

#ReppingAE
Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: #ReppingAE (the “Contest”) is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least 18 years old at the time of entry. The Contest is subject to all applicable federal, state, and local laws and regulations.

2. Agreement to Official Rules: Participation in this Contest constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s and Administrator’s decisions, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

3. Timing: The Contest begins June 6 at 12:00 p.m. Eastern Time (“ET”) and ends on August 20 at 11:59 p.m. ET. The America East computer is the official time-keeping device.

4. How to Enter: You may enter through any of the following three social media channels. To enter through any Social Channel you will be required to include the following elements, collectively referred to as your submission:

A photo displaying how you are representing the America East or any of its member institutions on vacation, in the workplace or at home this summer (your photo may not display anyone dressed inappropriately, contain any profanity or display anyone consuming any alcoholic beverage. The America East reserves the right to disqualify any photos deemed inappropriate). A short description of your photo containing the location.

Particulars of each channel are described below:

a. Instagram: Post your submission to your Instagram account including the @AmericaEast and the hashtag #ReppingAE in the caption. Instagram’s terms apply. In order for your entry to be valid, your Instagram profile must be public and thus viewable by the America East. Posting a photo on Instagram requires a mobile device and therefore message and data rates may apply.

b. Twitter: Follow @AmericaEast and Tweet your submission including @AmericaEast and the hashtag #ReppingAE in your Tweet.

c. Facebook: Like America East on Facebook (Facebook.com/AmericaEast) and upload a photo page using #ReppingAE.

5. Winner Determination: After the conclusion of the Contest Period, a panel of qualified judges will select three potential winners from among all eligible submissions received, based on an application of the following criteria:

- Creativity/Originality of Submission (50%)
- Quality of Submission (30%)
- Submissions show pride in America East Conference or any member institution (20%)

6. Winner Requirements: Potential winners that enter through Instagram or Twitter will be notified through their Instagram or Twitter via a comment from the America East (@AmericaEast) or a Direct Message from Sponsor, respectively. In order to receive the direct message on Twitter, your account settings must be set to "unprotected" and/or "public".

7. Prizes:

- Grand Prize - GoPro Hero 3 & a \$50 American Express Gift Card.
- Second Prize - America East prize pack & \$50 American Express Gift Card
- Third Prize - America East Prize Pack
- Weekly Prizes will be given on June 12, 19th, 26th, July 3rd, 10th, 17th, 24th, 31st, August 7th, 14th and 21st
 - Weekly prizes will be selfie sticks