

Contest Official Rules

2024 Dream Camp Contest

THESE OFFICIAL RULES ARE A CONTRACT—READ THIS CAREFULLY BEFORE ENTERING. WITHOUT LIMITATION, THIS CONTRACT INCLUDES A RELEASE AND LICENSE FROM YOU, AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.

NO PURCHASE, PAYMENT OF ANY KIND, OR INSURANCE QUOTE IS NECESSARY TO ENTER OR WIN. A PURCHASE, PAYMENT, OR QUOTE WILL NOT IMPROVE THE CHANCES OF WINNING. REQUESTING INFORMATION ABOUT INSURANCE PRODUCTS OR SERVICES WILL NOT INCREASE THE CHANCES OF WINNING.

Participation in the **2024 American Family Dream Camp Contest** (the “Contest”) constitutes Entrant’s (as defined below) full and unconditional agreement to these Official Rules. Entrant is free to refuse any Prize and status as Entrant, and as a result will not be eligible to receive any Prize.

ADMINISTRATOR & SPONSOR

This Contest is administered and sponsored by the American Family Insurance DreamBank (“Administrator” or “American Family”). The Administrator is responsible for the collection, submission and processing of entries, and the overall administration and execution of the Contest. Entrants should look solely to Administrator with any problems related to the Contest. To contact the Administrator please email your questions or comments to: dreambank@amfam.com. To help us properly identify your email please enter “2024 American Family Dream Camp Contest in the Subject line.

All decisions related to, as well as all interpretation of, these Official Rules by Administrator are final and binding. While this Contest may be promoted via social media websites, such websites are not affiliated with Administrator or this Contest. This Contest is in no way sponsored, endorsed, or administered by, or associated with Facebook, Twitter, Instagram, Snapchat, Tik Tok, YouTube or any other third-party website or application that might host content where information about this Contest is published (collectively “Content Hosts”). Entrant is providing information only to Administrator and not to Content Hosts.

CONTEST PERIOD

The Contest commences at 12:00:01 AM (CDT) on June 21, 2024 and ends at 11:59:59 PM (CDT) on July 15, 2024, 2024 (the “Entry Period”). Entries must be received by no later than 11:59:59 PM (CDT) on July 15, 2024.

ELIGIBILITY

This Contest is open to legal residents of WI who are age 21 or older as of June 21, 2024 at 11:59pm.

Employees, agents, agency staff, contractors, directors and officers of American Family, and each of their respective parent, subsidiaries and affiliated companies, distributors, web design, advertising, and the immediate family members of each (spouse, parent, child, sibling, grandparent, and spouse or “step” of each) and those living in their same households (those persons whether related or not who live in the same residence for at least three months during the twelve-month period preceding the start date of the competition), are not eligible. Legal entities are not eligible to enter. Eligibility is contingent

upon agreement to, compliance with, and fulfillment of all requirements of these Official Rules. Participation in the Contest in any way, including submission of any entry or the partial completion of any act of entry or any other step taken to participate in the Contest in any manner, constitutes full and unconditional agreement with all provisions of these Official Rules.

HOW TO ENTER

NO PURCHASE, PAYMENT OF ANY KIND, OR INSURANCE QUOTE IS NECESSARY TO ENTER OR WIN. A PURCHASE, PAYMENT, OR QUOTE WILL NOT IMPROVE THE CHANCES OF WINNING. REQUESTING INFORMATION ABOUT INSURANCE PRODUCTS OR SERVICES OR OPTING TO RECEIVE MARKETING MATERIALS IS NOT NECESSARY TO ENTER AND WILL NOT INCREASE THE CHANCES OF WINNING.

By participating in the Contest in any way you will become an “Entrant.” Each Entrant who enters using the below method of entry will receive one entry in the Contest.

To enter, during the Entry Period:

- 1.
2. Visit <https://www.amfam.com/providing-support/dreambank/dreamcamp> to complete the entry form.
3. Entrant must select one of the four (4) predetermined “dream challenge” buckets:
 - Business & Career
 - Social Impact
 - Passions
2. The Entrant must provide a dream description:
 - Step 1: Provide Title for 2024 their original dream, 100 characters or less of text.
 - Step 2: Describe your dream and why it is meaningful to you (350 words or less)
 - Step 3: What challenges have you encountered in your pursuit of this dream? (100 words or less)
 - Step 4: What do you think would help you most in achieving this dream? (100 words or less)
 - Step 5: Please submit a photo and/or a video or audio recording (two minutes or less) further explaining your dream to support your application.
3. Provide personal information, including name, email address, phone number, and street address.

