

IMPORTANT: Due to the current health situation, we understand that a great many high schools have been closed and, to the extent that schools are operating, they are only offering virtual courses and activities. For this reason, schools may not be able to participate in the Vans Custom Culture Contest as originally intended. To keep things fair to all schools, we have decided to allow schools which haven't entered yet to submit a photo of a re-creation of their customized sneakers instead of a photo of the actual sneakers themselves. We also adjusted the Contest structure, time-table and the prize pool accordingly. Please carefully review these Rules and contact us at customculture@vfc.com with any questions. And, of course, stay safe!

FINAL: REVISED 4/3/20

2020 Vans Custom Culture Contest

NO PURCHASE NECESSARY.

The 2020 Vans Custom Culture Contest (“Contest”) is open only to public or private high schools (grades 9 – 12) in the 50 U.S. states and the District of Columbia. Void in Puerto Rico and where prohibited by law. Contest is only open to those high schools that register with Vans, a division of VF Outdoor, LLC (with Vans determining whether or not to accept their registration/application, in its sole discretion; such decision is final and binding and not subject to appeal – the decision whether or not to accept an eligible high school’s registration/application is the initial phase of judging, as discussed below). Contest is not open to the general public or to any high school that won (a) a Grand Prize in previous years’ versions of the Vans Custom Culture Contest or (b) a Finalist Prize in last year’s version of the Vans Custom Culture Contest. (High school students who participated in the Vans Custom Culture Contest offered in Fall 2019 ARE eligible to participate as part of a given high school.) Parental home school programs are NOT eligible to participate in the Contest. However, after-school programs and clubs ARE eligible if and only if they are operated under the auspices of, or otherwise directly affiliated with, a public or private high school (any such after-school program/club is also referred to herein as a “high school.”)**

****This Contest is completely independent of the Vans Custom Culture Contest which was offered by Vans in Fall 2019.**

- I. **CONTEST PERIOD.** Contest starts on January 6, 2020 and ends on May 15, 2020. The dates of the various stages comprising the Contest are set forth in the following chart.

Stage of Contest	Start Date	End Date
Registration/ Application Period	January 6, 2020 @/after 9:00:01 a.m. PT	January 31, 2020 @ 5:00:00 p.m. PT
Initial Selection of High Schools' Registrations/ Applications	February 3, 2020	February 7, 2020
Submission Period	February 7, 2020 @8:00:01 a.m. PT	April 27, 2020 @ 5:00:00 p.m. PT
Submission Period (Online Only)	April 6, 2020 @ 8:00:01 a.m. PT	April 27, 2020 @ 5:00:00 p.m. PT
1 st Round Judging	April 29, 2020	May 3, 2020
Public Voting (as part of 2 nd Round Judging)	May 4, 2020 @ 8:00:01 a.m. PT	May 15, 2020 @5:00:00 p.m. PT
Finalist Notification/Finalist Round	May 26, 2020	May 29, 2020
Grand Prize/Runner-Up Prize Winner Notification	June 2, 2020	June 5, 2020

II. **TO REGISTER/APPLY.**

- (A) **Authorized Representative.** High school must designate an **authorized representative** who (alone) will be responsible for communicating with Vans regarding high school's registration for and participation in Contest (assuming its registration/application is accepted by Vans). Authorized representative must be 21 or older and a teacher, staff member or other registered school official with the requisite authority to bind the high school. (This authorized representative may be the same person who performed this function for high school in previous years' versions of the Contest; however, such person must be identified as the high school's authorized representative for *this* Contest.)
- (B) **Application.** Authorized representative must complete the application, available at www.vans.com/customculture (also referred to herein as the "Vans H.S. Custom Culture web site"), with

