

THE DAY BRIGHTENER SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THE DAY BRIGHTENER SWEEPSTAKES (THE "SWEEPSTAKES") BEGINS AT 12:00 A.M. EASTERN TIME ("ET") ON JULY 15, 2024, AND ENDS ON DECEMBER 31, 2024, AT 11:59 P.M., ET (THE "PROMOTIONAL PERIOD"). ADMINISTRATOR'S COMPUTER WILL BE THE OFFICIAL TIME-KEEPING DEVICE FOR THE SWEEPSTAKES.

ELIGIBILITY: THE DAY BRIGHTENER SWEEPSTAKES ("SWEEPSTAKES") IS OPEN ONLY TO INDIVIDUALS WHO ARE LEGAL RESIDENTS OF THE STATES OF MISSOURI, NORTH CAROLINA, PENNSYLVANIA, OHIO, TENNESSEE, AND TEXAS AND WHO ARE 18 YEARS OF AGE OR OLDER AT TIME/DATE OF ENTRY ("ENTRANT"). ALL OTHERS ARE INELIGIBLE TO ENTER AND WILL BE DISQUALIFIED. VOID WHERE PROHIBITED BY LAW. Employees, officers and directors of Brightspeed. ("Sponsor"), EventLink LLC ("Administrator") and each of their respective parent companies, affiliates, subsidiaries, distributors, and their advertising and promotion agencies and the members of their immediate families (i.e., spouse, partner, parents, legal guardians, in-laws, grandparents, siblings, children and grandchildren) and persons living in the same household (people who share the same residence at least three (3) months a year) with such individuals (whether related or not) are not eligible to enter this Sweepstakes or win.

AGREEMENT TO THE OFFICIAL RULES: By participating in the Sweepstakes, Entrants (defined below) agree to comply with and be bound by these "Official Rules" and the decisions of the Sponsor and/or Administrator, including the interpretation of these Official Rules and its exercise of discretion, which are binding and final on all matters relating to this Sweepstakes. This Sweepstakes is subject to all applicable federal, state, and local laws. Winning a prize is contingent upon fulfilling all requirements set forth herein.

TIMING: The Sweepstakes Promotional Period begins at 12:00 AM ET on July 15, 2024, and ends at 11:59 PM ET on December 31, 2024, (the "Promotional Period") and consists of six (6) Entry Periods (each an "Entry Period") as set forth in the chart below:

Entry Period	Entry Period Start Date/Time	Entry Period End Date/Time	Approximate Draw Date	Prize
1	07/15/2024 12:00 AM ET	07/31/2024 at 11:59 PM ET	08/05/2024	2 First Prizes
2	08/01/2024 at 12:00 AM ET	08/31/2024 at 11:59 PM ET	09/03/2024	2 First Prizes
3	09/01/2024 at 12:00 AM ET	09/30/2024 at 11:59 PM ET	10/03/2024	2 First Prizes
4	10/01/2024 at 12:00 AM ET	10/31/2024 at 11:59 PM ET	11/04/2024	2 First Prizes
5	11/01/2024 at 12:00 AM ET	11/30/2024 at 11:59 PM ET	12/04/2024	2 First Prizes
6	12/01/2024 at 12:00 AM ET	12/31/2024 at 11:59 PM ET	01/06/2025	2 First Prizes and 1 Grand Prize

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HOW TO ENTER: There are two (2) ways to enter the Sweepstakes during the Promotional Period: via Designated On-Site Events described below and via the Website. No other methods of entry will be accepted. Non-winning entries will rollover into the subsequent Entry Periods. Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid or unintelligible entries. Proof of submission will not be deemed proof of receipt by Sponsor. There will be two (2) First Prize Winners per Entry Period and one (1) Grand Prize Winner at the conclusion of the sweepstakes, which will be determined by random drawing from eligible Entries received during the applicable Entry Period from all methods and points of entry. Entries must be received during the respective Entry Period to be eligible for that Entry Period's drawing.

