

Chevrolet Fill the Cup 2024-25 Season
OFFICIAL CONTEST RULES AND REGULATIONS
THIS CONTEST IS GOVERNED BY CANADIAN LAW

By posting a Video (as defined below), individuals agree to abide by these official contest rules (the “Rules”). Any questions, comments or complaints regarding the Contest must be directed to the Sponsor (as defined below).

1. **CONTEST:** The Chevrolet Fill the Cup Contest (the “Contest”) is sponsored by General Motors of Canada Company (the “Sponsor”). The Contest begins at 9:00:00 AM Eastern Time (“ET”) on January 17, 2025 and ends at 11:59:59 PM ET on March 6, 2025 (the “Contest Period”).

2. **ELIGIBILITY (Teams and Good sssDeed Video Submissions):** No purchase necessary.

a. Eligible teams are limited to U10, U11, U12, U13, U14 and U15 minor hockey teams that: (i) are registered with a recognized minor hockey association in any Canadian province or territory as of January 19, 2025; and, (ii) have a valid Instagram or Facebook account in the name of the Team, for which the Team’s Representative (defined below) has access and controls, that is able to receive direct messages from the Sponsor (determination as to whether a team is an eligible team will be made in the Sponsor’s sole and absolute discretion) (each, a “Team”).

b. Videos (as defined below) may be posted by individuals who (i) are thirteen (13) years of age or older as of the date of posting the Video (ii) have a valid Instagram or Facebook account with a profile turned on to public and be able to receive direct messages from the Sponsor, and (iii) have consent to publish the Video from (A) the Representative (defined below) of the applicable Team associated with the Video and (B) from all individuals appearing in the Video (or, in the case of any such individuals who are under the legal age of majority in their jurisdiction of residence, the parent or legal guardian of such individuals), (“eligible individuals”).

If an individual or Team does not have an Instagram or Facebook account, one will need to be created. To obtain a free Instagram, or Facebook account, visit www.instagram.com, or www.facebook.com and follow the on-screen instructions to sign-up for a free account.

c. **NOTE TO MINORS:** The Sponsor reserves the right, in its sole and absolute discretion, on a random audit basis, to contact the parent/legal guardian of any individual who is under the legal age of majority in their province/territory of residence (a “Minor”) for the purposes of verifying their: (i) agreement to be legally bound by these Rules on the Minor’s behalf; (ii) consent to the Minor’s participation in this Contest; and/or (iii) consent to the collection, use and disclosure of the Minor’s personal information. Failure of a Minor’s parent/legal guardian to complete any such required verification to the complete satisfaction of the Sponsor within the time frame specified by the Sponsor may, in the sole and absolute discretion of the Sponsor, result in disqualification of the Minor.

3. **HOW TO POST A VIDEO:** During the Contest Period, eligible individuals (as described in section 2(b)) may:

a. record a video of one (1) or more persons on a Team doing a “good deed” (the “Video”) following the guidelines in section 4 “Video format and content”;

b. post the Video to their Instagram or Facebook account (the Video must be published as an “in-feed” post and cannot be published as a story post); and

c. tag @ChevroletCanada, and the applicable eligible Team (as described in section

2(a)), and include the hashtags #GoodDeedsCup and #contest. Videos must comply with the social media platform's rules and policies. Sponsor is not responsible in any way for any decisions made by the applicable social media platform regarding any Video.

In order to be considered a “good deed”, a deed must be performed during the Contest Period and deliver a benefit to someone and/or something other than (i) the individual(s) who records/takes and posts the Video or the individual(s) who is/are in the Video, (ii) any Team or any Team member (including players, coaching staff and managers), (iii) any employee, shareholder, officer, director, agent, or representative of the Sponsor, or the advertising and promotional agencies of the Sponsor, or their respective subsidiaries, affiliates, dealers, or franchisees or a member of any such person's immediate family or persons with whom they are domiciled (whether related to the person or not). In these Rules, “immediate family” means mother, father, brothers, sisters, sons, daughters, partner, or spouse. Determination as to whether a Video reflects a “good deed” will be made in the Sponsor's sole discretion.

