

Salem Five: Making Moves – Home Edition, Instagram Photo & Video Contest 2021

OFFICIAL RULES

- 1. ELIGIBILITY:** NO PURCHASE IS NECESSARY TO ENTER OR WIN. Contest is open to Massachusetts residents, and must be at least 18 years of age. The following persons may not enter: employees of Salem Five Bank, and their immediate families (parent, child, sibling and spouse of each) and the employees of the promotion agencies. By participating, Participants agree to be bound by these Official Rules and the decisions of the judges and/or Sponsor, which are binding and final on matters relating to this Contest. Contest is subject to all applicable federal, state and local laws and is void where prohibited.
- 2. TO ENTER:** The Contest begins at 6:00 a.m. Eastern Standard Time [EST] December 1, 2021 and ends at 11:59:59 EST December 1, 2022 ("Contest Period"). Images and videos may be submitted to the Salem Five Instagram by using the hashtag #SFMakingMoves, during the "Submission Period" (December 1, 2021 – December 1, 2022).
 1. If not done so already, follow Salem Five on Instagram.
 2. "Post" a photo or video (under 30 seconds long) of you and your new home.
 3. Add the correct hashtag (#SFMakingMoves) in the caption of your post and your name, then hit "Post."
 4. Visit the hashtag's album to confirm your entry.
 5. Every quarter, we'll randomly select a photo or video from the album. That person will receive a \$150 Home Depot® Gift Card.
- 3. WINNER SELECTION:** The photo or video submission period is open from December 1, 2021 and ends at 11:59:59 EST, December 1, 2022. Sponsor reserves the right, in its sole discretion, to void suspect or incomplete entries and/or modify, terminate or suspend this Contest, or any portion thereof, should fraud or any unauthorized human intervention or other causes beyond the reasonable control of Sponsor corrupt or impair the administration, security, fairness or proper play of the Contest.
- 4. WINNER NOTIFICATION/REQUIREMENTS:** Potential Prize Winner will be notified via social media posts on the Salem Five Bank Instagram and a private message will be used to deliver Prizes. Prize Winner must acknowledge the receipt of the notification by responding back on the Salem Five Instagram post and/or direct message or call Katherine Leonard at 978-720-5790 within 48 hours. Prize Winner must agree to allow Sponsor to publish his or her name and photograph. If Sponsor does not receive an acknowledgment via Instagram direct message or phone call from the potential Prize Winner, and does not agree to Sponsor's terms within the specified time period, the prize will be forfeited and an alternate Prize Winner will be selected.
- 5. PRIZES AND APPROXIMATE RETAIL VALUES:** There will be four Prize Winners randomly selected over the course of one year. Each individual Prize's retail value is \$150. No substitutions will be allowed and prizes may not be redeemed for cash or other consideration. Winner is responsible for any taxes on prize value.
- 6. RELEASE:** By accepting the respective prize, Winners must agree to release Sponsor, Instagram and their respective parent companies, subsidiaries and affiliates, directors, officers, employees, advertising and promotion agencies, suppliers, and distributors (collectively "Released Parties") from and against any and all liability, claims, costs, or actions of any kind whatsoever for injuries, damages, or losses of property which may be sustained in connection with submitting an entry or otherwise participating in the Contest, accepting the Prize or receiving benefit of the Prize, including but not limited to any travel related thereto. Winner must sign an affidavit and liability release prior to accepting the Prize.
- 7. GRANT OF PUBLICITY RIGHTS:** Prize winner, by acceptance of prize, grants permission for Sponsor and its designees to use its name and city and prize information in any media, for advertising, trade and promotional purposes relating to this Contest without further compensation, notice, review or approval.
- 8. GOVERNING LAW/JURISDICTION:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of entrants or Sponsor in connection with the Contest shall be governed by and construed in accordance with the laws of the Commonwealth of Massachusetts, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other state laws. Claims may not be resolved through any form of class action. Venue for all suits will be in the Commonwealth of Massachusetts.
- 9. SPONSOR:** Sponsor is Salem Five Bank, 210 Essex Street, Salem, MA 01970. This Contest is not sponsored, endorsed or administered by, or associated with, Instagram. Nor is Instagram associated with the Contest in any way. Any questions, comments or complaints regarding the Contest must be directed to the Sponsor.
- 10. COPYRIGHTED MATERIALS:** By submitting a photo or video you are acknowledging and confirming that the image or video and their associated copyrights are owned by the submitter.
- 11. RIGHTS TO WINNING IMAGES & VIDEOS:** Sponsor receives rights to use all submitted images and videos for any/all sponsor-related marketing purposes, in any form or medium and for internal and/or external use without compensation to submitter or copyright owner. The image and video rights are exclusive and royalty-free to the Sponsor; continued use does not necessitate further consent.
- 12. PHOTO/IMAGE & VIDEO COMPOSITION PARAMETERS:** Horizontal (landscape orientation) photos and videos are encouraged. Acceptable digital formats are JPG, and PNG with a recommended file size no greater than 5MB. Videos must be no longer than 30 seconds. Sponsor cannot accept any copyrighted materials.