

## American Heart Association- Physical Activity Grants – Official Rules

**SPONSOR:** American Heart Association, Inc. (“AHA”) is the sponsor of the Physical Activity Grants (the “Grant”). in collaboration with NFL PLAY 60.

**ELIGIBILITY:** These Rules apply to all participants. **No purchase or donation is necessary to enter or win. A purchase or payment of any kind will not increase the chances of winning. Void where prohibited by law.** Participation is open only to schools operating in the United States and its territories. All applicable federal, state and local laws and regulations apply. Entry in the Grant application process constitutes the entrant’s acceptance of these official rules (“Rules”) along with consent to receive email messages from the AHA in connection with the Grant. Employees of AHA and their immediate family members are not eligible to win. AHA may, from time to time and in its sole discretion, make changes to these Rules as it sees fit.

For this purpose, “immediate family” includes the spouse, parents, grandparents, great-grandparents, brothers, sisters, children, grandchildren and great-grandchildren of the employee and his/her spouse. This definition also includes a) “step” and adoptive relationships; b) individuals for whom an employee is the current legal guardian; and c) individuals who are not legally related but who reside with an employee.

**APPLICATION DATES:** Application process begins at 12:01 a.m. on November 1, 2021(all times Eastern Time) and ends at 11:59p.m. Eastern Time on January 7, 2022(“Entry Period”). Winners will be selected from entries properly submitted to the Grant as outlined herein.

**HOW TO ENTER:** Participants that satisfy the Eligibility requirements described above may enter by submitting a video containing students following along to the NFL club video of their hometown team featured in the NFL PLAY 60 exercise library located online at [heart.org/NFLPLAY60](http://heart.org/NFLPLAY60). The schools should use the video of the NFL club most closely located in proximity to their school location.

To submit the video, a school must post the video to the school’s Facebook page, tag their state’s American Heart Association page (list will be provided) and use the hashtag #GetMoving. After posting the school must also notify their American Heart Association Youth Market Director that the video has been posted and provide a direct link to the post.

**SUBMISSION GUIDELINES:** Limit one entry per school class or section. One school can submit multiple videos each containing different class or section members. The entry must be the entrant’s original work. All eligible entries will be judged using the criteria set forth below. Entries containing profanity or that are obscene or otherwise inappropriate (as determined solely by the AHA) will be disqualified, as will entries that violate copyright laws or other intellectual property laws or infringe on any third-party rights. By submitting you verify that the school has parent or guardian photo/ video release forms of all students that appear in or in the background of the video. Brand names or logos must be eliminated from the video background as much as can be deemed realistically possible.

**SELECTION OF WINNER:** There will be one winner of the Grant per NFL club market for a total of 32. After the Entry Period, all eligible entries will be reviewed by a panel of judges including by not limited to staff of the American Heart Association, NFL, and the NFL club. The video that meets the guidelines as interpreted by the judges will be selected as the winner of the Grant (the “Winner”). The winner will be notified in January 2022.

The selection of the Winner is final and binding in all respects. The school must produce completed AHA publicity waivers for all persons included in the video and background. Upon initial selection the school will be provided the waivers to have completed in 4 business days. If the school cannot submit completed signed publicity waivers for all persons in the video, another winner will be selected. The Prize may be forfeited and awarded to an alternative winner if a Winner does not respond within seven (7) days of notification or if two (2) attempts to contact a Winner by phone and/or email are not successful.

Odds of winning depend on the number of eligible entries received during the Entry Period. At the sole discretion of the AHA, disqualification, forfeiture and the selection of an alternate Winner may result from any of the following: (i) a winner's failure to respond to notification promptly after transmission; (ii) The school fails to produce completed AHA publicity waivers for all persons included in the video and background. Upon initial selection the school will be provided the waivers to have completed in 4 business days. If the school cannot submit completed signed publicity waivers for all persons in the video, another winner will be selected. (iii) any other non-compliance with the Official Rules. If the notification is returned as undeliverable, or the winner is otherwise unavailable or unreachable for any reason, the AHA reserves the right to award the Prize to an alternate winner or decide not to award the Prize, in the AHA's sole discretion.