By posting a Video, individuals (i) acknowledge compliance with these Rules including all eligibility requirements, (ii) agree to be bound by these Rules and by the decisions of the Sponsor, made in its sole discretion, which shall be final and binding in all matters relating to this Contest, (iii) agree that the Sponsor (and those authorized by the Sponsor) shall be entitled to use the Video as provided in these Rules, (iv) confirm and represent and warrant to the Sponsor that adequate and appropriate consent to participate/appear in the Video, as well as for the Video to be used by Sponsor (and those authorized by the Sponsor) as provided in these Rules, has been obtained from the applicable Team Representative (defined below) and each person appearing in the Video (or, in the case of Minors, their parents or legal guardians) and (v) consent to the use of their name, photograph, image, city and province/territory of residence, without further notice or remuneration, in connection with any publicity carried out by or on behalf of the Sponsor with respect to the Contest worldwide in perpetuity and in any form of media including the Internet.

Individuals may post multiple Videos, but each Video may only tag one (1) eligible Team. Regardless of the number of times a specific Video is posted, it will only be eligible for Points (as defined below) to be awarded once (as set out in section 6 below).

No Points shall be awarded for Videos which do not comply with these Rules. The Sponsor and/or its promotional agency or designated content moderator (the “Reviewer”) reserves the right to screen all Videos. Any Video that the Reviewer deems, in its sole and absolute discretion, to violate the terms and conditions set forth in these Rules are subject to disqualification. The Reviewer reserves the right, in its sole and absolute discretion at any time and for any reason, to remove any Video (or any part thereof) and/or to request an individual to modify, edit and/or re-submit their Video (or any part thereof) in order to ensure that the Video complies with these Rules, or for any other reason. If such an action is necessary at any point during or after the Contest, then the Sponsor reserves the right, in its sole discretion, to take whatever action it deems necessary based on the circumstances – including, without limitation, disqualifying the Video (and/or the associated eligible individual and/or Team) – to help ensure that the Contest is being conducted in accordance with the letter and spirit of these Rules.

4. VIDEO FORMAT AND CONTENT: Each posted Video:

- a. must showcase a good deed (as described in section 3 above);
- b. must be created in compliance with, and reflect a good deed which was carried out in compliance with, the then current and applicable advice, recommendations and instructions of public health officials related to COVID-19, including any advice, recommendations or instructions on physical distancing, cleaning or disinfecting. Without limitation, the good deed and Video must at all times comply with any applicable limits on “social gatherings” and “organized public events”;

- c. must be uploaded and hosted on only one (1) of Instagram or Facebook;
- d. must not, as determined in the sole and absolute discretion of the Sponsor, contain any nude, sexually explicit, disparaging, discriminatory, libelous or other inappropriate content, including, but not limited to: crude, vulgar or offensive language and/or symbols; derogatory characterizations of any ethnic, racial, sexual, religious or other groups; content that demonstrates, endorses, condones and/or discusses any illegal, inappropriate or risky behaviour or conduct (including, but not limited to, the use of alcohol or drugs) or contain content that is political in nature, threatening, abusive, harassing, tortious, defamatory, hatefully, racially, ethnically or otherwise offensive or objectionable; personal information of individuals, including, without limitation, names, telephone numbers and addresses (physical or electronic);
- e. must be intended for family audience viewing and contain only content that, as determined in the sole and absolute discretion of the Sponsor, is suitable for all persons, including persons under the age of 13;
- f. must be posted only once and during the Contest Period;
- g. must not have been used for another contest (including any prior Chevrolet Fill the Cup contests), promotion or other commercial purposes;
- h. must not contain any copyrighted works (other than as owned by either the individual posting the Video or the Team);
- i. must not contain any third party trademarks or logos other than the Sponsor or an entity from who the eligible individual has written permission; and
- j. must not violate any law, regulation or third party policies.