Entries may not contain the following: alcohol, drugs, or any kind of illegal or inappropriate behavior. Entries that contain any illegal or inappropriate behavior, in Administrators’ sole discretion, will be disqualified.

Dream descriptions will be judged and weighted on the following criteria:

Inspiration (20%)

Feasibility (20%)

Impact (20%)

What challenges are identified? (10%)

What would help most in achieving this dream? (10 %)

Supporting Files (10%)

Overall (10%)

CONDITIONS OF ENTRY

By submitting an entry, you grant American Family and its affiliates, permission to use your likeness, written submission, and/or name in photograph(s)/video in any and all of its publications in any and all media, current and future, controlled by American Family, and for other use by American Family or its affiliates.

Entrants release and discharge American Family and its affiliates from any and all claims and demands that arise out of in or in connection with the use of your likeness, written submission, name, photographs, and/or video which includes without limitation any and all claims for libel or violation of any right of publicity or privacy.

Entrants may enter the Contest only one (1) time. Entry is limited to (1) per household. No substitutes for the official entry form may be used to enter the Contest, and Administrator ****will not accept entries**** by U.S. Mail, email, fax, or any other way other than the methods listed above.

By entering or participating in this Contest, Entrant agrees to be bound by these Official Rules and the decisions of Administrator and its authorized representatives, which are final and binding in all matters concerning this Contest. Entries not legitimately submitted in accordance with these Official Rules are void. Only qualified entries received by Administrator during the Contest Period are eligible for participation.

Entrants may be required to provide the following information to be eligible for a Contest Prize: first, middle and last name, email address, complete mailing address, and phone number (collectively or individually, "Personal Information"). All requested Personal Information must be provided to participate in the Contest and to be eligible to win a Prize. Unintelligible entries; entries with incomplete, invalid, incorrect, or noncurrent information; entries that are counterfeit, damaged, or tampered with in any way; and entries with printing, production, or typographical errors will be disqualified. Entries that are late, lost, damaged, misdirected, stolen or not delivered are not the responsibility of Administrator and will be disqualified. Administrator is not responsible for printing or typographical errors in any Contest-related materials. Entries will be deemed made by the holder of the entrant's email account. Administrator is not responsible if a potential winner does not receive a Prize because erroneous, expired, canceled, fraudulent, or fake information was provided during the Contest.

In the event of a dispute over who submitted a winning online entry, the authorized subscriber of the mobile phone or email account, as applicable, used to participate in the Contest at the actual time of entry, will be deemed to be the entrant. The authorized account subscriber is defined for mobile phone entries as the natural person whose name the mobile phone was issued to and to whom the services are billed, and the authorized account subscriber is defined for online entries as the natural person who is assigned an email address by an Internet access provider, online service provider or other organization (e.g. business, education, institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. Proof of submitting a device entry or online entry is not considered proof of delivery or receipt by the Administrator for purposes of this Contest. If the identity of the individual who actually participated in the Contest cannot be resolved to Administrator's satisfaction, the affected individual's entry will be deemed ineligible.

Administrator may, in its sole discretion, disqualify any individual it finds to be in violation of these Official Rules, tampering with the entry process or the operation of the Contest (including without limitation, tampering with websites or email addresses), or acting in a non-sportsmanlike or disruptive manner. Any attempt to undermine the operation of the Contest may be a violation of criminal or civil law, and Administrator may seek damages to the fullest extent permitted by law from any person it finds to have made such an attempt.

The Contest is subject to all applicable federal, state, local laws and regulations. Void where prohibited or restricted by law. Administrator's decisions are final and binding on all matters relating to Contest. By participating in this Contest, entrants agree to be bound by these Official Rules and by the interpretations of these Official Rules by the Administrator and by the decisions of the Administrator. Participation in Contest and acceptance of Prize constitutes each winner's permission for Administrator to use his/her name, address (city and state only), likeness, photograph, picture, portrait, voice, biographical information, and/or any statements made by each Winner regarding the Contest or Administrator for advertising or promotional purposes without notice or additional compensation. Please read the Privacy Policy for more information about information collection and use practices found at (<https://www.amfam.com/privacy-security>).

