



United Soccer League

“USL Pitch It” Contest Presented by Shift4

NO PURCHASE NECESSARY TO ENTER OR WIN.

The **USL Pitch It Contest** (the “Contest”) is sponsored by United Soccer League, LLC (“Sponsor” or “USL”) and governed by these official rules (the “Official Rules”). By participating in the Contest, each Entrant agrees to abide and be bound by these Official Rules, including all eligibility requirements and Entrant understands that the results and decisions of the Contest, as determined by the Sponsor and its agents, are final in all respects. The Contest is open to legal residents of the contiguous 48 United States and DC. The Contest is subject to all federal, state, and local laws and regulations and is void in Alaska, Hawaii, and where prohibited.

Contest PERIOD

Application Period: Beginning on September 22nd, 2022, at 3:00 PM EST and ending on October 31st, 2022 5:00 PM EST

Second Round: Beginning on November 4th, 2022 at 1:00 PM EST and ending on November 11th 2022 at 5:00 PM EST. During this round, five (5) finalists will submit a video of their business proposal to the judges.

One (1) winner will be announced on or about on December 9th, 2022 at 3:00 PM EST

ENTRANTS

Individuals who are eighteen (18) years of age or older may enter. Employees and immediate families of employees of the Sponsor and its member clubs are not eligible to enter. Sponsor reserves the right to verify the eligibility of each entrant (“Entrant”).

HOW TO ENTER

You can enter the Contest by visiting www.uslsoccer.com/pitch-it and entering all available form fields.

Your organization has a 501(c)3, sole proprietorship, LLC or any other [legal business status](#) in the US (if you are in the process of obtaining this status at the time of the contest and are selected as a winner, you have one fiscal year starting January 2023 to claim your prize)

Maximum limit of one entry per Entrant per **form entry method**, regardless of method of entry. All entries must be received by the end of the Contest Period to be valid. Incorrect or incomplete entries are void. Any attempt to obtain more than one (1) entry per day by using multiple/different email addresses, identities, registrations or logins, or any other methods may void the entries and Entrant may be disqualified from the Contest. Any use of robotic, repetitive, automatic, programmed or similar entry methods or agents (including, but not limited to, sweepstakes entry services) will void all entries by Entrant. In the event of a dispute as to any online entry, the authorized account holder of the email address used to enter will be deemed to be the Entrant. The "authorized account holder" is the natural

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person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winner may be required to show proof of being the authorized account holder.

By participating in this Contest, Entrant agrees that Sponsor is authorized to contact Entrant regarding this Contest. Consenting to any available opt-in opportunities to receive promotional emails is optional and is not required for participation in the Contest and will not improve Entrant's chance of winning.

WINNER SELECTION

The panel of judges will choose five (5) participants with the best ideas to advance to the final round of the competition. These five (5) applicants will record their pitch and submit it to the panel of judges. From there, the judges will select one (1) winner. Applicants moving on to the final round will be notified by Sponsor via email on or about November 4th, 2022 at 1:00 PM EST. The one (1) winner will be notified via email on or about December 9th, 2022 at 3 PM EST. Each Entrant is responsible for monitoring his/her email account for prize notification and receipt or other communications related to this Contest. Decisions of the Sponsor in the selection and determination of prize winner and all matters relating to this Contest are final and binding.

Winners may be required to sign an Affidavit of Eligibility or Release and Prize Acceptance Form as well as other terms and conditions as designated by the USL and consent to the use of his/her likeness in order to collect the prize.

In the event of a tie, a panel of two judges from the USL and Women In Soccer will determine the winner by reviewing the pitch it videos of each of the tied finalists using the same judging scorecard as the original judges.

PRIZE

The first-place winner will receive a VISA GIFT Card of \$4,500.00
1 Financial Times complimentary pass to Business of Sport 2023
1-hour consultation from a trailblazing founder, Ida Sports
Kickoff Coffee Co. merchandise pack
Talisman Cap US complimentary cap/merch of their choosing

The second-place winner will receive a VISA Gift Card of \$3,000.00
Kickoff Coffee Co. "Brace" of coffee bags
Talisman Cap USA complimentary cap/merch of their choosing

Third place – Tenth Place
Kickoff Coffee Co. "Brace" of coffee bags
Talisman Cap USA complimentary cap/merch of their choosing



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ALL FEDERAL, STATE, AND LOCAL TAXES ASSOCIATED WITH THE RECEIPT OR USE OF ANY PRIZE ARE SOLELY THE RESPONSIBILITY OF THE WINNER.