5. DECLARATION FOR VIDEO SUBMISSIONS: By participating, the individual posting the Video:

- a. declares having obtained consent to participate/appear in the Video from all individuals appearing in the Video (or, in the case of any such individuals who are under the legal age of majority in their jurisdiction of residence, the parent or legal guardian of such individuals);
- b. declares the Video is unique, original and created solely by the individual posting the Video;
- c. declares they have the right to use, disseminate, publish, distribute, license, sublicense and otherwise exploit the Video (including, without limitation, for the purposes of this Contest in accordance with these Rules) without violating any laws or third-party rights;
- d. agrees to indemnify the Releases (as defined below) for any expenses incurred from any claims resulting from: (i) the use and/or dissemination of the Video by or on behalf of the Sponsor; and/or (ii) any breach of these Rules by the individual posting the Video;
- e. grants Sponsor a worldwide, non-exclusive, royalty-free, sublicensable, fully transferable, irrevocable license to use, reproduce, disseminate, publish, distribute, represent publicly, communicate to the public by telecommunication, make available, edit, modify and otherwise exploit the Video around the world and in perpetuity, in any type of media, with no further remuneration or notice whatsoever and, where appropriate, for all purposes related to Sponsor activities, including but not limited to dissemination through various media and on the Sponsor's social media channels (including without limitation, Facebook and Instagram); and

- f. waives all moral rights (and declares having obtained from all other individuals appearing in, or otherwise involved in the creation of, the Video (or, in the case of any such individuals who are under the legal age of majority in their jurisdiction of residence, the parent or legal guardian of such individuals)) in and to the Video in favour of the Sponsor (and anyone authorized by the Sponsor to use the Video).

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, but not limited to, government-issued photo identification): (i) for the purposes of verifying the eligibility of any individual, Representative (defined below) and/or Team to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Video and/or other information for the purposes of this Contest; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with the Sponsor’s interpretation of the letter and spirit of these Rules. Failure to provide such proof to the complete satisfaction of the Sponsor within the timeline specified by the Sponsor may result in disqualification in the sole and absolute discretion of the Sponsor.

6. AWARDING OF POINTS: For each eligible and unique Video, the Team tagged in the posting of such Video will be awarded one (1) point (each, a “Point”). Except as provided below, no more than one (1) Point will be awarded for any one (1) Video, regardless of the number of times or the number of social platforms to which it is posted. Only one (1) of the same specific good deed will be allowed per Team. By way of example only: if one or more members of a Team participate in a good deed (such as shoveling a driveway), only one (1) Video of such good deed may be posted and such Video will only be eligible for Points to be awarded once. The Sponsor or its designated representative will determine, in their sole and absolute discretion, which Videos result in Points. All determinations of the Sponsor or its designated representative in this regard will be considered to be final and binding without right of appeal.

7. PRIZES: The following prizes (collectively “Prizes”) are available to be awarded (subject to the tie breaker procedures set out in Rule 8 below):

- a. **Early Bird Prizes:** The first fifty (50) eligible Teams that (i) submit a “handraiser” form <https://www.chevrolet.ca/en/good-deeds-cup> with respect to the Contest and (ii) are tagged in a Video (based on the Sponsor’s records), will each be eligible to receive a Prize (an “Early Bird Prize”) consisting of a **\$250 (CAD)** gift card redeemable at a pizza restaurant in the applicable Team’s city (as determined by Sponsor in its sole discretion). No more than one (1) Early Bird Prize will be awarded to any Team. The Team’s Representative (as defined below) will act as the designated point of contact on behalf of each Team confirmed by the Sponsor as the winner of an Early Bird Prize. Submission of a handraiser form is not required to be eligible for the first, second or third Prizes (each as described below).
- b. **First Prize:** One (1) first Prize (the “First Prize”) is available, consisting of \$100,000 (CAD) in the form of a cheque made payable to the winning Team’s registered charity of choice in Canada, as designated by the winning Team’s Representative, subject to the Sponsor’s ultimate approval in its sole and absolute discretion. **IMPORTANT NOTE:** In the event that more than five (5) Teams tie for the First Prize, in accordance with the winner selection process set out below, then the First Prize shall consist of \$130,000 (CAD) that will be equally divided among each of such tied Team’s registered charity of choice in Canada, subject to the Sponsor’s ultimate approval in its sole and absolute discretion, and the Second Prize and Third Prizes will not be awarded.
- c. **Second Prize:** One (1) second Prize (the “Second Prize”) consisting of \$20,000 (CAD) in the form of a cheque made payable to the winning Team’s registered charity of choice in Canada, as designated by the winning Team’s Representative, subject to the Sponsor’s

