

Atlanta Mission
“Building Hope and a Future Dream Home Sweepstakes”

Official Rules

NO PURCHASE OR DONATION IS REQUIRED TO ENTER OR WIN.

1. **Eligibility:** Atlanta Mission “Building Hope and a Future Dream Home Sweepstakes” (the “Sweepstakes”) is open only to legal residents of Georgia who are 18 years of age or older at the time of entry. Employees and non-employee workers of Atlanta Mission, Brock Built, LLC, Hazelwood Homes, Inc., Underpriced Furniture, Atlanta Housing Authority, Salem Communications Holding Corporation, WXIA/11Alive Atlanta, HelloWorld, Inc., and their respective parent companies, subsidiaries, affiliates, and agents and those supporting partners, prize providers, and agencies that are involved in the development or execution of this Sweepstakes or any of its materials, and the immediate family (spouse, parents, siblings, and children) and household members of each such person are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void outside of GA and where prohibited by law.
2. **Sponsor:** Atlanta Mission, 2353 Bolton Road NW, Atlanta, GA 30318.
Administrator: HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.
3. **Agreement to Official Rules:** By participating in the Sweepstakes, entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor and Administrator, which are final and binding in all matters related to the Sweepstakes.
4. **Promotion Period:** The Sweepstakes begins at 12:00 a.m. Eastern Time (“ET”), September 23, 2019 and ends at 11:59 p.m. ET, January 3, 2020 (the “Promotion Period”). MobileCause, Inc.’s computer is the official time-keeping device for this Sweepstakes.
5. **How to Enter:** Your personal information is subject to the Atlanta Mission’s privacy policy, <https://atlantamission.org/about/privacy-policy/>. There are 2 ways to enter:
 - a) **Donate Online:** During the Promotion Period, if you are eligible, visit <https://atlantamission.org/sweepstakes> and follow the links and instructions to complete and submit the registration form, including providing a valid name and email address, and optionally a phone number at which you can be reached if you are selected as a potential winner. Then, follow the links and instructions to make a donation to help support Atlanta Mission and the construction of a new shelter. There is not a minimum donation amount. Once you have successfully completed your registration and donation, you automatically will receive an entry or entries into the Sweepstakes, based on the calculations below and up to the maximum of 50 entries per person.

Donation Amount	Number of Sweepstakes Entries
Free Method of Entry - Mail In (each)	1
\$25	2
\$50	5
\$75	7

\$100	10
Any donation less than \$25	1
Any donation \$100+	calculated based on tiers above up to a maximum of 50 entries per person
No maximum donation	50 maximum entries per person

Opt-Out: If you would like to make a donation but do not want to be included in the Sweepstakes drawing, hand print your full name, street address, (no P.O. Boxes), day/evening/cellular phone number (if any), email address, and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to “**OPT-OUT** Atlanta Mission ‘Building Hope and a Future Dream Home Sweepstakes’,” P.O. Box 5025, Department 842104, Kalamazoo, MI 49003-5025 and if it is postmarked by January 4, 2020 and received by January 11, 2020, your name will be removed from the eligible entrants list.

- b) **Free Mail-In Method:** During the Promotion Period, if you are eligible and would like to enter the Sweepstakes without making a donation, hand print your full name, street address, (no P.O. Boxes), day/evening/cellular phone number (if any), email address, and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to “Atlanta Mission ‘Building Hope and a Future Dream Home Sweepstakes’ – Sweeps Entry,” P.O. Box 5025, Department 842104, Kalamazoo, MI 49003-5025. You will receive 1 entry into the Sweepstakes drawing up to the limit below. Each of your mailed-in entries must be handwritten, postmarked by January 4, 2020 and received by January 11, 2020 or it will be disqualified. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: Up to a maximum of 50 Sweepstakes entries per person during the Promotion Period, regardless of method or combination of entries, and regardless of donation amount higher than \$500. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations or logins, or any other methods will void that entrant’s entries and that entrant may be disqualified from the Sweepstakes. Any use of robotic, repetitive, automatic, programmed or similar entry methods or agents (including, but not limited to, sweepstakes entry services) will void all entries by that entrant. In the event of a dispute as to any online entry, the authorized account holder of the email address used to enter 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 for the domain associated with the submitted address. Potential winner may be required to show proof of being the authorized account holder.

