Academy Sports + Outdoors

Grand Parkway Location Line Up & Win Giveaway

OFFICIAL RULES

NO PURCHASE NECESSARY. PURCHASES DO NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED. ODDS OF WINNING DEPEND ON NUMBER OF ELIGIBLE PARTICIPANTS. MANY WILL ENTER, 100 WILL WIN. MUST BE PRESENT TO WIN. Open to legal residents of Texas, age 13 or older.

1. Promotion and Sponsor(s): Participation in the Grand Parkway Location Line Up & Win Giveaway Promotion (the "Promotion") constitutes Participant's (as defined below) full and unconditional agreement to these Official Rules. Participant is free to disclaim any prize and status as Participant and as a result will not be eligible to receive any prize. The Promotion is sponsored and administered by Academy Ltd. d/b/a Academy Sports + Outdoors, 1800 North Mason Road, Katy, TX 77449 ("Sponsor"). All decisions related to, as well as all interpretation of, these Official Rules by Sponsor are final and binding. This Promotion is in no way sponsored, endorsed or administered by, or associated with, New Era Cap Co., Inc. or its affiliates, or with Facebook, Twitter, Instagram, Snapchat or any other site or medium that might host content where information about this promotion is posted or published (collectively "Content Hosts"). Entrant is providing his/her information only to Sponsor and not to Content Hosts.

2. Promotion Period: The Promotion begins at 2:00 p.m. CST on February 3, 2017, and ends at 5:20 p.m. CST on February 3, 2017 (the "Promotion Period").

3. Eligibility and Conditions: The Promotion is open only to legal residents of the State of Texas, age 13 or older. Participants under the age of 18 must have a parent's or guardian's consent and agreement to these Official Rules to be eligible. Entrant must be present at the Promotion Location (as defined below) when Entrant is selected in order to be eligible to win. Employees of Sponsor or its parent and affiliate companies and suppliers, as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. Eligibility is contingent upon agreement to, compliance with, and fulfillment of all requirements of these Official Rules. Participation in the Promotion in any way constitutes full and unconditional agreement with all provisions of these Official Rules. Any person not complying with these terms and conditions may be excluded or determined ineligible by Sponsor in its sole discretion.

4. How to Enter: NO PURCHASE NECESSARY. PURCHASES DO NOT INCREASE ODDS OF WINNING. By participating in the Promotion in any way you will become a "Participant." During the Promotion Period, you will automatically become a Participant by lining up outside the Academy Sports + Outdoors store at 23155 Katy Freeway (at Grand Parkway), Katy, Texas 77449 (the "Giveaway Location").

5. Winner Determination: The selection of a potential prize winner is within the sole discretion of Sponsor. There will be 100 Grand Prize winners. The first 100 people in line beginning at the beginning of the Promotion Period will be selected by Sponsor as potential winners. Participant must be present at the Giveaway Location when Sponsor selects potential winners in order to be eligible.

6. Prizes: 100 Grand Prizes will be awarded. Each Grand Prize includes: one (1) 5" x 7" Andy Dalton photo card, signed by Andy Dalton; a seat at the Andy Dalton Q&A session from 5:00 p.m. to 5:20 p.m. CST inside the Giveaway Location; one (1) New Era hat, fitted by Andy Dalton between 4:00 p.m. and 5:00 p.m. CST at the Giveaway Location; and the opportunity to take a photograph with Andy Dalton at the Giveaway Location between 4:00 p.m. and 5:00 p.m. CST. Approximate retail value ("ARV") of all prizes is $100.00.
Quantities limited to number stated above. First come, first serve; one prize per customer. Prizes have no cash surrender value. Participants must be 13 years or older to claim the prize. Potential winners are each subject to eligibility verification by Sponsor, whose decisions are final and binding. An Participant is not a winner of any prize, even if notified of being a winner, unless and until Participant's eligibility has been verified.

7. Limitations of Liability: By entering or participating in this Promotion in any way, each Participant agrees to release, discharge, indemnify and hold harmless Sponsor and its respective subsidiaries, affiliates, vendors, advertising or promotional agencies and distributors, and each of their respective parent companies and each such company's officers, directors, employees and agents, as well as the immediate family and household members of each such individual (collectively, the "Released Parties") from and against any claim or cause of action related to this Promotion, including, but not limited to, infringement of any right of publicity or intellectual property; threatened or actual injury, loss or damage to any person, including death and disability; defamation or portrayal in a false light (intentional and unintentional); invasion of privacy; and damage to or loss of property, arising out of such Participant's participation in the Promotion or receipt or use, non-use or misuse of any prize. In no event will Released Parties be responsible or liable for any damages or losses of any kind, including indirect, incidental, consequential or punitive damages arising out of this Promotion.

8. Disputes: Except where prohibited by law, Participant agrees that: (1) all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded will be resolved individually, without resort to any form of class action, and exclusively by the appropriate federal or state court located in Harris County, Texas; and (2) all claims, judgments and awards will be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights or obligations of Participant or Sponsor in connection with the Promotion, are governed by and construed in accordance with the laws of the State of Texas, without giving effect to any choice of law or conflict of law rules, no matter what jurisdiction, that would cause the application of the laws of any jurisdiction other than as stated.

9. Publicity and Entry Materials: Except where prohibited, participation in the Promotion and/or acceptance of any prize constitutes each Participant's consent to Sponsor's use of his or her name, likeness, photograph, voice, opinions, statements and/or hometown and state for promotional or advertising purposes in any media, worldwide and in perpetuity, without further notice, payment or consideration.

ABBREVIATED RULES

[Note: abbreviated rules are required on all advertisements communicating the entry method and/or an opportunity to win a prize, including advertisements on social media.]

NO PURCHASE NECESSARY. PURCHASES DO NOT INCREASE ODDS OF WINNING. MANY WILL ENTER, 100 WILL WIN. MUST BE PRESENT TO WIN. Void where prohibited. Odds depend on # of participants. Open to residents of TX, age 13+. Retail value of all prizes is $100.00 prizes provided on a first-come basis Feb. 3 only. For Official Rules, see academy.com/officialrules. Sponsor: Academy Ltd. d/b/a Academy Sports + Outdoors, 1800 North Mason Road, Katy, TX 77449.
TRUNCATED ABBREVIATED RULES

[Note: truncated abbreviated rules are not fully compliant with state promotion laws, and thus present additional risk, but may be used with limited-space executions (such as Twitter) when communicating the entry method and/or an opportunity to win a prize if such risk is acceptable.]

NO PURCH NEC. Odds dpnd on # of pt'pants. **100** prizes, first-come, 2pm Feb.3 only. Rules: [short URL].