PUBLICITY

Except where prohibited by law, by registering for this Contest, each participant grants permission for the Sponsor to use the Entrant's name, photograph, likeness, statements, biographical information, voice, address (city and state), and prize information (if any) for any and all purposes, including promotional and advertising purposes and for inclusion on a winners list.

PRIVACY POLICY

The information Entrant provides in connection with this Contest is subject to the USL Family Privacy Policy (<https://www.uslsoccer.com/usl-privacy-policy>).

ADDITIONAL LIMITATIONS

Prize is non-transferable and non-assignable. No substitution or cash equivalent of the prize is permitted. Sponsor and its respective parent, affiliate, and subsidiary companies, agents, and representatives are not responsible for any damage to the Prize occurring before, during, or after the shipping or mailing of the prize.

Sponsor reserves the right to terminate, suspend or amend the Contest, without notice, and for any reason, including, without limitation, if Sponsor determines that the Contest cannot be conducted as planned or should a virus, bug, tampering or unauthorized intervention, technical failure or other cause beyond Sponsor's control corrupt the administration, security, fairness, integrity, or proper play of the Contest. In the event of early termination of the Contest, Sponsor reserves the right to determine winners from among all eligible, non-suspect entries received as of the time/date of such termination.

Sponsor and its respective parent, affiliate and subsidiary companies, agents, and representatives, and any telephone network or service providers, are not responsible for incorrect or inaccurate transcription of entry information, or for any human error, technical malfunction, lost or delayed data transmission, omission, interruption, deletion, line failure or malfunction of any telephone network, computer equipment or software, the inability to access any website, mobile application or online service or any other error, human or otherwise.

INDEMNIFICATION AND LIMITATION OF LIABILITY

BY ENTERING THE CONTEST, EACH ENTRANT AGREES TO INDEMNIFY, RELEASE AND HOLD HARMLESS SPONSOR AND ITS PARENT, AFFILIATE AND SUBSIDIARY COMPANIES, ADMINISTRATOR, ADVERTISING AND PROMOTIONAL AGENCIES, AND ALL THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS FROM ANY LIABILITY, DAMAGES, LOSSES



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OR INJURY RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM THAT ENTRANT'S PARTICIPATION IN THE CONTEST AND THE ACCEPTANCE, USE OR MISUSE OF ANY PRIZE THAT MAY BE WON. SPONSOR AND ITS PARENT, AFFILIATE AND SUBSIDIARY COMPANIES DO NOT MAKE ANY WARRANTIES, EXPRESS OR IMPLIED, AS TO THE CONDITION, FITNESS OR MERCHANTABILITY OF THE PRIZE. SPONSOR AND ITS PARENTS, SUBSIDIARIES, AFFILIATES, ADVERTISING AND PROMOTIONAL AGENCIES, AND ALL THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES, AND AGENTS DISCLAIM ANY LIABILITY ARISING OUT OF OR RELATED TO THE CONTEST, INCLUDING FOR DAMAGE TO ANY COMPUTER SYSTEM RESULTING FROM ACCESS TO OR THE DOWNLOAD OF INFORMATION OR MATERIALS CONNECTED WITH THE CONTEST.

DISPUTES AND GOVERNING LAW

All issues and questions concerning the construction, validity, interpretation and enforceability of these rules, or the rights and obligations of any Entrant or the Sponsor in connection with the Contest, shall be governed by and construed in accordance with the laws of the State of Florida without giving effect to any choice of law or conflict of law rules or provisions which would cause the application or the laws of any jurisdiction other than the State of Florida. Any action or litigation concerning this Agreement shall take place exclusively in the federal or state courts sitting in Hillsborough County, Florida, and Entrant expressly consents to the jurisdiction of and venue in such courts and waive all defenses of lack of jurisdiction and inconvenient forum with respect to such courts. Any and all disputes, claims, and causes of action arising out of or in connection with this Contest, shall be resolved individually, without resort to any form of class action. You agree to service of process by mail or other method acceptable under the laws of the State of Florida. ANY CLAIMS, JUDGMENTS AND/OR AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS ASSOCIATED WITH ENTERING THIS PROMOTION. ENTRANT HEREBY WAIVES ANY RIGHTS OR CLAIMS TO ATTORNEY'S FEES, INDIRECT, SPECIAL, PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES OF ENTRANT, IDENTIFIABLE PERSONS, OR THIRD-PARTY PARTICIPANTS, WHETHER FORESEEABLE OR NOT AND WHETHER BASED ON NEGLIGENCE OR OTHERWISE.

WINNERS LIST

Winners list can be obtained by writing "USL Pitch It" c/o Digital Solutions, 1715 N. Westshore Blvd., Suite 825 Tampa, FL 33607.

Winners' list requests must be received by March 9th, 2023.