6. **Drawing:** Administrator is an independent judging organization whose decisions as to the selection of the potential winner are final and binding. On or about January 14, 2020, Administrator will select the name of the potential winner in a random drawing of all eligible entries received during the Promotion Period. The potential winner will be notified by email, mail, or phone. The odds of winning the prize depend on the number of eligible entries received during the Promotion Period.
7. **Requirements of Potential Winner:** Potential winner must continue to comply with the Official Rules. Winning is contingent upon fulfilling all requirements. The potential Grand Prize winner will be required to sign and return to Administrator, within 7 days of the date notice or attempted notice is sent, a Declaration of Compliance, Liability & Publicity Release in order to select the prize option and to claim his/her prize and to fulfill any such other requirements as determined by Administrator. If the potential winner fails to provide the completed a Declaration of Compliance, Liability &

Publicity Release or any other requested information (as applicable) within the required time frame, he/she may be disqualified and forfeit the prize. In the event that the potential winner cannot be contacted, forfeits the prize, or is disqualified for any reason, Administrator will select an alternate potential winner in a random drawing from among all remaining eligible entries, up to 3 alternates. If the alternate potential winners are disqualified, the prize will not be awarded. **The winner will be required to attend a groundbreaking ceremony or other event scheduled in March 2020 in Atlanta for photo opportunities and media coverage.** Prize will be fulfilled at or after (within 10 days) the March event, by Atlanta Union Mission Corporation, if not earlier.

8. Prize:

1 GRAND PRIZE: Winner's choice of either a) a new Brock Built Homes, LLC home located in the West Highlands Neighborhood at 1804 Sanford Lane, Atlanta, Ga 30318, Lot 596 Recorded in plat book 401 Page 133. All details determined by Atlanta Mission in its sole discretion, Approximate Retail Value of the home ("ARV"): \$400,000 or b) a check made out to winner for \$200,000 (ARV: 200,000). In either case, winner will also receive winner's choice of a single room package from Underpriced Furniture, valued at \$6,000. All details determined by Underpriced Furniture in its sole discretion. Total ARV of Grand Prize is either \$406,000 or \$206,000, depending on prize option.

Grand Prize home is new construction (completed within previous 1-year period) and provided as-is, no inspections, appraisals and/or warranties. Upon transfer of title to winner, winner assumes all rights and responsibilities thereof.

The ARV of the home is estimated at the time of the writing of these Official Rules and based on sales of similar homes, constructed by Brock Built Homes, LLC and in the same general geography. Winner will not receive difference between actual and approximate retail value.

No substitution, exchange or transfer of prize by winner. Sponsor reserves the right to substitute the prize or any component for one of equal or greater value. **Winner is responsible for all taxes and fees associated with prize receipt and/or use.**

9. Publicity: Except where prohibited, participation in the Sweepstakes constitutes entrant's consent for Sponsor and its designees to use entrant's name, likeness, prize information, city and state of residence for promotional purposes in any media without further consideration.

10. General Conditions: In the event that the operation, security, or administration of the Sweepstakes is impaired in any way for any reason, including, but, not limited to, fraud, virus or other technical problem, the Sponsor may, in its sole discretion, either: (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; or (b) cancel the Sweepstakes and award the prizes in a random drawing from among all eligible entries received up to the time of the impairment. The 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 undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. The Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

11. Release and Limitations of Liability: Except where prohibited, by participating in the Sweepstakes, entrants agree to release and hold harmless Atlanta Union Mission Corporation ("Atlanta Mission"), Brock Built, LLC, Hazelwood Homes, Inc., Underpriced Furniture, Atlanta Housing Authority, Salem Communications Holding Corporation, WXIA/11Alive Atlanta, HelloWorld, Inc., and their respective parents, subsidiaries, affiliates, promotional partners, prize partners, agents and agencies, and the officers, directors and employees of them (the "Released Parties") from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize, including, but not limited to: (a) unauthorized human

intervention in the Sweepstakes; (b) technical errors related to computers, servers, providers, printers or telephone or network lines; (c) printing errors; (d) errors in the administration of the Sweepstakes or the processing of entries; (e) late, lost, or undeliverable mail; or (f) 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 of any prize. Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Sweepstakes and in no event shall the Released Parties be liable for attorney's fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. 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 Sweepstakes entry, if it is possible. If the Sweepstakes, or any part of it, is discontinued for any reason, 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 prize offered herein. 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 herein 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, un-awarded, eligible prize claims.

12. **Disputes:** Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prizes 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; 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 Sweepstakes, 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 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.
13. **Winner List:** For a winner list, visit <http://bit.ly/348ln7B>. The winner list will be posted after winner confirmation is complete.