

**Academy Sports + Outdoors
Buford, GA Line Up & Win Giveaway**

ABBREVIATED RULES

NO PURCHASE NECESSARY. PURCHASES DO NOT INCREASE ODDS OF WINNING. MUST BE PRESENT TO WIN. Void where prohibited. Odds of winning per Daily Entry Period: \$500-1/75; \$100-1/50; \$50-3/50; \$30-1/5; \$25-2/15; \$20-43/75. Open to residents of Georgia, age 18+. Retail value of all prizes: \$9,740. 150 prizes provided on a first-come basis on June 15 & 16, 2019, only. For Official Rules, see academy.com/official rules. Sponsor: Academy Sports + Outdoors, 1800 N. Mason Rd., Katy, TX 77449.

Qty	Card Number(s)	\$ Value Per Card
2		\$500
3		\$100
9		\$50
30		\$30
20		\$25
86		\$20

**Academy Sports + Outdoors
Buford, GA Location Line Up & Win Giveaway**

OFFICIAL RULES

NO PURCHASE NECESSARY. PURCHASES DO NOT INCREASE ODDS OF WINNING. ODDS OF WINNING PER EACH DAILY ENTRY PERIOD: \$500-1/75; \$100-1/50; \$50-3/50; \$30-1/5; \$25-2/15; \$20-43/75. MUST BE PRESENT TO WIN. OPEN TO LEGAL RESIDENTS OF GEORGIA, AGE 18 OR OLDER.

1. Promotion and Sponsor(s): Participation in the Academy Sports + Outdoors Buford, GA Location Line Up & Win Giveaway Promotion (the "Promotion") constitutes Entrant's (as defined below) full and unconditional agreement to these Official Rules. Entrant is free to disclaim any prize and status as Entrant 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. While this Promotion may be promoted via social media websites, such websites are not affiliated with Sponsor or this Promotion. This Promotion is in no way sponsored, endorsed or administered by, or associated 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 **8:00am (Eastern Time) on September 21, 2019** and ends at **9:00am (Eastern Time) on September 22, 2019** (the “Promotion Period”). The Promotion Period will include two (2) daily entry periods (each a “Daily Entry Period”) as set forth in the Table 1 below:

TABLE 1			
Daily Entry Period	Start Date (at 8:00am Eastern Time)	End Date (on or about 9:00am Eastern Time)	Drawing Date (on or about)
1	9/21/2019	9/21/2019	9/21/2019 at 9:00am Eastern Time
2	9/22/2019	9/22/2019	9/22/2019 at 9:00pm Eastern Time

Only entries submitted and received during the Promotion Period will be accepted. Non-winning entries from Daily Entry Period 1 will not carry forward into Daily Entry Period 2. Sponsor is the official timekeeper of this promotion.

3. Eligibility: The Promotion is open only to legal residents of Georgia, age 18 or older, who at the time of entry (i) have a valid and active Facebook or Instagram account, collectively or each individually, (the “Social Media Sites” social media account), (ii) follow, like, or subscribe to Sponsor’s content on, the Social Media Sites , collectively or each individually, and (iii) who are among the first 150 people who are eligible under these Official Rules in line outside the Academy Sports + Outdoors store located at 3720 Buford Drive, Buford, GA 30519 (the “Giveaway Location”) starting at the beginning of either Daily Entry Period. Participant must be present at the Giveaway Location when winners are selected to be eligible. 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, including submission of any entry or the partial completion of any act of entry or any other steps taken to participate in the Promotion in any manner, constitutes full and unconditional agreement with all provisions of these Official Rules. Any person not in compliance with these Official Rules 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. There is one (1) method of entry. By participating in the Promotion in any way you will become an “Entrant.” Each Entrant who enters using the below method of entry will receive one (1) entry in the Promotion. Limit one (1) eligible entry per person.

Method of Entry: During the Promotion Period, you will automatically become an Entrant and receive one (1) entry in the Promotion by being one of the first 150 people who are eligible under these Official Rules to line up at the Giveaway Location during either Daily Entry Period and proving proof that you follow, like or subscribe to Sponsor’s content on one of the Social Media Sites. Each Participant must present a mobile device (smart phone, iPad, etc.) or printed screenshot to an Academy associate

at the Giveaway Location during the Promotion Period with proof that the Entrant follows, likes or subscribes to Sponsor's content on one of the Social Media Sites. Limit one (1) entry per person. Non-winning entries from Daily Entry Period 1 will not carry forward into Daily Entry Period 2.