all required information. Required information includes the name, address and Title type (i.e., Title I, II, III, IV, V, or VI) of the high school that is interested in participating in the Contest, whether the high school currently has an art program within its curriculum, as well as the name and e-mail address of the authorized representative. In submitting an application, authorized representative represents and warrants that all information included in the application is true, complete and correct to the best of his/her knowledge and belief; that the high school is allowed to participate in the Contest pursuant to its current policies and regulations as well as applicable law, as per Rule VI below (assuming its application is selected by Sponsor); and that he/she has the requisite authority to bind the high school for purposes of this Contest. **In order for application/registration to be complete, authorized representative must check the box on the application indicating that he/she has read, agreed to and fully understands these Official Rules.** As a condition of participation by his/her high school (assuming that its application is selected by Sponsor), authorized representative agrees to use his/her best efforts to secure any and all additional consents and releases from third parties (including students, and if student is a minor in his/her jurisdiction of residence‡, such student's parent/legal guardian), so as to perfect all releases or grants of rights referenced in these Official Rules. Authorized representative may also be required by Sponsor, in its sole discretion, to substantiate that (a) he/she is indeed authorized to represent the applicable high school and have such high school possibly participate in the Contest and/or (b) the responses set forth in the application regarding the high school are true and correct. If Sponsor determines in its sole discretion that such proof is inadequate or otherwise unacceptable, or if authorized representative fails to furnish such proof upon Sponsor's request, applicable high school's application will be rejected and it will not be allowed to participate in the Contest; and, Sponsor shall have no liability of any kind in conjunction therewith. For the avoidance of doubt, even if Sponsor accepted an application for a high school from a given individual in a previous year's version of the Contest, Sponsor may require the aforementioned proof as a pre-condition to participation in this year's Contest.

‡ In all cases, "minor" as used herein refers to a minor in his/her jurisdiction of residence (whether expressly stated or not.)

- (C) Limit one (1) application per high school, to be submitted only by authorized representative of high school. Application must be received during the Registration/Application Period (January 6, 2020 at 8:00:01 a.m. PT – January 31, 2020 at 5:00:00 p.m. PT).

Do NOT supplement the application with any materials or information. Proof of submission of application does not constitute proof of Sponsor's receipt of application (or proof of acceptance of application). Vans will not acknowledge receipt of application.

(D) The review of applications/selection of high schools to participate in the Contest will occur between February 3 and February 7, 2020. Sponsor will select approximately five hundred (500) high schools to participate in the Contest, based on the high schools' comparative need for funding of their respective art programs or for the introduction of an art program, as the case may be. However, Sponsor disclaims any liability under any legal theory if it should select fewer than or more than (500) high schools to participate in the Contest for any reason.

(E) IF A HIGH SCHOOL'S APPLICATION/REGISTRATION IS ACCEPTED, AUTHORIZED REPRESENTATIVE WILL BE NOTIFIED VIA PHONE/E-MAIL FROM VANS (ACTUAL METHOD OF NOTIFICATION BEING OF VANS' SOLE DISCRETION) BETWEEN FRIDAY, FEBRUARY 7, 2020 & MONDAY, FEBRUARY 11, 2020, TO BE CONFIRMED LATER BY MAIL. IMPORTANT: IF AUTHORIZED REPRESENTATIVE CANNOT BE REACHED BY SPONSOR BETWEEN FEBRUARY 7 & 10, 2020 FOR ANY REASON, AUTHORIZED REPRESENTATIVE'S HIGH SCHOOL APPLICATION WILL BE REJECTED AND SUCH HIGH SCHOOL WILL NOT BE ALLOWED TO PARTICIPATE IN THE CONTEST. (IN SUCH CASE, SPONSOR MAY ALLOW ANOTHER HIGH SCHOOL TO PARTICIPATE IN THE CONTEST IN ITS PLACE, TIME PERMITTING, BUT IS IN NO WAY OBLIGATED TO DO SO.) [Vans will not notify authorized representatives of high schools which are not selected to participate in the Contest.] Vans will furnish each selected high school with one (1) pair of Slip-Ons and Authentics sneakers (blank/white color; size 9) as well as a set of basic art supplies, including pencils, markers, glue sticks, tempera paint, paint brushes and a watercolor pad, appropriate for use by up to twenty (20) students. (Selection of high school by Vans merely signifies that high school may compete in the Contest; all selected high schools will receive the same set of basic art supplies, although the particular colors of tempera paint may vary; for the avoidance of doubt, while art supplies may be used by a [selected] high school's students to participate in the Contest, such use is not required nor will using the art supplies in any way improve or otherwise affect a given high school's likelihood of winning a prize in the Contest.)

