



## Bell: Marissa Roberto Watch Party

### Contest Rules

#### 1. CONTEST PERIOD

The “Marissa Roberto Watch Party” contest (the “**Contest**”) is run by Bell Canada (the “**Administrator**”) and will take place in Canada on **April 17, 2021** at 3:00 p.m. Eastern Time (“ET”) (the “**Contest Period**”).

#### 2. CONTEST GROUP

For the purposes of the Contest, the “**Contest Group**” is composed of the Administrator, advertising and promotion agencies, suppliers of material and services related to the Contest, and any other corporation, partnership, sole proprietorship or other legal entity to the benefit of which this Contest is held, as well as their respective officers, directors, employees, agents, and other representatives.

#### 3. ELIGIBILITY

The Contest is open to all individuals who:

- (a) reside in Canada (excluding Quebec); and
- (b) are at least 18 years of age and older as of the date of entering the Contest;

Employees, agents and other representatives of the Contest Group, as well as any person with whom they reside, are not eligible to enter the Contest.

#### 4. METHODS OF ENTRY

- 4.1. There is no purchase necessary to enter the Contest. Individuals may enter during the Contest Period using the methods outlined below. No entries will be accepted by any other means.
- 4.2. To enter the Contest, you will need to sign up for an Instagram account if you do not already have one. To sign up for an Instagram account, visit [www.instagram.com](https://www.instagram.com) and follow the onscreen instructions. Signing up for an account is free but is subject to acceptance of Instagram terms and conditions of use which can be found at [www.instagram.com](https://www.instagram.com). You may only use one (1) personal Instagram account to participate in this Contest.
- 4.3. To enter the Contest, log in to your Instagram Account (<https://www.instagram.com>) and **answer one of the three (3) clearly defined contest questions correctly given by Marissa Roberto on our Instagram during her takeover. Entries must be submitted within twelve (12) hours following the questions.** If the answer given is the right one, your Entry is submitted and received during the Contest Period in accordance with these Contest Rules, as determined by the Administrator in its sole and absolute discretion, you will be provided with one (1) entry into the Contest.
- 4.4. Each Entry will be reviewed and approved by a representative of **Bell Canada**. Any entrant that submits a Post that violates the terms and conditions as set forth in these

Contest Rules as determined by the Administrator in its sole discretion at any time, may be disqualified and his/her entry will be void.

- 4.5. Each selected entrant may be required to provide the Administrator with proof that such individual fulfills the eligibility requirements. Any disputes as to the qualifying entrant will be decided by the Administrator in its sole discretion.
- 4.6. In the Administrator's absolute and sole discretion, any entrant suspected and/or found using fake or multiple Instagram accounts to enter or found to be in violation of Instagram rules will be ineligible to win a prize.
- 4.7. All entries must be submitted from a valid Instagram account. Each potential winner of a prize may also be requested to provide the Administrator with reasonable proof that her/she is the Authorized Account Holder of the Instagram account associated with the winning entry. In the event of a dispute regarding the identity of the person submitting an entry, the entry will be deemed to be submitted by the Authorized Account Holder in whose name the Instagram account is registered, provided that person meets all other eligibility criteria of this Contest. "Authorized Account Holder" shall mean the natural person assigned to an email address and/or telephone number by an Internet access provider, online service provider, telephone service provider or other organization that is responsible for assigning email addresses for the domain associated with the submitted email address (a valid email address is required to obtain an Instagram account).

## 5. PRIZES

There are **three (3)** prizes available to be won (each, a "**Prize**"), consisting of three (3) jersey of the Toronto Defiant of a value of \$80 each.

## 6. DRAW

On **Monday, April 19, 2021 at 11:00 a.m.** ET in Toronto in the province of Ontario, at the offices of the Administrator, **three (3)** entrants will be randomly selected from all entries received during the Contest Period.

## 7. ODDS OF WINNING

Odds of winning depend on the number of entries received during the Contest Period and the correct answer given on the quiz.

## 8. AWARDING OF PRIZE(S)

- 8.1. To be declared a winner, a selected entrant must, in addition to meeting the Contest eligibility criteria and otherwise complying with the Contest Rules, first:
  - (a) Be reached by email (at the email address associated with the entrant's Instagram account) by the Administrator or its representatives in the next ten (10) minutes following the end of quiz immediately;
  - (b) Be able to prove the validity of Instagram account;
  - (c) Have correctly answered a mathematical skill-testing question in the declaration and release documentation or by email; and
  - (d) Sign and have witnessed the declaration and release documentation and return it to the email address indicated in the documentation for it to be received in due time by the Administrator or its representatives.

- 8.2. **Disqualification:** If any one of the conditions mentioned in the Rules is not met, the selected entrant will be disqualified and shall not be entitled to receive any prize, and the Administrator reserves the right, in its sole and absolute discretion, to select at random another eligible entrant as a potential prizewinner or to cancel the prize.
- 8.3. **Delivery of Prize(s):** The Administrator or its representatives will send to the winner(s) an email informing him or her of the win. Winners **will receive the Prize by email for the Doordash gift cards and the Peace Collective outfit by mail.**