PRIZE

Six (6) Prizes will be awarded as listed below (the "Prize"):

- Dream Camp coaching and mentoring experience
 - 3 days at Dream Camp (In-Person) at DreamBank (INSERT DETAILS)
 - 3 Months 1:1 coaching following Dream Camp (INSERT ANY DETAILS)
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- The approximate retail value (the "ARV") of each Prize is \$5,500. The ARV is subject to change based on current market conditions at time of Prize fulfillment. Any difference between the ARV and the actual value, if any, will not be awarded. Arrangements for the fulfillment of the Prizes will be made by Administrator. Dream Camp will be held in Madison, WI from October 15,16 and 17, 2024 and are subject to change in the Administrator's sole discretion. No substitutions, transfer or cash equivalent of a Prize or any portion thereof is permitted, except by Administrator.
- Dream Camp Mentoring Experience Requirements:
 - As part of the Dream Camp Mentoring Experience the Administrator and/or Promotion Parties shall be permitted by the Winners to videotape or record Dream Camp coaching sessions for use as described below:
 - The Winners will have their Dream Camp mentoring sessions conducted in a predetermined location (Madison, WI) that is safe, secure, and conducive to the day's activities. The locations for the mentoring experience will be in the sole discretion of the Administrator.
- Prize Acceptance:

filming of the Dream Camp mentoring sessions as well as the prior and post filming sessions may also be a requirement of the prize package. The Winners must accept the entire prize package

offered by the Administrator which includes the monetary ongoing coaching and support as well as Dream Camp mentoring experience that also includes the video shoots. If the potential Winners are unwilling or unable to accept the Dream Camp mentoring experience requirements, such potential Winners shall be disqualified and all privileges otherwise due as a Winner shall be terminated and an alternative potential Winner may be chosen from among all of the remaining Eligible Entries received if time permits in Administrator's sole discretion. Winners must complete a prize affidavit form.

Odds of winning depend on the total number of eligible entries received. The ARV is subject to change based on current market conditions at time of Prize fulfillment. Any difference between the ARV and the actual value, if any, will not be awarded. Arrangements for the fulfillment of the Prizes will be made by the Administrator. The dates for the fulfillment of the Prizes will be on or around 10/15/2024, subject to programming requirements or scheduling and such dates are subject to change in the Administrator's sole discretion. In the event more winner notifications are issued, or more winning prize claims are received, than the number of Prizes set forth in these Official Rules due to computer, printing, seeding, human, or other error or problem, a random drawing will take place from all eligible prize claims for the Prize at issue to award the proper number of Prizes as set forth in these Official Rules. Any Prize details not specified above will be determined by Administrator in its sole discretion.

All costs and expenses not specifically listed above are solely each Winner's responsibility. The value of the Prize will be taxable to each Winner as income. Each Winner must supply the Administrator with his/her social security number for tax purposes. An IRS Form 1099 will be issued in the name of each Winner for the actual value of the Prize received. Upon entry into the Contest, the Winner (as well as all other entrants) is required to comply with any and all applicable federal, state, and local laws, rules and regulations. All federal state and local taxes, and any other costs not specifically provided for in these Official Rules, including but not limited to, meals, parking, additional transportation, gratuities and other expenses incurred by accepting the Prize, are solely each Winner's responsibility. The Administrator shall have no responsibility or obligation to a Winner or potential Winner who is unable or unavailable to accept or utilize Prize as described herein.

WINNER SELECTION/NOTIFICATION

All entries will be judged by representatives of American Family Insurance.

JUDGING CRITERIA:

At least the top 100 finalists Submissions Materials, if not all, will be evaluated by a judging panel of representatives of the Administrator. The judging panel will make its decision based on the following criteria:

- Inspiration (20%): Is the dream inspirational in nature and a positive representation of the American Dream?

- Feasibility (20%): Can the proposed dream realistically be accomplished with available resources in 2024?
- Impact (20%): Will it have a meaningful impact on the Entrant, someone close to them (friends or family) or another party?
- What challenges are identified? (10%): Are the challenges identified and can they be addressed through Dream Camp?
- What would help most in achieving this dream (10%): Is there a clear understanding of what would help to achieve the dream including clear items identified that we can help with through Dream Camp and the ongoing support.
- Supporting files (10%): Is there a supporting video or audio file included and does strongly supports this applicant's application?
- Overall (10%): Does the contestant make a good candidate for Dream Camp and align with the brand? If there is a tie, American Family Insurance reserves the right to look at the collective whole of the top 12 finalists to make final selections for the final 6 selected winners upon their discretion. There will be 6 winners awarded in total.