5. Conditions of Entry: By entering or participating in this Promotion, Entrant agrees to be bound by these Official Rules and the decisions of Sponsor and its authorized representatives, which are final and binding in all matters concerning this Promotion. Entries not legitimately submitted in accordance with these Official Rules are void. Only qualified entries received by Sponsor during the Promotion Period are eligible for participation. All entries become the property of Sponsor and will not be acknowledged or returned.

Entrants may be required to provide the following personal information in order to be eligible for a Promotion prize: first, middle and last name, month, day and year of birth, email address, complete mailing address (including city, state or province, and zip or postal code) and phone number (including area code) (collectively or individually, "Personal Information"). Sponsor is not responsible if a potential winner does not receive his or her prize because erroneous, expired, canceled, fraudulent or fake information was provided during Promotion.

In the event of a dispute as to the identity of Entrant, the authorized account holder of the email address associated with the Facebook or Instagram account used to enter will be deemed to be Entrant. A potential winner may be required to show proof of being the authorized account holder. The "authorized account holder" of an email address is the natural person assigned to that email address by a service provider or any other organization (business, educational institution, etc.) responsible for assigning accounts to that email address. If the identity of the individual who actually participated in the Promotion cannot be resolved to Sponsor's satisfaction, the affected individual's entry will be deemed ineligible.

Sponsor 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 Promotion (including, but not limited to, tampering with websites, email addresses or phone numbers), or acting in a non-sportsmanlike or disruptive manner. Any attempt to undermine the operation of the Promotion may be a violation of criminal and civil law, and Sponsor may seek damages to the fullest extent permitted by law from any person it finds to have made such an attempt.

6. Prizes: There are 150 prizes for each Daily Entry Period available to be won; total of 300 prizes for this Promotion. Approximate Retail Value ("ARV") of all prizes combined is \$9,740; Total ARV of prizes for each Daily Entry Period is \$4,870.

Prize: 150 Prizes will be awarded randomly each Daily Entry Period among eligible Entrants. Each Grand Prize consists of one (1) Academy Sports + Outdoors gift card, pre-loaded in the amount of \$20, \$25, \$30, \$50, \$100, or \$500. ARV of each Grand Prize is as set forth below:

Daily Entry Period 1		
Qty Available	Card ARV	Total ARV
2	\$500	\$1,000
3	\$100	\$300
9	\$50	\$450
30	\$30	\$900
20	\$25	\$500
86	\$20	\$1,720
Total		
150		\$4,870

Daily Entry Period 2		
Qty Available	Card ARV	Total ARV
2	\$500	\$1,000
3	\$100	\$300
9	\$50	\$450
30	\$30	\$900
20	\$25	\$500
86	\$20	\$1,720
Total		
150		\$4,870

Sponsor shall in no way be responsible for any cancellations, delays, postponements, diversions, substitutions, changes in service or accommodations, or any other act, omission, or result thereof, caused by any third party. All prizes must be accepted as awarded without substitution and are not, in whole or in part, assignable, transferable or available for resale. Prizes have no cash surrender value, except where required by law. Sponsor has made no warranty, representation or guarantee, express or implied, in fact or in law, with respect to any prize. This includes, without limitation, any warranty, representation, or guarantee related to any prize's quality or fitness for a particular purpose. Prizes are subject to availability and Sponsor may substitute a prize (or a component thereof) with another prize (or component thereof) of equal or greater value if the prize is not available for any reason, as determined in Sponsor's sole discretion. Federal, state, and local taxes and all other costs and expenses associated with acceptance and use of any prize not specified herein as being awarded are the winner's sole responsibility. Prize specific terms and conditions apply. If the winner elects not to partake in any portion of the prize, any remainder of the prize that is unused will be forfeited and will not be subject to further or additional compensation.

Any prize details not specified above will be determined by Sponsor in its sole discretion. If a winner is disqualified, not eligible, or for any other reason cannot accept the prize as stated, then Sponsor may randomly select a new winner from the pool of eligible Entrants. The winner will be required to submit, where legal, a completed and signed Affidavit of Eligibility and Liability & Publicity Release (the "Release"), along with a properly completed U.S. Department of the Treasury Internal Revenue Service

Form W-9, within the required time period to be eligible to receive any prize (if applicable; required time period will be communicated in the Release).

Grand Prize quantities limited to numbers stated above. First come, first served; one prize per eligible Entrant. Prizes have no cash surrender value. Additional prize specific terms and conditions apply. **Eligible potential winners will be issued a voucher, which must be redeemed at the Giveaway Location during the Promotion Period to claim prize.** Participants must be 18 years or older to claim the prize.

