

2019–2020 U.S. Finals Model Search Official Rules

Varsity Spirit LLC d/b/a The U.S. Finals (“Varsity”) is conducting a model search to name the 2019-2020 U.S. Finals model(s). The contest begins on February 11, 2019 and ends on May 22, 2019. Dates are subject to change as needed for conducting contest. The contest (model search) is subject to the following official rules, and by entering, all applicants agree to the terms and conditions listed below. If a parent or guardian has completed the application on behalf of a minor applicant, the parent or guardian agrees to these rules on behalf of the applicant and on behalf of parent or guardian.

Entry:

The entry period is from February 13, 2019 through March 8, 2019. All applications, photos, releases, and waivers for contestants are accepted as an online submission through our web site or they may be mailed as a complete package to 11500 Champions Way, Louisville, KY 40299. Online entry packages must be received by 11:00 PM CST on March 8, 2019 and mailed applications must be postmarked on or before March 5, 2019. All entry submissions, including photos, become property of Varsity and will not be returned.

Entry into the contest allows Varsity, its affiliated companies and licensees (collectively, “Varsity Companies”) to use the applicant’s name, photographs, comments or quotes on www.theusfinals.com and www.varsity.com, as well as all social network sites, print and digital promotions, video and DVD, advertisements, websites and other medium published/operated by or on behalf of the Varsity Companies without additional compensation or permission except where prohibited by law.

Eligibility:

All contestants must be age 14 to 19 years by February 1, 2019. Proof of age must be provided upon request. Contestants must reside in the United States or the District of Columbia.

In honor of our industry, it is required that each applicant be a current member of a competitive dance or cheer team. Proof of team membership may be required.

Applicant must not have ever acted in a manner that will reflect poorly on the Varsity brand, based on the sole judgment of Varsity ownership.

Applicant must not have:

- (1) A current modeling commitment to any other apparel or accessory company;
- (2) A modeling commitment to any other apparel, accessory or other company in the cheer and dance industry; or
- (3) An agent or work with an agency for modeling purposes.

Required Submissions:

Each applicant must submit all required documents of the application package: official application with signed acknowledgment of official rules, model release and waiver, and three (3) photos as follows:

- FEMALE applicants must include:
 - 1 face shot (close up) in natural make-up with hair down;
 - 1 full-length standing shot in cheer/dance uniform with hair down (no bow); and

- 1 full-length standing shot in uniform with hair done.
- MALE applicants must include:
 - 1 face shot (close up), no facial hair;
 - 1 full-length standing shot in uniform; and
 - 1 full-length standing shot in warm-up.

Varsity reserves the right to crop images.

Photos MUST be digital and high quality. No social media photos will be accepted. Photos included with mailed submissions must be placed on a USB drive and submitted with the other required documents. Photos must be of the applicant only, and no other persons. All photos must be recent and not older than three months (October 2018) and must feature the applicant's most current hair length and color. Applicants may be contacted for additional images. As determined by Varsity in their sole discretion, photographs that include material that is unfit for publication, display nudity, or are in violation of these official rules will disqualify the applicant. Images must not be enhanced or digitally altered.

Contestants must have all rights to the images and all other materials submitted in the connection with the model search. If photos are professional, the contestant must obtain a copyright release from the copyright holder. Varsity will not be held to the obligation of publishing a photo credit for submitted images.

Official Judging:

Judging will be conducted by employees and representatives of Varsity ("Official Judging Panel"). After all submissions have been reviewed for eligibility as stated above, the judges will select at least (1) but no more than five (5) contest winners based on application information, appearance, and photogenic quality as depicted in the application photos. Decisions by the Official Judging Panel are final and binding in all respects.

The model search winner(s) will be required to travel on no more than two (2) specific dates for an official U.S. Finals photo shoot (each being an "Official Photo Shoot"). Approximate dates are in June 2019 or other dates in August 2019. Failure to be able to travel on those selected dates will result in disqualification and forfeiture of prizes, and the model search title will be awarded to the next runner-up. The model search winner(s) may also be required to participate in an official photo shoot onsite at Varsity competitions in which the winner is participating (each being an "Event Photo Shoot"). Varsity shall notify the winner(s) in advance of any Event Photo Shoot.

The 2019-2020 U.S. Finals winner(s) will represent only Varsity and its brands and no other competing company producing cheer or dance competitions or apparel, uniforms or accessories for a two-year term beginning May 23, 2019 through May 23, 2021. The definition of "competing company" shall be defined by Varsity in its sole discretion.

Prizes:

The winning model(s) will receive the title of The Face of The U.S. Finals. The winning model(s) will become a face of select 2019 and 2020 U.S. Finals marketing campaigns, which may include online and digital campaigns in websites, social media, magazines, etc. The winning model(s) will travel to Atlanta,

GA or to Louisville, KY (“Photo Shoot Location”) for the Official Photo Shoot. For each Official Photo Shoot, the winning model(s) (and one (1) parent or guardian if the winner is a minor) will receive round trip, coach airfare transportation (if necessary) between the Photo Shoot Location and the nearest major airport to the winner’s residence with accommodations, transportation, and meals paid by Varsity. The winning model(s) will also receive \$100.00 for each Official Photo Shoot and Event Photo Shoot attended.

General:

Varsity reserves the right to extend any deadlines or withdraw or amend the model search contest for any reason. All entries and any other material submitted as a part of the contest becomes property of Varsity.

All contestants release Varsity, the Varsity Companies, and their affiliates, employees, and all other associated with the development and execution of this model search (collectively “Released Parties”) for any and all liability regarding to or arising for this contest, including liability for personal injury, death, damages, or monetary loss. Nor are the Released Properties responsible for any incorrect or false information provided by applicant, technical failures, or human error during contest.

Varsity assumes no responsibility for entries that are not able to be processed due to technical failures, illegible documents, stolen or lost mail. Varsity reserves the right to disqualify anyone found to be tampering with contest process either with entries or the computer voting process.

Failure to comply with these Official Rules will result in ineligibility of contestant. All federal, State, and local laws and regulations of the United States apply. This contest is void where prohibited or restricted by law. Contestants agree to be bound by these Official Rules and must sign the Video/Photography Participant Release, Indemnity and Non-Disclosure Form to enter the model search.

This model search is governed by the laws of the State of Texas (excluding the law of conflicts) and the exclusive location for all legal issues will be in federal or state court in Dallas County, Texas.