Winner will be notified on or about August 30, 2024. The Administrator will make up to two (2) attempts over the seventy-two (72) hour period following the winner's selection to contact the potential winners by telephone or email. If a potential winners cannot be reached during the seventy-two(72) hour period in which he/she is emailed and/or called, if any notification is returned as undeliverable or, if any winner chooses not to participate, or in the event of non-compliance with these rules, such opportunity will be forfeited and an alternate winner may be selected from the contest winners if time permits in Administrator's sole discretion. Upon forfeiture, no compensation will be given.

WINNER VERIFICATION

Winner must prove eligibility, including, without limitation, proof of age and residence within three (3) days of being notified as a potential Winner. In the event of non-compliance by a potential Winner, if he/she is found to be ineligible, if he/she cannot or does not comply with these Official Rules or if his/her Prize (hereinafter defined) or Prize notification is returned as undeliverable, such potential Winner shall be disqualified and all privileges otherwise due as a Winner shall be terminated and an alternative potential Winner may be chosen from among all of the remaining Eligible Entries received if time permits in the Administrator's sole discretion. Each potential Winner must sign within three (3) days of receipt of such documents from the Administrator.

- (a) An affidavit of eligibility and release of American Family Mutual Insurance Company, S.I. and their respective officers, directors, employees, agents, members, affiliated companies and subsidiaries, from any and all liability, loss, claims, demands and causes of action for personal

- injury and/or damage, theft, loss or any other harm suffered in connection with this Contest or the use/misuse or acceptance of any Prize or any portion thereof to be eligible for a Prize
- (b) Except where prohibited by law, a promotional release granting Administrator the right to use their name and likeness, photograph, picture, portrait, voice, biographical information, and/or any statements made by each Winner regarding the Contest or American Family for advertising or promotional purposes without notice or additional compensation.
 - (c) Entry into this Contest constitutes agreement to sign such releases. Each potential Winner also must acknowledge that the Administrator has not and will not obtain or provide insurance of any kind relating to the Prize and that each potential Winner will be responsible for obtaining and paying for any property or other form of insurance relating to the Prize. Each potential Winner must also complete any additional legal documents provided by the Administrator (or third party on its behalf, if applicable) with respect to the Prize and return them as instructed within the timeframe specified by the Administrator or the potential Winner may forfeit Prize at the Administrator's sole discretion. The Administrator expressly reserves the right to delay the announcement of the Winners for creative or technical reasons or for any other reason the Administrator deems necessary.

If Winner is not available to attend Dream Camp ("Event") on the dates specified, Administrator may, in its sole discretion, terminate Winner privileges, and an alternative Winner will be selected from the remaining Eligible Entries. Travel restrictions, conditions and limitations may apply. If for any reason the Event or travel is delayed, cancelled or postponed, or in-person attendance is reduced, the Administrator reserves the right, but is not obligated, to cancel or modify the contest in its sole discretion and may award a substitute prize.

Winner's companions must be 21 years of age or older. The Winner is solely responsible for obtaining any and all necessary travel documents (e.g., valid photo ID, credit card, etc.) before departure. The Event dates and times are determined in the sole discretion of those entities responsible as hosts of the Event, as applicable, and may be subject to change. The terms and conditions of the tickets awarded as prizes will govern if the Event is canceled due to an act of God, an act of terrorism, civil disturbance or any other reason. The Prize is non-transferable and non-assignable, with no cash redemptions or substitutions. Winner may not request substitutions or modifications. The Administrator will not be responsible for Acts of God, acts of terrorism, civil disturbances, work stoppage or any other natural disaster outside their control that may cause the cancellation of the Event or travel.

Winner (and their guests, if applicable) will be required to execute and return a Release of Liability to the Administrator.