III. CONTEST PARTICIPATION

- (A) Contest Submission.** A selected high school participates in the Contest by designing/customizing both pairs of sneakers to reflect both of the following themes -- Local Flavor and “Off The Wall” (reflection of the core values of the Vans brand of creativity, authenticity and passion). One (1) sneaker style must be devoted to each theme, so that both themes are addressed. In addition, high school must submit a statement (of no more than 500 words) as to how winning the donation element of the Grand Prize will have a positive impact on the high school generally, the high school’s art program specifically, the high school’s students and the community of which the high school is a part (such statement is referred to hereafter as the “impact document”).
- (B) Method of Contest Participation.** Provided that a selected high school has not already submitted its Contest entry, the selected high school may participate by (1) uploading photos of its actual customized sneakers OR (2) re-creating its customized sneakers on a paper template which may be printed and downloaded from the Vans H.S. Custom Culture web site. If re-creating the customized sneakers on the paper template, authorized representative represents and warrants that, to the best of his/her knowledge and belief, the re-creation constitutes a true copy of the original customized sneakers created by students at his/her high school for this Contest. To this end, authorized representative is strongly encouraged to collaborate with participating students in re-creating the customized sneakers on the paper template including sharing the re-creation with participating students before submitting as a Contest entry.
- (C) Contest Submission-Requirements.** Contest Submission via photo upload of actual customized sneakers consists of [i] photos of each of the two (2) customized sneakers, [ii] a third photo of both customized sneakers together (do not include students or any other persons in any photo along with the customized sneakers), and [iii] the impact document. Contest Submission via re-creation of customized sneakers on paper template consists of [i] paper templates with re-creations of the two (2) customized sneakers (do not include students or any other persons in any photo along with the re-creation of the customized sneakers; do not include any commentary or additional content as part of/along with re-creations of customized sneakers), and [ii] the impact document. Regardless of the method of entry chosen, if any of the applicable elements has been omitted, a high school’s Submission is incomplete and will not be accepted. Elements of Submission must be made in accordance with the applicable Guidelines in Rule III E below. Limit one (1) Contest submission per high school. **The Contest Submission may be made via photo upload of actual customized sneakers**

OR photo upload of re-creation of the customized sneakers on the paper template but NOT by using both entry methods (regardless of whether photo is of the actual customized sneakers or a re-creation of same, the Contest Submission must also include the Impact Document). Submission should not be named or include any material (other than, perhaps, the impact document) which directly states or implies the nature of the underlying theme for either of the customized sneakers (whether submitted as photo upload of actual customized sneakers or as a photo upload of re-creation of same on the paper template). If high school participated in a previous year's edition of the Vans Custom Culture Contest, the high school cannot use the same submission (in whole or in part) for its customized sneaker photos (whether submitted as photo upload of actual customized sneakers or as a photo upload of re-creation of same on the paper template) or impact statement in this year's Contest. (However, for the avoidance of doubt, the underlying theme of the impact document may be the same as used in a previous year's version of the Contest.) In addition, if one or more students at a given high school participated in the Fall 2019 Vans Custom Culture Contest, any materials submitted for the Fall 2019 Vans Custom Culture Contest cannot be used for this Contest. Rather, the entire submission must be created specifically for *this* Contest.

