For a list of Winners (available after October 30, 2020), mail a self-addressed stamped envelope to: Memory of the Match Winners’ List, 14 E. Fourth St., Third Floor Cincinnati OH 45202. Winners’ list requests must be received by December 31, 2020.