7. Winner Determination and Verification: The selection of potential prize winners (the “Prize Drawing”) is within the sole discretion of Sponsor. There will be 150 Prize winners. Only the first 150 people who are eligible under these Official Rules in line at the Giveaway Location starting at the beginning of each Daily Entry Period are eligible to be selected by Sponsor as potential winners. Entrants must be present at the Giveaway Location when Sponsor selects potential winners in order to be eligible.

Potential winners are each subject to eligibility verification using government-issued photo identification, on an ongoing basis, by Sponsor. Sponsor’s decisions regarding eligibility verification are final and binding. **An Entrant is not a winner of any prize, even if notified of being a winner and/or issued any item of value, unless and until Entrant’s eligibility has been, and continues to be verified to the satisfaction of Sponsor.**

To be verified as eligible to receive a prize, each potential winner must fulfill all requirements and continue to comply with all terms and conditions of these Official Rules, and not be disqualified for any reason. Each potential winner will be notified in-person (subject to Sponsor’s discretion). If the potential winner fails to sign and return the Release or any other required documentation or fails to comply with these Official Rules; if a potential winner is unable or unwilling to accept the prize as stated; or if the potential winner cannot be verified as eligible for any other reason at any time before, during or after the Promotion Period, the potential winner is disqualified and forfeits the prize and an alternate will be selected.

In the event that an Entrant is disqualified for any reason, the foregoing process will be repeated until the prize is awarded or until three (3) attempts have been made to award the prize and each attempt has failed. Sponsor will identify each potential winner and verify the potential winner’s eligibility. If unable to verify the potential winner’s eligibility, Sponsor will select an alternative potential winner within a reasonable time thereafter.

Odds of winning per each Daily Entry Period: \$500-1/75; \$100-1/50; \$50-3/50; \$30-1/5; \$25-2/15; \$20-43/75.

8. Limitations of Liability: By entering or participating in this Promotion in any way, each Entrant, and winner, 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 (spouse, parents, siblings, and children) 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 Entrant'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. (Some jurisdictions may not allow the limitations or exclusion of liability for incidental or consequential damages or exclusion of implied warranties. Check local laws for restrictions regarding these limitations or exclusions.)

Entrants waive any right to claim ambiguity in these Official Rules. The Released Parties are not responsible for: (1) technical failures of any kind; (2) incorrect or inaccurate information, whether caused by Entrants, any internet or email service provider, any promotional or advertising agency, printing or computing errors, or by any of the equipment or programming associated with or utilized in the Promotion; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error that may occur in the administration of the Promotion, the processing of entries or the announcement of the winner and prize; (5) any injury or damage to persons or property that may be caused, directly or indirectly, in whole or in part, by Entrant's participation in the Promotion; (6) the receipt, use or misuse of any prize; or (7) any other errors in any materials, information or announcements associated with the Promotion. If for any reason an Entrant's entry is confirmed to have been erroneously deleted, lost or otherwise destroyed or corrupted by Sponsor, Entrant's sole remedy is another entry in the Promotion, subject to availability and provided that the Promotion has not then expired.

9. Publicity and Entry Materials: Except where prohibited, participation in the Promotion and/or acceptance of any prize constitutes each Entrant's, and the winner'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. Entrant agrees that Sponsor is not obligated to use any of the rights granted to it by Entrant in these Official Rules.

10. 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. Sponsor's failure to enforce any term of these Official Rules does not constitute a waiver of that provision.

Sponsor may cancel, suspend and/or modify the Promotion, or any part of it, if any mistake, clerical or typographical error, omission, fraud, technical failure, tampering, computer virus or other factor, technical or otherwise, beyond Sponsor's reasonable control, impairs Sponsor's ability to properly conduct the Promotion, as determined by Sponsor in its sole discretion, subject to any applicable law or regulation. In such event, Sponsor may, but is not obligated to, award any applicable prize(s) by 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.

11. Disputes: Except where prohibited by law, Entrant 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 Entrant 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.

12. Privacy: By entering this Promotion, Entrant agrees to Sponsor's manner of collection, use, retention, and disclosure of Entrant's Personal Information submitted in connection with the Promotion. Personal Information collected from Entrant is subject to Sponsor's privacy policy, which can be found at academy.com/shop/en/store/privacy-policy. For full details and Official Rules, see academy.com/officialrules.