

### **America East Spring Fling Social Media Rewards Program**

The America East Conference will conduct a Social Media Rewards contest entitled “#AESpringFever” beginning April 22, 2013 and ending on May 23, 2013.

Prizes: Grand Prize – America East prize pack including an America East backpack that is filled with an America East water bottle, beach towel, fleece blanket, and dri-fit t-shirt. Second prize – America East dri-fit t-shirt and beach towel. Third prize – America East beach towel.

1) To participate in the America East “AESpringFever” Social Media Rewards program, contestants will have the opportunity to earn points in the following ways:

a) Trivia Tuesday – Every Tuesday, from April 22 until June 21, 2013, the America East will post a trivia question from its @AmericaEast Twitter handle at [www.twitter.com/AmericaEast](http://www.twitter.com/AmericaEast). The first five contestants to correctly answer the trivia question will earn points in the “#AESpringFever” Social Media Rewards Program Standings, with five (5) points for the first correct answer, four (4) points for the second correct answer, three (3) points for the third correct answer, two (2) points for the fourth correct answer, and one (1) point for the fifth correct answer.

b) What’s Your Call? – Every Wednesday, the America East will post a video highlight on its Facebook page of a play from this season or a historical America East play. Fans are asked to type out what they would use for their play-by-play call of that particular play. Any descriptions that contain vulgar, derogatory, unsportsmanlike or are otherwise deemed inappropriate by the America East will be deleted and that person will be banned from further participating in the contest.

c) Instagram Photo of the Week. Throughout each week, contestants are encouraged to share their Instagram photos with the America East Conference on Instagram (americaeast) and tagging them with #AESpringFever. Every Thursday, the best Instagram photos as determined by an internal panel will be recognized in rank order and shared on the America East website ([www.americaeast.com](http://www.americaeast.com)) and through other America East social media platforms. Photos must contain content related to the America East Conference to be eligible. This includes but is not limited to photos of fans wearing America East or team gear, photos of fans at America East contests, photos at America East contests. The five best photos will be ranked and will earn points in the Social Media Rewards Program Standings, with five (5) points to first place, four (4) points for second place, three (3) points for third place, two (2) points for fourth place, and one (1) point for fifth place.

2. The contest is open to persons 18 years of age and older with a valid driver’s license. Employees of the America East and other related sponsors, and their immediate families may not participate and are not eligible to win. The term “immediate families” includes spouses, grandparents, parents, siblings, children and grandchildren.

3. Prize winners must have a valid U.S. address in order for delivery of the prize to be fulfilled.

4. The winners will be required to sign a release form before the prize will be awarded. Winners will be responsible for all state, local and federal taxes.

5. The winners must acknowledge that the America East Conference has the right to, without further authorization, publicize their names, character likeness, photograph and voice for promotional purposes without financial remuneration.

6. There is no purchase necessary to enter or win the contest. Void where prohibited.

7. There will be no substitution for the prizes. Participation in the contest and the prizes awarded are non-transferable. Failure to collect the prizes constitutes forfeiture of the prize. If forfeited, the prize will be awarded to the next contestant according to the final standings. Contestants will have 72 hours to contact the America East Conference to claim the prize(s).

8. The America East Conference reserves the right to make rule or contest changes without notice at anytime. The America East Conference also reserves the right to change the dates without notice.

9. The decision of the America East Conference is final. By participating, the contestants agree to be bound by the decisions of the judges and the official contest rules.

10. Violation of the rules, may be grounds to forfeit the prize.

11. The America East Conference, its representatives, agencies and employees, are not responsible for any liabilities arising directly or indirectly from the contest.

12. The America East Conference, its representatives, agencies and employees, are not responsible for any changes or difficulties prize delivery