

#YOURPERFECTCAMP INSTAGRAM CONTEST OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED, RESTRICTED, OR WHERE SPONSOR IS UNABLE TO OBTAIN REGULATORY APPROVALS OR DETERMINES THAT ENTRANT IS INELIGIBLE.

1. **GIVEAWAY PERIOD:** Contest begins at 9:00am Eastern Standard Time (EST) on Thursday, July 30, 2015, and ends at 11:59pm EST on Tuesday, August 18, 2015 (the "Contest Period"). All entries must be submitted during the Contest Period to be eligible. Contest subject to these Official Rules ("Official Rules").
2. **SPONSOR & PRIZE SUPPLIERS:** Contest is sponsored by Combined Jewish Philanthropies, 126 High Street, Boston, MA 02110 ("Sponsor").

ELIGIBILITY: Contest is only open to residents in CJP's Massachusetts catchment area, which includes Abington, Accord, Acton, Allston, Arlington, Arlington Heights, Ashland, Auburndale, Avon, Babson Park, Bedford, Bellingham, Belmont, Beverly, Boston, Boxborough, Boxford, Braintree, Brant Rock, Bridgewater, Brighton, Brockton, Brookline, Brookline Village, Bryantville, Burlington, Cambridge, Canton, Carlisle, Charlestown, Chelsea, Chestnut Hill, Cohasset, Concord, Danvers, Dedham, Dover, East Boston, East Bridgewater, East Walpole, East Weymouth, Easton, Elmwood, Essex, Everett, Fayville, Foxboro, Framingham, Franklin, Georgetown, Gloucester, Green Harbor, Greenbush, Hamilton, Hanover, Hanson, Hingham, Hingham, Holbrook, Holliston, Hopkinton, Hudson, Hull, Humarock, Hyde Park, Ipswich, Jamaica Plain, Lexington, Lincoln, Lynn, Lynnfield, Malden, Manchester, Marblehead, Marlborough, Mattapan, Maynard, Medfield, Medford, Medway, Melrose, Middleton, Milford, Millis, Milton, Minot, Monponsett, Nahant, Natick, Needham, Needham Heights, New Town, Newbury, Newburyport, Newton, Newton Center, Newton Highlands, Newton Lower Falls, Newton Upper Falls, Newtonville, Nonantum, Norfolk, North Easton, North Easton, North Marshfield, North Pembroke, North Reading, North Scituate, North Waltham, North Weymouth, Norwell, Norwood, Ocean Bluff, Peabody, Pembroke, Quincy, Randolph, Reading, Readville, Revere, Rockland, Rockport, Roslindale, Rowley, Salem, Saugus, Scituate, Sharon, Sherborn, Somerville, South Easton, South Hamilton, South Walpole, South Weymouth, Southborough, Stoneham, Stoughton, Stow, Sudbury, Swampscott, Topsfield, Waban, Wakefield, Walpole, Waltham, Watertown, Watertown, Waverley, Wayland, Wellesley, Wellesley Hills, Wenham, West Bridgewater, West Medford, West Newton, West Roxbury, Weston, Westwood, Weymouth, Whitman, Wilmington, Winchester, Winthrop, Woburn,

The following persons are not eligible: (i) Directors, employees, and the immediate family (spouse, parent, sibling, children, aunt, uncle, grandparent, grandchildren, or in-laws, regardless of where they live) and/or household members (whether or not related) of Sponsor and Prize Suppliers, and all of their respective parents, subsidiaries, affiliates, directors, officers, employees, legal, advertising and promotional agencies. This Contest is subject to all applicable federal, state, provincial/territorial and local laws.

3. **MANDATORY SOCIAL MEDIA DISCLOSURE:** This Contest is in no way sponsored, endorsed or administered by, or associated with Instagram. The information you provide will only be

provided to Sponsor, Instagram, and will only be used by Sponsor for administering this Contest and for marketing purposes in accordance with Sponsor's privacy policy, located at <http://www.cjp.org/privacy-policy>, unless you agree otherwise.