1. **VIA ON-SITE EVENTS:** Complete and submit an official entry form as directed at the promotion display at selected Brightspeed events where the Brightspeed Team will be present, during the posted hours of operation during the

Promotional Period (“Event entry”). On-site events are subject to change, and the Sponsor and Administrator reserve the right to add, change, and/or cancel, their intentions to display at any or all events due either to public health requirements (e.g., COVID-19) or other reasons, without notice.

2. **VIA WEBSITE:** Visit the website (TheDayBrightener.com) (the “Website”) during the Promotional Period and complete and submit the online entry form with the required contact information and submit as directed (“Online Entry”). Entrants must complete and submit the entry form with all required information for the entry to be eligible. On-site Events and Online entries are referred to as “Entry” or “Entries.”

Onsite and Online entries are hereinafter referred to as “Entry” or “Entries.”

LIMIT: THERE IS A LIMIT OF ONE (1) ENTRY PER PERSON, PER HOUSEHOLD, FOR THE ENTIRE SWEEPSTAKES. In the event of dispute as to the identity or eligibility of any potential winner based on email address, the winning entry will be declared made by the Authorized Account Holder of the email address submitted at the time of entry, provided he/she is eligible according to these Official Rules. The Authorized Account Holder is the natural person who is assigned to the email address by an internet access provider, online service provider, or other organization that is responsible for assigning email addresses or the domain associated with the submitted email address. Any potential winner may be required to show proof of being the authorized account holder. No mechanical reproductions of entry forms permitted. Any attempt by any participant to obtain more than the stated number of entries by using multiple/different identities, registrations or any other methods will void that participant's entries and that participant may be disqualified. Entrants are responsible for all charges imposed by their Internet service provider, including any applicable taxes on such services, in connection with submission of an entry. Administrator is not responsible for lost, late, incomplete, invalid, unintelligible, unreadable, or misdirected registrations, which will be disqualified. Administrator will not accept submissions from wireless domains, blacklist domains, or any email address Administrator deems to be potentially harmful to the Website. Use of any automated system to participate is prohibited and will result in disqualification. All entries become the property of Sponsor and/or Administrator and will not be acknowledged or returned. Please also see the “Entrant’s Personal Information” section below, of these Official Rules.

WINNER SELECTION: There will be a total of, and no more than, twelve (12) First Prize Winners and one (1) Grand Prize Winner for the entire Sweepstakes. Administrator will select, via a random drawing per the drawing schedule above, two (2) potential First Prize Winners (each, a “First Prize Winner”) from among all eligible entries received during each respective Entry Period, subject to verification and compliance with these Official Rules, for a total of twelve (12) Potential First Prize Winners. Administrator will also select, via a random drawing per the drawing schedule above, one (1) Grand Prize Winner from among all eligible entries received during the entire Promotional Period subject to verification and compliance with these Official Rules. Sponsor will have complete discretion over interpretation of the Official Rules, of administration of the Sweepstakes, and of selection of the winners. Decisions of the Sponsor as to the selection of the winners will be final.

Each potential Prize Winner will be contacted using the information provided during entry by the Administrator by telephone and/or email (method to be selected by Sponsor in its sole discretion) and will be required to complete and return an affidavit of eligibility, liability release, and, except where prohibited by law, a publicity release form (“affidavit/release”) within three (3) days of receipt. If a potential Prize Winner's notification is rejected, returned, or deemed undeliverable or the potential Prize Winner fails to execute and return the affidavit/release within the specified time or if a potential Prize Winner is otherwise ineligible to receive the Prize selected, that potential Prize Winner will be deemed ineligible and the selected Prize will be awarded to an alternate selected at an alternate drawing from all remaining eligible entries from that respective Entry Period. Administrator will be responsible in fulfilling and arranging delivery of the Prize to the official declared First Prize or Grand Prize Winner. Unclaimed prizes will not be awarded.