ultimate approval in its sole and absolute discretion. IMPORTANT NOTE: In the event that more than two (2) Teams tie for the Second Prize, in accordance with the winner selection process set out below, then the Second Prize shall consist of \$30,000 (CAD) that will be equally divided among each of such tied Team's registered charity of choice in Canada, subject to the Sponsor's ultimate approval in its sole and absolute discretion, and the Third Prize will not be awarded.

- d. Third Prize: One (1) third Prize (the "Third Prize") consisting of \$10,000 (CAD) in the form of a cheque made payable to the winning Team's registered charity of choice in Canada, as designated by the winning Team's Representative, subject to the Sponsor's ultimate approval in its sole and absolute discretion.

For all Prizes, the winning Team's Representative will act as the designated point of contact on behalf of the applicable Team confirmed by the Sponsor as a Prize winner.

All Prizes must be accepted by the applicable Team's Representative, as awarded and without substitution. Prizes are not transferable. The Sponsor reserves the right, in the event that a Prize (or any part thereof) cannot be awarded as described for any reason, to substitute another prize of equal or greater value, without liability. The Releasees are not responsible for any delay, postponement, suspension, rescheduling or cancellation, for any reason, of any aspect of a prize.

The "Representative" shall be the individual registered as the manager of the applicable winning Team, as of the close of the Contest Period. To be eligible, a Representative must: (a) be a resident of Canada; (b) have reached the legal age of majority in their jurisdiction of residence; (c) have the unencumbered authority, authorization and permission from the Team (and as applicable, each Team member and if a Minor, their parent/legal guardian) to: (i) provide to Sponsor any and all required information that relates to the Team for the purposes of administering the Contest in accordance with these Rules; (ii) accept a Prize on behalf of the Team, as applicable (note, the winners in this Contest shall be the applicable winning Teams); and (ii) legally bind the Team – including, without limitation, to these Rules and to any other required documentation as contemplated in these Rules.

8. PRIZE WINNER SELECTION PROCESS: The eligible winners of the Early Bird Prizes shall be determined as set out in Rule 7 above (odds of winning an Early Bird Prize depend on the number and timing of Videos and handraiser forms received). The First, Second and Third Prizes shall be awarded as follows:

- a. The Team that receives the highest number of Points (as determined by the Sponsor in its sole and absolute discretion) during the Contest Period will be eligible to be confirmed as the winner of the First Prize.
- b. The Team that receives the second highest number of Points (as determined by the Sponsor in its sole and absolute discretion) during the Contest Period will be eligible to be confirmed as the winner of the Second Prize.
- c. The Team that receives the third highest number of Points (as determined by the Sponsor in its sole and absolute discretion) during the Contest Period will be eligible to be confirmed as the winner of the Third Prize.

Odds of winning a First Prize, Second Prize or Third Prize depend on the number of participating Teams and Points received. The Representative of each applicable Team as determined above will be contacted in accordance with section 9 below.

In the event of a tie at the end of the Contest Period:

- If there are five (5) or less Teams tied for the First Prize, the First Prize will be equally divided among each of such Teams' registered charity of choice in Canada, as designated

by each of such winning Team's Representative, subject to the Sponsor's ultimate approval in its sole and absolute discretion.

