Academy Outdoors + Sports Prize Ride Sweepstakes
Official Rules

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

1. Eligibility: Academy Outdoors + Sports Prize Ride Sweepstakes (the “Sweepstakes”) is open only to legal residents of the United States (excluding New York) and the District of Columbia who are at least eighteen (18) years old at the time of entry. Employees of Academy, Ltd., d/b/a Academy Sports + Outdoors, Bespoke Sports and Entertainment, HelloWorld, Inc., and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation 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 Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.


3. Timing: The Sweepstakes begins on August 29, 2017 at approximately 10:00 a.m. local time, ends on November 26, 2017 at11:59 p.m. Eastern Time (the “Promotion Period”), and consists of thirteen (13) independent “Entry Periods” as set forth in the chart below. Twitter's and Instagram's servers are the official time-keeping device for the Sweepstakes.

<table>
<thead>
<tr>
<th>Entry Period</th>
<th>General locations of the Mobile Tour</th>
<th>Theme of Prize Offered</th>
<th>Hashtags Required</th>
<th>Starts at 10a.m. local time</th>
<th>Ends at 11:59 p.m. local time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kansas City/Columbia, MO &amp; Puducah, KY</td>
<td>Tailgating/Grilling</td>
<td>#AcademyPrizeRide #Sweeps2</td>
<td>8/29/17</td>
<td>10/1/17</td>
</tr>
<tr>
<td>2</td>
<td>Raleigh/Durham, North Carolina</td>
<td>Team Sports/Tailgating</td>
<td>#AcademyPrizeRide #Sweeps1</td>
<td>9/5/17</td>
<td>9/24/17</td>
</tr>
<tr>
<td>3</td>
<td>El Paso/Odessa/ Midland, TX</td>
<td>Job Site</td>
<td>#AcademyPrizeRide #Sweeps3</td>
<td>9/12/17</td>
<td>9/24/17</td>
</tr>
<tr>
<td>4</td>
<td>Houston/ Dallas/ Austin, TX</td>
<td>Tailgating</td>
<td>#AcademyPrizeRide #Sweeps3</td>
<td>9/27/17</td>
<td>10/22/17</td>
</tr>
<tr>
<td>5</td>
<td>Fayetteville / Jacksonville / Greenville, NC</td>
<td>Fitness</td>
<td>#AcademyPrizeRide #Sweeps1</td>
<td>9/27/17</td>
<td>10/8/17</td>
</tr>
<tr>
<td>6</td>
<td>St. Louis, MO</td>
<td>Indoor Fitness/Heating or Hunting</td>
<td>#AcademyPrizeRide #Sweeps2</td>
<td>10/4/17</td>
<td>10/22/17</td>
</tr>
<tr>
<td>7</td>
<td>Atlanta, GA, Mobile, AL, and Tallahassee, FL</td>
<td>Hunting</td>
<td>#AcademyPrizeRide #Sweeps1</td>
<td>10/11/17</td>
<td>10/22/17</td>
</tr>
<tr>
<td>8</td>
<td>Norman/Stillwater/Tulsa OK,</td>
<td>Patriotic Gifts</td>
<td>#AcademyPrizeRide #Sweeps3</td>
<td>10/25/17</td>
<td>11/5/17</td>
</tr>
<tr>
<td>9</td>
<td>Orlando, FL</td>
<td>Outside Fitness &amp; Gifts for Everyone</td>
<td>#AcademyPrizeRide #Sweeps1</td>
<td>10/25/17</td>
<td>11/5/17</td>
</tr>
<tr>
<td>10</td>
<td>Memphis, MS, Tuscaloosa AL, Brunswick, GA</td>
<td>Patriotic Gifts &amp; Hunting</td>
<td>#AcademyPrizeRide #Sweeps2</td>
<td>10/25/17</td>
<td>11/12/17</td>
</tr>
<tr>
<td>11</td>
<td>Clemson, SC, Charlotte/Burlington, NC,</td>
<td>Gifts for Everyone</td>
<td>#AcademyPrizeRide #Sweeps1</td>
<td>11/8/17</td>
<td>11/26/17</td>
</tr>
<tr>
<td>12</td>
<td>Shreveport/Baton Rouge,</td>
<td>Gifts for All</td>
<td>#AcademyPrizeRide</td>
<td>11/8/17</td>
<td>11/19/17</td>
</tr>
</tbody>
</table>
4. How to Enter: There are two (2) methods of entry:

To participate, you will need to have a Twitter, or Instagram account (each a “Social Account”). Creating each Social Account is free but is subject to the applicable terms and conditions (http://twitter.com/tos), or (http://instagram.com/about/legal/terms/#). Posting on Instagram requires a mobile device and therefore message and data rates may apply. If entering via a mobile device and using your wireless carrier’s network, standard data charges from your wireless carrier may apply. Your account settings on the Social Account you use to enter must be set to “unprotected” and/or “public” in order for your Tweets or posts are viewable by Sponsor.

**Find the Mobile Tour:** Find the mobile tour bus as it travels through the areas listed above in the chart in Section 3. **NOTE:** the mobile tour bus will not be available every day. Then, take the following actions:

1. Follow @Academy on Twitter or Instagram.
2. Tweet or Post on Instagram a photo of the mobile tour bus and include the hashtags associated with the Entry Period for which you would like to enter as listed in the chart in Section 3. Retweets will not be deemed entries in this Sweepstakes

You will receive one (1) entry into the applicable Entry Period drawing.

