

SLAP PoP Chiller

TAKE A COLD ONE TO THE GAME!

Contest Rules Regulations

SLAP PoP will operate a sponsorship contest that pays \$7500.00 per awarded sponsorship

- **Contest Prize**
 - \$7500.00 Sponsorship amount is for every 10,000 units of SLAP PoP sold
 - \$7500.00 for the winning individual or group
 - \$2500.00 for promotional costs incurred by SLAP PoP
 - SLAP PoP will make arrangements to deliver the winnings within 90 days of each winner being determined
 - Open to any group or individual
 - We welcome all entries and encourage every type of activity from an individual performer, athlete, etc., through to teams and groups of any kind. It doesn't matter what you do, an entry to win \$7500.00 that is yours to spend as you see fit.
 - We encourage creativity. Strut your stuff.
 - We will use our own moral judgment to determine who's videos are selected
 - Winners are determined via online voting
- **Contestants** will electronically submit to SLAP PoP a homemade video that has a pre supplied SLAP PoP infomercial at start and end. (download is available on line). The video will showcase their activity in whatever manner they choose. Their goal is to entice votes for the most unique, interesting and fun video.
- **Voting** will be done on line at our website SLAP.PoP@marketing360.com
 - There is no requirement to vote however votes will be restricted to 4 per IP address during any of the open voting segments.
 - Voting will be open between 0 and 10,000 SLAP PoP units sold as calculated by the websites sales counter.
 - At 10,000 the video with the most votes will be awarded their \$7500.00 sponsorship.
 - A new round of voting will start with the next sale registered and will continue in 10,000 unit increments.
- **Viewing** will be broken into categories; vote for kids, vote for general, vote for adult
 - Voting applies across all categories.
 - SLAP PoP will categorize each video's viewing category based on our own determinations and that decision is not open for discussion. Any video that we deem unsuitable will be denied without notification and that decision is not open for discussion.
 - Viewing restrictions will be implemented for general and stricter access will be implemented for the adult category.
 - Submissions will be reviewed by SLAP PoP and will be eligible for voting the Monday after one full week of receipt as measured by the date showing on the electronic submission.
 - Additional viewing categories will be available for viewing that will be comprised of archives of previous winners, previous submissions, etc.
- **Miscellaneous Rules and Regulations**
 - No purchase is required
 - 4 Votes per IP address
 - Any indication that cyber or digital interference was used in any manner whatsoever will disqualify the Video submitted.
 - Chances of winning are solely determined by online voting. One winner per 10,000 units sold.
 - Videos are only eligible for one sponsorship. Winning videos will be removed from the voting categories and stored in an online archive.
 - All Videos submitted will have a maximum contest eligibility of 4 award cycles at which point the Video will be placed in a video archive but not eligible for further consideration
 - Decisions to disqualify a video are made at the sole discretion of SLAP PoP and that decision is not open to discussion or interpretation.
 - All submitted videos become the property of SLAP PoP and by submitting the contestant(s) relinquish all copyright and reproduction rights.
 - Contest sponsorship discontinuance will be made at the sole discretion of SLAP PoP and may be announced at any time without prior notification.
 - Any voting period not concluded will have all videos disqualified and no winnings will be awarded.
 - Winners will complete a waiver at the time of that acknowledges receipt and permits SLA PoP to use representations for promotion.
 - Any contestant that does not agree with the rules as stipulated should not submit an entry.