DISCLAIMER

The Administrator, Internet server(s), Internet and cellular telephone access provider(s), and each of their respective affiliates, subsidiaries, parent corporations and advertising and promotional agencies, and all of their officers, directors, shareholders, employees and agents (collectively, "Releasees") are not responsible for any incorrect or inaccurate text messaging or entry information: human error: technical malfunctions: failures, omissions, interruption, deletion or defect of any telephone/cellular network, computer online systems, computer equipment, servers, providers, or software including any injury or damage to participant's or any other persons cell phone device relating to or resulting from participation

in this Contest; inability to submit or access any text message; theft, tampering, destruction or unauthorized access to, or alteration of entries: entries that are processed late or incorrectly or are incomplete or lost due to cellular device, computer or electronic malfunction or traffic congestion on the Internet or any web site and/or cellular telephone lines: printing or other errors; or theft or destruction or corruption of entries. Proof of submitting an entry is not considered proof of delivery or receipt. Illegible and incomplete entries will be disqualified. All entries become property of Administrator and will not be returned. False and/or deceptive entries or acts shall render entrant ineligible.

If, for any reason, the Contest is not capable of running as planned, including, without limitation, changes in the Administrator's on-air programming, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Administrator which corrupts or affects the administration, security, fairness, integrity or proper conduct of this Contest, the Administrator reserves the right in its sole discretion to cancel, terminate, modify or suspend the Contest. Should the Contest be terminated prior to the stated expiration date, notice will be posted on the Web Site and the Prizes may be awarded to potential Winners to be selected from among all applicable Eligible Entries received up until and or after (if applicable) the time of modification, cancellation or termination or in a manner that is fair and equitable as determined by the Administrator. All interpretations of these Official Rules and decisions by the Administrator are final. No software-generated, robotic, programmed, script, macro or other automated online entries are permitted and will result in disqualification of all such entries. The Administrator reserves the right in its sole discretion to disqualify any individual it finds to have tampered with the entry process or the operation of this Contest; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person or to have provided inaccurate information on any legal documents submitted in connection with this Contest.

CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE ADMINISTRATOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. THE GEORGIA COURTS (STATE AND FEDERAL) SHALL HAVE SOLE JURISDICTION OF ANY CONTROVERSIES REGARDING THE CONTEST AND THE LAWS OF THE STATE OF GEORGIA SHALL GOVERN THE CONTEST. EACH ENTRANT WAIVES ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THESE COURTS AND HEREBY SUBMITS TO THE JURISDICTION OF THOSE COURTS.

LIMITATION OF LIABILITY

YOU UNDERSTAND AND AGREE THAT YOU SHALL HAVE NO RIGHT TO ENJOIN OR RESTRAIN THE DEVELOPMENT, PRODUCTION, ADVERTISING, PROMOTION, DISTRIBUTION OR EXPLOITATION OF THE CONTEST OR ANY EVENT WILL, FACEBOOK, TWITTER, ADMINISTRATOR, OR THEIR PARENTS, AFFILIATES, SUBSIDIARIES, AND RELATED COMPANIES, OR THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES, AGENTS SUCCESSORS AND ASSIGNS BE RESPONSIBLE FOR ANY CLAIMS, ACTIONS, DEMANDS, LOSSES, LIABILITIES, DAMAGES, COSTS AND EXPENSES (INCLUDING ATTORNEYS' FEES) OF ANY KIND, INCLUDING WITHOUT LIMITATION DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, WHETHER FORESEEABLE OR NOT AND WHETHER BASED ON NEGLIGENCE OR

OTHERWISE, ARISING OUT OF YOUR PARTICIPATION IN THE CONTEST, THE ACCEPTANCE, POSSESSION, USE, MISUSE, LOSS OR MISDIRECTION OF THE PRIZE, PARTICIPATION IN ANY CONTEST RELATED ACTIVITIES OR ACCESS TO AND USE OF ANY INTERNET SITE. ENTRANTS AGREE TO RELEASE, DEFEND, INDEMNIFY, DISCHARGE AND HOLD HARMLESS THE ADMINISTRATOR AND ADMINISTRATOR FROM ANY SUCH CLAIMS, ACTIONS, DEMANDS, LOSSES, LIABILITIES, DAMAGES, COSTS AND EXPENSES, INCLUDING, WITHOUT LIMITATION FROM ANY DAMAGE, INJURY, DEATH, LOSS OR OTHER LIABILITY EITHER AT LAW OR EQUITY WHETHER KNOWN OR UNKNOWN, ASSERTED OR NOT ASSERTED THAT MAY ARISE FROM OR IN ANY WAY RELATE TO YOUR PARTICIPATION IN THE CONTEST OR THE AWARDING, ACCEPTANCE USE OR MISUSE OF ANY PRIZE WITHOUT LIMITING THE FOREGOING, THE CONTEST, THE PRIZE AND MATERIALS ARE PROVIDED "AS-IS" WITHOUT ANY WARRANTY OR REPRESENTATION OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES. SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY. CHECK LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

RIGHT TO MODIFY OR CANCEL

The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. In the event any provision is found invalid or unenforceable, these Official Rules will otherwise remain in effect in accordance with their terms as if the invalid or unenforceable provision was never included. Administrator's failure to enforce any provision of these Official Rules does not constitute a waiver of that provision.