**Enter without Finding the Mobile Bus:**

1. Follow @Academy on Twitter or Instagram.
2. Tweet or Post on Instagram the hashtags associated with the Entry Period for which you would like to enter as listed in the chart in Section 3. Retweets will not be deemed entries in this Sweepstakes

You will receive one (1) entry into the applicable Entry Period drawing.

Your Tweet/post and its included content will hereafter be referred to as your Submission. Your Submission must be your original work. If you include the names or likenesses of other individuals, you must have their permission to be included and to grant the rights set forth in Section 5. If requested, entrant must be able to provide such permissions in a form acceptable to Sponsor. Your Submission may not be indecent, obscene, hateful, tortious, defamatory, libelous, contain material that violates or infringes another’s rights, disparage Sponsor, or any other person or party, or contain material that is unlawful in any way. The Submission must not contain brand names or trademarks other than those owned by Sponsor or on display in the mobile tour bus, which entrant has a limited license to use to incorporate in his/her Submission. Sponsor reserves the right to disqualify any Submission that it finds unlawful, or in violation of these Official Rules, all in its sole discretion. You automatically will receive one (1) entry into the Sweepstakes for your qualified Submission. Released Parties (as defined in Section 8, below) are not responsible for lost, late, unreceived, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Submissions; all of which will be void.

**Limit:** You may enter one (1) times during the Promotion Period. Multiple entrants are not permitted to share the same Social Account. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different Social Accounts, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the Social Account used to register will be deemed to be the entrant. The “authorized account holder” is the natural person assigned an email address by an Internet
access provider, online service provider or other organization responsible for assigning email addresses used to create the Social Account. Each potential winner may be required to show proof of being an authorized account holder.

5. Sponsor’s Use of Submissions: Tweeting/Posting a Submission constitutes entrant’s consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such submissions in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission.

6. Drawings: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winner from all eligible entries received during each Entry Period the day after each ends. Each potential winner will be notified by @Academy through the social channel they used to enter and will be provided directions on how to claim the prize. Each potential winner (or parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release (“Declaration”) which must be received by Administrator by the 11:59 p.m. ET the day following the date each was notified in order to claim the prize. If a potential winner of any prize cannot be contacted, fails to sign and return the Declaration or provide any other requested information within the required time period the potential winner forfeits the prize. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only one (1) alternate drawings will be held, after which the prize will remain un-awarded.

7. Prizes: THIRTEEN (13) GRAND PRIZES (one (1) awarded for each Entry Period): A prize package including an assortment of Sponsor’s products related to the theme (as described in Section 4) as displayed in the Mobile Tour bus. All details including colors and sizes will be determined by Sponsor. The value of each Grand Prize package is approximately $1,300.

Sponsor will arrange for delivery of the prize to winner within a few days of winner confirmation or will hold the prize for pick up at an Academy Outdoor + Sports within 30 miles from winner’s home address if winner resides in the general location visited on the mobile bus tour (as referenced in Section 3) associated with the applicable Entry Period for which they entered, as determined by Sponsor. Sponsor reserves the right to substitute a prize (or component thereof) for one of equal or greater value if the designated prize should become unavailable for any reason or if winner is outside of the general locations visited on the mobile bus tour referenced in the chart set forth in Section 3, in Sponsor’s discretion. Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor’s sole discretion. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received during the applicable Entry Period. Limit: One (1) prize per person.

8. Release: By receipt of any prize, winners agree to release and hold harmless Sponsor, its promotional partners, Administrator, Twitter, Inc., Instagram LLC, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company’s officers, directors, employees and agents (collectively, the “Released Parties”) from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

9. Publicity: Except where prohibited, participation in the Sweepstakes constitutes each winner’s consent to Sponsor’s and its agents’ use of winner’s name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.
10. **General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

11. **Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant’s participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.

12. **Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys’ fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. 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 in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.


14. **Winner List:** For a winner list, visit [http://bit.ly/2fY89G1](http://bit.ly/2fY89G1). The winner list will be posted after winner confirmation is complete.

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Abbreviated Disclosure for Advertising
[These disclosures should not be posted with the full official rules; they are intended for use with advertising only]

ABBREVIATED RULES for Print

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 18 YEARS AND OLDER. VOID WHERE PROHIBITED. Sweepstakes ends 11/26/17. For Official Rules, including how to enter without finding the mobile bus tour, prize descriptions and odds disclosure, visit www.academy.com/prizeride. Sponsor: Academy, Ltd., d/b/a Academy Sports + Outdoors, 1800 N. Mason Rd., Katy, TX 77449.

Abbreviated rules for online Ads – Banner


Abbreviated Rules for Twitter:

Best Practice and Required where the CTA includes purchase OR has a really short time deadline:

Include Image in Tweet that has copy included with CTA and the following disclosure language (in font size and color that is easily readable):

No Purchase Necessary, U.S only 18+, See Official Rules for how to enter without finding the mobile bus tour, Enter by 11/26/17

In Tweet copy include: Rules: www.academy.com/prizeride.

Abbreviated Rules for online Ads – Not a Banner (to be used on Sponsor’s Instagram Post)