PRIZE/ODDS:

GRAND PRIZE: One (1) Grand Prize Winner will each receive:

- Samsung® 120” The Premier® Ultra Short Throw 4K UHD Smart Single Laser Projector
- Towond® 150” Indoor/Outdoor Projection Screen
- (2) Brightspeed camping chairs

The Approximate Retail Value (“ARV”) of the Grand Prize package is: \$3,500.00.

FIRST PRIZE: Twelve (12) First Prize Winners will each receive:

- One (1) \$100 Gift Card

The Approximate Retail Value ("ARV") of each First Prize package: \$100.00.

The Approximate Retail Value ("ARV") of all First Prize packages is: \$1,200.00.

The Approximate Retail Value ("ARV") of all Prize package: \$4,700.00.

ODDS OF WINNING DEPEND ON THE NUMBER OF ELIGIBLE ENTRIES RECEIVED AND THE TIMING OF SUCH ENTRIES.

GENERAL PRIZE RESTRICTIONS: All elements of the Prizes are subject to availability. The actual value of the Prize(s) may vary. Any difference between the actual value and ARV will not be awarded. Prizes (including their individual components) may not be transferred or assigned. No cash or other substitution may be made, except by the Sponsor, who reserves the right to substitute a Prize in whole or in part with another prize of comparable or greater value if the intended prize (or any portion thereof) is not available for any reason as determined by the Sponsor in their sole discretion. Lost or stolen prizes will not be replaced. **Winners are fully responsible for all applicable federal, state, and local taxes (including income and withholding taxes).** The Winners may be required to provide, to Administrator, their Social Security number or tax ID for tax reporting purposes as the Winners will be issued an IRS Form 1099 reflecting the actual value of a Prize. Except where prohibited by law, the acceptance of a prize, or being accepted as a Winner, constitutes permission for Sponsor and Administrator to use the Winner's name, hometown, likeness, statements and other personally identifiable information for promotional, advertising and marketing purposes in any media throughout the world without additional compensation, prize, incentive, consideration, consent or review; and upon request, the Winner must provide written consent to such use. All product and brand images are trademarks or registered trademarks of their respective companies, which are not sponsors or affiliated with this Sweepstakes.

Gift cards are subject to, and must be used in compliance with, the terms and conditions set forth on the respective gift card and as set forth by the gift card issuer. Winners must protect the gift card and treat the gift card as they would any other valuable document. Gift cards will not be replaced or replenished if lost, stolen, damaged, destroyed or used without the winner's permission and will be voided if altered or defaced. Gift cards are not redeemable for cash or credit. All product and brand images are trademarks or registered trademarks of their respective companies, which are not sponsors or affiliated with this Contest.

RELEASE: By participating (a) Entrants release Sponsor, Administrator, and their respective subsidiaries, affiliates, limited liability companies, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, shareholders, directors, members, employees, licensors, dealerships, and agents (collectively the "Released Parties"), from any and all liability for any claims, costs, injuries, losses, or damages, of any kind caused by their participation, including the unauthorized or illegal access to personally identifiable or sensitive information or the acceptance, possession, use, or misuse of the prize; (b) Entrants, by participating, agree that Released Parties will have no liability whatsoever, and shall be held harmless by Entrants against any liability, for any injuries, losses or damages of any kind, including, but not limited to, death or destruction of property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize(s) (including any travel or activity associated thereto) or participation in this Giveaway; and (c) acknowledge that said parties have neither 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 a prize, including, but not limited to, the prize quality or availability.

LIMITATIONS OF LIABILITY: Neither Released Parties nor any service providers are responsible for incorrect or inaccurate transcription of Entry information, or for any human or other error, technical malfunctions, lost/delayed data or voice transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software, or any other error or malfunction, or late, lost or misdirected mail, or any injury or damage related to or resulting from participation in this Sweepstakes. Neither Released Parties nor any service providers are responsible for typographical or other error in the printing of Sweepstakes materials, the administration of the Sweepstakes, or the announcement of the prize winner, including any such error as may give an erroneous indication that a prize has been won. **CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE, TAMPER WITH THE ENTRY PROCESS OR INSTANT WIN GAME, OR OTHERWISE UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, CO-**

SPONSORS RESERVE THE RIGHT TO COOPERATE IN THE PROSECUTION OF ANY SUCH INDIVIDUAL(S) AND TO PURSUE ALL REMEDIES TO THE FULLEST EXTENT PERMITTED BY LAW.