## 9. GENERAL TERMS AND CONDITIONS

- 9.1. **Verification of Entries:** The validity of any entry is subject to verification by the Administrator. Any entries that are fraudulent or otherwise non-compliant with the Rules, will be disqualified. Any entrant or other individual who enters or attempts to enter the Contest in a manner that is contrary to these Contest Rules or that is otherwise disruptive to the proper operation of the Contest or by its nature is unjust to other entrants or potential entrants will be disqualified. All decisions made by the Administrator or its representatives, including without limitation those concerning the eligibility or disqualification of entrants, are final and binding without right of appeal. All entries become the property of the Administrator and none will be returned.
- 9.2. **Acceptance of Prizes:** All prizes must be accepted as described in these Contest Rules and cannot be returned, transferred to another individual, substituted for another prize or exchanged in whole or in part for money, except as set out in Rule 9.3.
- 9.3. **Substitution of Prizes:** The Administrator reserves the right, in its sole and absolute discretion, and for any reason whatsoever, to substitute for any prize, or part thereof, another prize of equivalent or greater value, including, without limitation, a cash award.
- 9.4. **Number of Prizes/Winners:** By entering the Contest, each entrant acknowledges that the Administrator shall not be required under any circumstances to award more prizes than the number of available prizes, as set out in these Contest Rules. In the event that, for any reason whatsoever (including, without limitation, as a result of an error, malfunction or defect in the design, advertising, management, implementation or administration of the Contest, whether mechanical, electronic, human or otherwise) the number of declared winners or the number of prizes claimed by entrants is greater than the number of prizes available, the Administrator reserves the right, in its sole and absolute discretion, to end the Contest in whole or in part, without notice, and to award the correct number of prizes among the correct number of winners, selected in accordance with these Contest Rules from among those entries validly submitted prior to the termination of the Contest.
- 9.5. **Other Changes to Contest Rules:** Without limiting the provisions of Rule 9.4 above, the Administrator reserves the right, in its sole and absolute discretion, to modify, cancel, terminate or suspend the Contest, in whole or in part, in the event of any cause or circumstance, including, without limitation, any virus, computer bug or unauthorized human intervention or any other cause that is beyond the control of the Administrator, that could corrupt or affect the administration, security, impartiality or normal course of the Contest.
- 9.6. **Release and Exclusion of Liability by the Entrants:** By entering or attempting to enter the Contest, each entrant and/or purported entrant agrees: **(i)** to release, discharge, and forever hold harmless the Contest Group and their shareholders from any and all claims, actions, damages, demands, manner of actions, causes of action, suits, debts, duties, accounts, bonds, covenants, warranties, indemnities, claims over, contracts and liabilities of whatever nature or kind arising out of, or in connection with

the entrant's participation or attempted participation in the Contest, compliance or non-compliance with these Contest Rules and acceptance and use of the prize. Any entrant selected for a prize acknowledges that upon awarding of the prize, the obligations typically borne by the provider of services or goods become that provider's responsibility; and **(ii)** if selected as a potential winner, to sign the declaration and release documentation (see Rule 8.1) in this regard before receiving his/her prize. The Contest Group and their shareholders will not be responsible for lost, incomplete, late or misdirected entries or for any failure of the Contest website, if applicable, during the Contest Period, or for any technical malfunction or other problems with, any telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software or for any technical problems or traffic congestion on the Internet or at any website, or any combination of the foregoing, and will not be liable for any resulting death, injury or damage to any person or property arising from, or relating to, that person's or any other person's participation or attempted participation in the Contest. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and, should such an attempt be made, the Administrator reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

- 9.7. **Conduct:** By participating in the Contest, each entrant agrees to be bound by the Contest Rules, which will be posted on the Administrator's Twitter page or any of the Administrator's websites throughout the Contest Period. The entrant agrees to be bound by any decision of the Administrator in connection with the Contest, which will be final and binding in all respects. The Administrator reserves the right, in its sole discretion, to disqualify any entrant found to be: (a) violating the Contest Rules; and/or (b) tampering or attempting to tamper with the entry and registration process, the operation of the Contest, the Administrator's **Social Pages**, or any of the Administrator's websites. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE CONTEST WEBSITE, THE ENTRY FORM, THE ADMINISTRATOR'S WEBSITES OR ANY RELATED WEBSITE OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF THE CONTEST RULES AND CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE ADMINISTRATOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING BUT NOT LIMITED TO CRIMINAL PROSECUTION. Winner must at all times behave appropriately when taking part in the Contest, the Prize and any media obligations and must observe the Contest Rules and any other rules or regulations in force online, and/or in any other medium, as applicable.
- 9.8. **Name/Image of Winners:** By entering the Contest, each winner authorizes the Administrator and its advertising and promotional agencies and their respective employees or other representatives to broadcast, publish and otherwise use his or her name, Photo, image, statements regarding the Contest or any prize, place of residence and (or) voice for publicity purposes, without any form of remuneration.
- 9.9. **Personal Information:** Unless the entrant has otherwise authorized the Administrator or another entity related to the Contest to contact him or her, the personal information gathered about entrants in connection with this Contest will be used solely for the administration of the Contest and is subject to Bell's privacy policies (available at [www.bell.ca/bellprivacy](http://www.bell.ca/bellprivacy)), and no communication unrelated to the Contest, commercial or otherwise, will be sent to the entrant by the Administrator.
- 9.10. **Identity of the Entrant:** For the purposes of these Contest Rules, the entrant is the person who is the authorized holder of the Instagram Account. It is to this individual that the prize will be awarded if selected and declared as the winner.

- 9.11. The Contest is in no way sponsored, endorsed or administered by, or associated with Instagram. The entrant provides personal information to the Administrator not to Instagram. Instagram is completely released of all liability by each entrant in this Contest. Any questions, comments or complaints regarding the Contest must be directed to the Administrator and not to Instagram.