4. **HOW TO ENTER:** Multiple entries are permitted. All entrants must upload their entries to Instagram, and tag @CJPBoston and use hashtag #YourPerfectCamp, and include a description explaining why the image depicts their child's ideal camp. Visit Contest at cjp.org/yourperfectcamp to follow the Contest entry instructions. To enter the Contest via Instagram, you will need to have a public Instagram account. If you do not have a public Instagram account, you can create one for free at www.instagram.com.

All entries received by the end of the Contest Period that are complete and otherwise qualified will be eligible to win ("Qualified Submissions").

6. **SUBMISSION GUIDELINES:** Submissions must feature the theme "#YourPerfectCamp". Photos must be posted on Instagram, and they must comply with the policies of those websites. Photos (1) may not be sexually explicit, violent, obscene, lewd, offensive or derogatory; (2) may not promote drugs, tobacco or firearms (or the use of the foregoing); (3) may not depict any violation of law; (4) may not contain images of overconsumption or intoxication; (5) must be completely original and not appear to duplicate any other submitted submission; (6) must not contain material (including lyrics) that either violates or infringes another's rights, including, but not limited to, rights of privacy, publicity or intellectual property, or that otherwise constitutes copyright or trademark infringement; (7) communicates messages inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate.

By entering the Contest, you represent and warrant that your Submission is entirely your own work, owned by you, or otherwise authorized and you are not under any contractual obligations, including guild and/or union memberships, that would prohibit you from participating fully in this Contest or would limit or impair Sponsor's ability to use your Submission royalty -free and in any form of media. Contestant agrees to indemnify Sponsor against any and all claims of infringement or invasion of privacy for any use by Sponsor of the Submission. All Submissions become the sole property of Sponsor and will not be acknowledged or returned. All Submissions are subject to verification at any time. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility in a form acceptable to the Sponsor (including, without limitation, government issued photo identification) to participate in this Contest. Failure to provide such proof to the satisfaction of the Sponsor in a timely manner may result in disqualification of the applicable Submission and/or Contestant, in Sponsor's sole and absolute discretion.

Submissions will be deemed to have been submitted by the Authorized Account Holder (defined below) of the social media account at the time of Submission. "Authorized Account Holder" is defined as the natural person who is assigned to a social media account by an internet access provider, online service provider, or other organization (such as a business or educational institution) that is responsible for assigning e-mail addresses for the domain associated with the social media accounts. In the event of a dispute over the ownership of a social media account, the prize will be awarded to the Authorized Account Holder of the designated social media account.

Sponsor and Prize Suppliers shall not be responsible for lost, late, ineligible, damaged or misdirected entries, printing of the offer, administration of the Contest or in the announcement of the prize. Incomplete entry forms will be considered void.

7. **JUDGING, NOTIFICATION, AND ODDS:** A panel of qualified judges will conduct judging of all Qualified Submission received during the Contest Period. Each Qualified Submission will be judged on the following criteria:
- Creativity – 40 points
 - Image and Caption Relevancy – 30 points
 - Overall Photo Quality – 30 points

At any time before, during or after the Contest Period, Sponsor may post Qualified Submissions online (including on its website and third-party websites) for advertising and promotional purposes. Posting of this/these Submission(s) does not increase a Contestant's chance of winning. The Qualified Submissions with the greatest number of points shall be selected ("Selected Contestants"). In the event of a tie, the "Creativity (40 points)" judging criteria will be given double weight.