Administrator may cancel, suspend or modify the Promotion or any part of it, in any way, if Administrator determines in its sole discretion that the Promotion is not capable of executing as Administrator intended, or that any error, omission, fraud, technical failure, tampering, computer virus, or other factor, technical or otherwise, beyond Administrator's reasonable control, impairs or may impair Administrator's ability to properly conduct the Promotion, subject to any applicable law or regulation. In such event, Administrator may, but is not obligated to, award any applicable Prize by conducting a random drawing from among the eligible entries received up to the time of the cancellation, suspension, or modification of the Promotion. Inclusion in such random drawing is Entrant's exclusive remedy under such circumstances.

In the event of an inconsistency between these Official Rules and any disclosure or other statement contained in any Promotion-related materials, including without limitation, a Promotion entry form or any point-of-sale, radio, television, print, or online advertising, these Official Rules will prevail and govern.

PUBLICITY/LICENSE FROM ENTRANT:

The winner must be open and available to participate in a video interview between July 16- August 29. Each Winner hereby expressly grants to the Administrator and its respective designees all rights to use and publish his/her name, likeness (photographic or simulated), and city and state of residence for solely

advertising, marketing, promotional and publicity purposes in connection with this Contest ("Advertising"), in any and all media now or hereafter devised, worldwide in perpetuity, without any form of notice or any amount or kind of compensation or permission, except where prohibited by applicable law. All copyright, trademark or other intellectual property rights in such Advertising shall be owned by Administrator or its licensors and winning participants hereby disclaim and waive any claim of right to such Advertising. Such Advertising shall be solely under control of Administrator or its licensors, and winning recipients hereby waive any claim of control over the Advertising content as well as any possible claims of misuse of winning recipient's name, likeness or voice under contract, tort or any other theory of law. Administrator, any and all disputes will be resolved in accordance with the laws of the state of Wisconsin without regard for conflict of laws principles.

FILM CREW: The Administrator film crew will require and, therefore, the potential Winners shall grant the Administrator time to document via film the potential Winner's life in action – this may include but is not limited to time at their home, place of employment (assuming that doing so is permitted by the employer), favorite places of interests, the potential Winner's community, etc. Potential video footage opportunities will be identified prior to the film crew arriving and may take place prior to and after the Winners' time spent at Dream Camp in Madison, WI.

DISPUTES

Except where prohibited by law, Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Contest or any Prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court in Dane County, Wisconsin; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering any Contest, but in no event attorneys' fees. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Administrator in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Wisconsin, without giving effect to any choice of law or conflict of law rules (whether of the State of Wisconsin or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Wisconsin.

PRIVACY

By entering this Contest, Entrant agrees to Administrator's manner of collection, use, retention and disclosure of Entrant's Personal Information submitted in connection with the Contest. Personal Information collected from Entrant is subject to Administrator's privacy policy, which can be found at <https://www.amfam.com/privacy-security> and may additionally be disclosed by Administrator in connection with a public list of Contest winners, or pursuant to any license granted to Administrator by Entrant under these Official Rules or the Release. Entrants have the option on the entry form to receive commercial communications from American Family Mutual Insurance Company, S.I. ("American Family"); however, choosing to receive such communications is not necessary to enter or win and will not increase chances of winning. If, at any time, you no longer wish to receive commercial or promotional emails from American Family please use the following link <https://www3.dncsolution.com/DNEsolution/OptOutCode/OptOut.aspx?el=5>.

WINNERS LIST

For a list of winners, mail a self-addressed stamped envelope to Administrator by September 30, 2024 at:

American Family Insurance
Attn: [DreamBank]
RE: (2024 Dream Camp) Contest
821 East Washington Avenue Madison, WI 53704