- If there are more than five (5) Teams tied for the First Prize, \$130,000 (CAD) will be equally divided among each of such Teams' registered charity of choice in Canada, as designated by each of such winning Team's Representative, subject to the Sponsor's ultimate approval in its sole and absolute discretion, and the Second and Third Prizes will not be awarded.
- If there are two (2) Teams tied for the Second Prize, the Second Prize will be equally divided between both of such Teams' registered charity of choice in Canada, as designated by each of such winning Team's Representative, subject to the Sponsor's ultimate approval in its sole and absolute discretion.
- If there are three (3) or more Teams tied for the Second Prize, \$30,000 (CAD) will be equally divided among each of such Teams' registered charity of choice in Canada, as designated by each of such winning Team's Representative, subject to the Sponsor's ultimate approval in its sole and absolute discretion, and the Third Prize will not be awarded.
- If there are two (2) or more Teams tied for the Third Prize, the Third Prize will be equally divided among each of such Team's registered charity of choice in Canada, as designated by each of such winning Team's Representative, subject to the Sponsor's ultimate approval in its sole and absolute discretion.

IMPORTANT NOTE: Representatives, Team members and other individuals may encourage other individuals to submit a Video; however, no form of incentive, inducement, prize or chance of receiving any incentive, inducement, or prize may be offered as part of such encouragement in furtherance of an individual's Video submission. Any Representative, Team or other individual determined by the Sponsor to be directly or indirectly engaging in such behaviour is subject to disqualification, and the corresponding Points, Video and/or Team is subject to disqualification in the sole and absolute discretion of the Sponsor.

9. PRIZE NOTIFICATION: For each Prize, the selected winning Team will be notified by direct message to the Team account tagged in the applicable Video(s) on or about March 17, 2025 (note, the Sponsor may, but for certainty is not obligated or required to, attempt to subsequently contact a Representative via the contact information posted on the applicable Team's website or other social media). If the Representative (a) cannot be reached as set out above within forty-eight (48) hours of the Sponsor's first notification; or (b) fails to return the properly executed release form within the specified time, then such selected winning Team will be disqualified and:

- For Early Bird Prizes, the next Team to satisfy the requirements set out in section 7(a) will be selected and the process above will be repeated until such time as all Early Bird Prizes have been awarded, or there are no more eligible Teams;
- For the first, second and third Prizes, the Team with the next highest number of Points will be selected and the process above will be repeated until such time as the first, second or third Prize (as applicable) has been awarded, or there are no more eligible Teams.

The first, second and third Prizes will be distributed following the end of the Contest Period. None of the Releasees will be responsible for failed attempts to contact a Representative. **NO TEAM IS A WINNER UNLESS AND UNTIL THE SPONSOR OFFICIALLY CONFIRMS THE TEAM AS A WINNER IN ACCORDANCE WITH THESE RULES.** For all Prizes, to be declared a winning Team, the Representative of the Team must: (a) correctly answer a mathematical skill-testing question without mechanical or other aid (which may, in the sole and absolute discretion of the Sponsor, be administered online, by email or other electronic means, by telephone, or in the Sponsor's form of declaration and release); (b) sign and return (with all required information) by the date indicated a release form, which, among other things: (i) confirms compliance with these

Rules and certifies eligibility; (ii) confirms acceptance of the applicable Prize as awarded, without substitution; (iii) releases the Sponsor, its parent company, affiliated companies, subsidiaries, divisions, dealers, advertising and promotion agencies, minor hockey associations, and all of their respective agents, representatives, employees, directors, officers, shareholders, successors and assigns (collectively, the "Releasees") from any liability in connection with the Contest and the Prize; and (iv) agrees to the use of their name, Team name, city and province/territory of residence, and image without further notice or remuneration, in connection with any publicity carried out by or on behalf of the Sponsor.

If the Representative of a potential winner: (a) fails to correctly answer the skill-testing question; (c) fails to return the properly executed Contest documents within the specified time; (d) cannot accept (or is unwilling to accept) the applicable Prize (as awarded) on behalf of the Team for any reason; and/or (e) is determined to be in violation of these Rules (all as determined by the Sponsor in its sole and absolute discretion); then the Team will be disqualified (and will forfeit all rights to the applicable Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to select an alternate potential winning Team in accordance with the applicable procedure outlined above, with the necessary amendments (in which case the foregoing provisions of this section shall apply to such newly selected potential winning Team).