GENERAL CONDITIONS: Sponsor or Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. If for any reason the Sweepstakes is not capable of being executed as planned, or infection by computer virus, bugs, tampering, unauthorized intervention, fraud, action of Entrants, technical failures or any other causes which in the opinion of Administrator and/or Sponsor, corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Sponsor and/or Administrator reserve the right, at their sole discretion, to disqualify any suspect Entry or Entrant and to cancel, terminate, modify, or suspend, the Sweepstakes and randomly select the winner from valid entries received prior to action taken, or otherwise as may be deemed fair and equitable by the Sponsor in its sole discretion. In the event Sponsors or Administrator is prevented from continuing with this Sweepstakes, or the integrity and/or feasibility of the Sweepstakes is undermined by any event including, but not limited to, fire, flood, epidemic, pandemic, public health crisis (e.g., COVID-19), earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order or regulation, order of any court or jurisdiction, or by other cause not reasonably within Sponsor's or Administrator's control (each a "Force Majeure" event), Sponsor and/or Administrator shall have the right, in their discretion, to abbreviate, modify, suspend, cancel, or terminate the Sweepstakes without further obligation. If Sponsor or Administrator, in their sole discretion, elect to abbreviate the Sweepstakes as a result of a Force Majeure event, Sponsor and/or Administrator reserves the right to award prizes from among all the eligible entries received up to the date of such Force Majeure event. Sponsor and/or Administrator also reserve the right, in their sole discretion, to cancel, modify or suspend the Sweepstakes in whole or in part, in the event of fraud, technical or other difficulties or if the integrity of the Sweepstakes is compromised, without liability to any entrant. In the event of any cancellation, termination or suspension, notice thereof will be posted at bark.co/sweeps and at <https://www.go2eventlink.com/rules/>. Entries not complying with all rules are subject to disqualification. Administrator reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. If any provision(s) of these Official Rules is held invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

GOVERNING LAW/JURISDICTION/DISPUTE RESOLUTION: Entrants agree that (a) any and all disputes, claims and causes of action arising out of, or connected with, the Giveaway or prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the federal, state and local courts for Palm Beach County, Florida (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes but in no event attorneys' fees; and (c) under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to, claim punitive, incidental and consequential damages and 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 THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, Entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of State of Florida, without giving effect to any choice of law or conflict of law rules (whether of the State of Florida or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than State of Florida.

WINNER'S NAME: The name of the winners is available after February 1, 2025 and may be obtained by sending a self-addressed stamped envelope to: Winner's Name, THE DAY BRIGHTENER SWEEPSTAKES c/o EventLink LLC, 780 Arthur Ave, Elk Grove Village, Illinois 60007, for receipt no later than March 1, 2025.

ENTRANT'S PERSONAL INFORMATION: Any personally identifiable information collected during an Entrant's participation in this Promotion will be collected by Administrator in accordance with its privacy policy <http://go2eventlink.com/privacy-policy/> and used by Sponsor, its affiliates, agents and marketers for purposes of the proper administration and fulfillment of the Promotion as described in these Official Rules and in accordance with Sponsor's Privacy Statement located at (<https://www.brightspeedsavings.com/privacy-policy/>). All personal and identifiable information that is collect during the giveaway will only be used to administer the giveaway. By entering the Promotion, you agree to all of the terms and conditions of the Sponsor's Privacy Statement.

SPONSOR: Brightspeed, 5900 Broken Sound Pkwy NW, Boca Raton, FL 33487.

ADMINISTRATOR: EventLink LLC, 780 Arthur Ave, Elk Grove Village, IL 60007.

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