PRIZES: The Winner will be awarded one (1) check for \$1,500 US dollars from the American Heart Association written to the school to be used for the purchase of physical activity or physical education supplies, equipment or resources. Prizes are subject to availability and may be changed or modified at AHA's sole discretion. Prizes are not transferable, redeemable for cash or exchangeable for any other prize. Prize winners are solely responsible for reporting and paying any and all applicable taxes and for any other expenses associated with the Prize.

The 32 winning videos will then be considered for an additional round of funding, \$1,500, and named the national winner in February 2022.

Criteria for video judging: (i) used the club exercise video of the team in the closest proximity to the school as inspiration (ii) demonstrates excitement for physical activity (iii) demonstrates school spirit

PUBLICITY: Each entrant acknowledges and agrees that any materials submitted and/or entered into the Grant are the sole property of the AHA and may be used by the AHA for any purpose. Each entrant hereby grants to the AHA a perpetual, worldwide, royalty-free right and license to publicize, broadcast, display and/or otherwise use the entrant's name, image, likeness, voice, biographical and personal film, or video or audio tape that may be taken of the entrant or that are embodied in the materials submitted to the AHA (collectively "Licensed Rights"), in any media now known or hereafter devised throughout the world in perpetuity for advertising, promotion and publicity purposes, without additional review, compensation, permission or approval. Cross promotion of the grant and the grant winners may also appear on all social media and websites owned by the American Heart Association, the NFL and NFL PLAY 60.

PERSONAL INFORMATION: Any personal information collected through this Grant application process is subject to the AHA's Privacy Statement ([http://www.heart.org/HEARTORG/General/Privacy-Policy\\_UCM\\_300371\\_Article.jsp#.WXoQkoQrIdU](http://www.heart.org/HEARTORG/General/Privacy-Policy_UCM_300371_Article.jsp#.WXoQkoQrIdU)). By entering this Grant application process, each entrant agrees to the use of her personal information as described in the above Privacy Statement.

DISCLAIMER: ALL PRIZES ARE AWARDED "AS IS" AND WITHOUT ANY WARRANTY OF ANY KIND, EXPRESS OR IMPLIED (INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE), AND ALL SUCH WARRANTIES ARE HEREBY DISCLAIMED.

RELEASE AND INDEMNIFICATION: The AHA and Facebook are not responsible for: (i) any claims, injuries, losses or damages of any kind resulting, in whole or in part, directly or indirectly, from the awarding, delivery, acceptance, use, misuse, possession, loss or misdirection of the Prize(s), or from participation in this Grant application process or any activity or travel related thereto; (ii) any interaction with online Grant application process information, including, but limited to, any incorrect or inaccurate information or technical failures of any kind and/or other computer, network, technical, human or other error, problem or malfunction that may occur in connection with the Grant, the processing of entries, or the selection or notification of the Grand Prize Winner. By entering this Grant application process, each entrant agrees to defend, indemnify, release and hold harmless the American Heart Association, Inc. and Facebook, Inc. from and against any and all losses, demands, damages, claims, injuries, actions and liabilities of any kind arising out of or related to the entrant's participation in the Grant or participation in any Prize-related activities (including, without limitation, any property loss, damage, personal injury or death to any person).

WINNERS LIST/OFFICIAL RULES: To obtain a copy of the winners list or a copy of these Official Rules, send a self-addressed stamped envelope to: American Heart Association, Physical Activity Grants, 7272 Greenville Avenue, Dallas, TX 75231. Requests must be received by December 31, 2020.

GOVERNING LAW: Any disputes that may arise hereunder shall be governed in all respects by the laws of the State of Texas without regard to the conflicts of laws principles of any jurisdiction.

Participants acknowledge that Facebook in no way is a sponsor or administrator of the Grant application process and in no way endorses or is affiliated with AHA or this Grant.

For a list of winners, send a hand-written, self-addressed, stamped envelope to American Heart Association, NFL PLAY 60, 7272 Greenville Avenue, Dallas, TX 75231 by February 3, 2022.

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