10. **GENERAL:** If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any person has attempted to use multiple names, multiple identities, multiple email addresses, any automated, macro, script, robotic or other system(s) or program(s) and/or any other means not in keeping with the Sponsor's interpretation of the letter and spirit of these Rules to enter or otherwise participate in or to disrupt this Contest, then the Sponsor reserves the right, in its sole and absolute discretion, to take whatever action it deems necessary based on the circumstances to help ensure that the Contest is being conducted in accordance with the Sponsor's interpretation of the letter and spirit of these Rules (including without limitation disqualifying any Video, Representative or Team at any time). The Releasees will not be liable for any failure of any Contest related website or any social media platform, and do not assume any responsibility for incorrect or inaccurate capture of information, technical malfunctions, human or technical error, tampering, including the use of bots, printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer lines or networks, computer equipment, software or any combination thereof. The sole determinant of the time for the purposes of a valid Video submission in this Contest will be the Sponsor's official clock(s). In the event it is determined by the Sponsor in its sole and absolute discretion that a Team or an individual has participated in a fashion not sanctioned by these Rules, Sponsor reserves the right, in its sole and absolute discretion, to take whatever action it deems necessary based on the circumstances to help ensure that the Contest is being conducted in accordance with the Sponsor's interpretation of the letter and spirit of these Rules (including without limitation disqualifying any Video at any time).

12. **CONTEST CHANGES AND CANCELLATION:** The Sponsor reserves the right to the extent applicable, to terminate, suspend or amend this Contest at any time and in any way, without prior notice. Without limiting the foregoing, if, for any reason, the Contest is not capable of running as originally planned, such as tampering, the Sponsor reserves the right to cancel the Contest. The Releasees shall not be held responsible for any problems, errors or negligence that may arise or occur in connection with the Contest, including, but not limited to, any damage to an individual's mobile phone, computer equipment, system, software or any combination thereof, as a result of the individual's participation in this Contest. Further, the Sponsor reserves the right to adjust any of the dates, timeframes and/or other Contest mechanics stipulated in these Rules, to the extent deemed necessary by Sponsor, for purposes of verifying compliance by any participant, and/or other information with these Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect

the proper administration of the Contest as contemplated in these Rules, or for any other reason.

- 13. DISCREPANCIES:** In the event of any discrepancy or inconsistency between the terms and conditions of these English Rules and disclosures or other statements contained in any Contest related materials, including, but not limited to: the French version of these Rules, the registration form, television, print or online advertising; the terms and conditions of these English Rules shall prevail, govern and control to the fullest extent permitted by law.

- 14. PERSONAL INFORMATION:** Personal information collected as part of this Contest will be collected, used and disclosed by the Sponsor to administer the Contest and as otherwise set out in these Rules. By participating in this Contest, each participant (and each participant's parent/legal guardian on their behalf, if they are a Minor) expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted only for the purpose of administering the Contest and in accordance with Sponsor's privacy policy. For more information regarding the manner of collection, use and disclosure of personal information by the Sponsor, please visit <http://www.gm.ca/gm/english/corporate/about/privacy/overview>. This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information.

- 15.** This Contest is in no way sponsored, endorsed or administered by, or associated with Instagram or Facebook. The operators of all such platforms are hereby completely released of all liability by each Team and each individual posting a Video. Any questions, comments or complaints regarding the Contest must be directed to the Sponsor and not to the platform operator.

- 16.** In the event of any discrepancy or inconsistency between the terms and conditions of these English Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to, the French version of these Rules, social media posts, point of sale, television, print or online advertising and/or any instructions or interpretations of these Rules given by any representative of the Sponsor, the terms and conditions of these English Rules shall prevail, govern and control to the fullest extent permitted by law.