On or about September 1, 2015 after the close of the Contest Period, Selected Contestants will be notified via Instagram ("Notification"). Selected Contestants will be required to respond (as directed) to the Notification by Wednesday, September 30. The failure to respond timely to the Notification may result in forfeiture of the prize; and, in such case, Sponsor, at its sole discretion, may choose the next highest scoring Qualified Submission from among the remaining eligible submissions. Selected Contestants will be required to sign and return a Declaration of Eligibility and Liability/Publicity Release ("Declaration") and any other documents Sponsor may require within 72 hours of receipt of the Declaration. Failure to timely return a signed Declaration or other required documents or the return of any prize notification as undeliverable will result in Prize forfeiture.

8. Once Selected Contestants have responded to the Notification and completed the Declaration and Sponsor has, in its sole discretion, determined that Selected Contestants have satisfied all the criteria required to win the Contest, Selected Contestants will be deemed winners. **PRIZES:** One (1) winner will receive the following prize (a "Prize Package"):
- **\$500 payment towards next year's camp fees at a Jewish overnight camp listed on <http://www.jewishcamp.org/find-camp>**

Approximate Retail Value ("ARV") of the Prize Package is \$500.

9. **PRIZE RESTRICTIONS:** No cash or other substitution, assignment or transfer of any prizes may be made, except by the Sponsor, who reserves the right to substitute a prize in whole or in part with another prize of comparable or greater value if the intended prize is not available for any reason as determined by the Sponsor in its sole discretion. Federal, state and local taxes are the responsibility of winners. Winner may be issued an IRS Form 1099 for the ARV of any awarded prize.
10. **PUBLICITY:** Except where prohibited, Sponsor reserves the right to use Submissions to the

Contest for publicity purposes prior to, during, or after the Contest end date, in any media, and to use the name, likeness, voice, opinions, biographical information, hometown and state of any Contestant, including all or part of their photo throughout the world, in perpetuity, without any compensation or prior review.

11. **PRIVACY:** Sponsor and Prize Suppliers shall use entrant's information for internal promotional purposes only and shall not sell or transmit any contact information to any other third party.
12. **GENERAL CONDITIONS:** Sponsor reserves the right to cancel or modify the Contest if fraud, technical failures or any other factor beyond Sponsors reasonable control impairs the integrity of the Contest, as determined by Sponsor. In such event Sponsor reserves the right to award the Prizes at random from among the eligible entries received up to the time of the impairment. Sponsor reserves the right in its sole discretion to disqualify any individual they find to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules, or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the Contest is a violation of criminal and civil law, and, should such an attempt be made, reserves the right to seek damages from any such person to the fullest extent permitted by law. Failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Winners and entrants release, discharge, and agree to indemnify and hold harmless Sponsor and Prize Suppliers, and their respective directors, officers, employees, parents, subsidiaries, affiliates, agents and representatives from and against any liability for any damages, injury or losses, to any person (including death), or property, of any kind resulting in whole or in part, directly or indirectly from acceptance, possession, misuse or use of any prize or participation in any contest related activity or participation in this contest. Proof of submitting any Submission is not considered proof of delivery to or receipt of such Submission. Sponsor reserves the right to cancel or suspend the Contest, in its sole discretion, should it receive fewer than 50 entries, or receive no entries that have a judged score above 60 points, or due to circumstances beyond its control, including natural disasters.
13. **DISPUTES:** Except as prohibited by applicable law and as a condition of participating in this Contest, each entrant hereby irrevocably and perpetually waives any right s/he may have to a trial by jury in respect of any litigation directly or indirectly arising out of, under or in connection with this Contest, any document or agreement entered into in connection herewith, any prize available in connection herewith, and any of the transactions contemplated hereby or thereby. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor and Prize Suppliers, shall be governed by, and construed in accordance with, the internal laws of the State of California and venue for any legal action or claim must be brought in a court of competent jurisdiction in California.
14. **WINNERS LIST:** The Official Rules and the names of Winners will be posted on the official Instagram pages of participating brand in this contest or, for a copy of the Official Rules or the names of Winners, please send a request and self-addressed, stamped envelope to: Claire Winthrop, 126 High Street, Boston, MA 02110, Requests must be received by October 2, 2015.