(D) Entry Deadline. Submission must be received in its entirety during Submission Period (February 17, 2020 at 8:00:01 a.m. PT – April 27, 2020 at 5:00:00 p.m. PT) at the Vans H.S. Custom Culture web site. Piecemeal or partial submissions will NOT be accepted. Proof of e-mailing/sending does not constitute proof of submission. Vans will acknowledge receipt of submission; however, such acknowledgment does not constitute any representation of eligibility of submission. Authorized representative must complete the accompanying form as part of the submission process, and check the box indicating that he/she (on behalf of the high school and its students, to the fullest extent permitted by law) has read, fully understands and agrees to these Official Rules. For the avoidance of doubt, authorized representative **MUST** be the same person who submitted high school's application unless Vans expressly allows another person to function as authorized representative of high school (it being understood that Vans may grant or withhold such consent in its sole discretion and without liability of any kind.) Submission must include a complete list of the names of all students involved in development and preparation of high school's Contest submission (and, as discussed below, the custom code portion of the Grand Prize is only available to such persons); this list may only be amended with the written consent of Vans, which

may be granted or withheld in its sole discretion and without liability of any kind. Sponsor will NOT use students' names for any purpose other than Contest administration.

(E) Guidelines

- (i) **Customized Sneakers.** Photo upload of actual customized sneakers must be captured with either a digital camera or scanned from a film slide, negative or print; photo upload of re-creation of customized sneakers on the paper template must be captured with a digital camera. In either case, photo load must be submitted in the baseline JPEG recording format. Prints or slides are ineligible. Photos of customized sneakers (whether submitted as photo upload of actual customized sneakers or as a photo upload of a re-creation of same on the paper template) must be taken against a solid background (preferably, black or white); photos cannot include any props or added graphics (the photos should only include the actual customized sneakers or the re-creation of the customized sneakers on the paper template). In addition, the photos should NOT include any content as to the statement/message represented by the customized sneakers. (In other words, the images of the actual customized sneakers or the re-creation of the customized sneakers on the paper template should “speak for themselves.”) Complete specifications for photos of the actual customized sneakers will be supplied to high school along with sneakers, as per Rule II (E) above; such specifications are made a part of these Official Rules and incorporated herein by reference. In the event of any inconsistency between the specifications and these Official Rules, these Official Rules shall prevail, govern and control in all respects. Please see (ii) below for additional specifications for re-creation of customized sneakers on the paper template.
- (ii) **Re-creation of Customized Sneakers on Paper Template.** Any durable medium may be used in re-creating the sneakers on the paper template; for example, paint, pencil, ink or marker. Physical objects (e.g., glitter, buttons) may be affixed/appended to the paper template as part of the re-creation of customized sneakers. The paper template cannot be modified in any manner other than re-creating the sneakers

thereon; any attempt to alter the original outline of a sneaker on the paper template automatically voids entry with the corresponding high school being disqualified from the Contest.

- (iii) **Photos/Impact Documents– Rights.** Photos and Impact Document must be solely the ORIGINAL work of the students of the high school, except only for the assistance of the authorized representative and/or high school teacher(s). {However, if Vans or judges determine, in their sole discretion, that permitted assistance by third parties is excessive such that the entry no longer represents the actual work of the students themselves, the entry may be disqualified.} **For the avoidance of doubt, the authorized representative’s re-creation of the customized sneakers on the paper template constitutes an acceptable form of assistance and does not violate the preceding requirement.** DO NOT COPY (IN WHOLE OR IN PART) THE WORKS OF THIRD PARTIES. Photos/Impact Documents cannot include any content that violates or infringes upon the intellectual property or other rights of any third party (including but not limited to rights of publicity, privacy, patent, trademark, copyright, or libel, defamation or slander). BY WAY OF EXAMPLE ONLY, DO NOT USE IN THE PHOTOS OR IMPACT DOCUMENT THE NAMES OR LOGOS OF FAVORITE BANDS; THE NAMES OF CELEBRITIES/ATHLETES; “SAMPLES” (I.E., EXCERPTS) OF OTHER PERSONS’ WORKS, REPRODUCTIONS OF WORKS OF ART OR OTHER MATERIALS NOT CREATED BY THE STUDENTS THEMSELVES. Other than the sneakers themselves, submission should not include any content that is not owned or licensed by high school (i.e., authorized representative, participating high school teacher(s) and students). If Vans, in its sole discretion, suspects such violation/infringement of third party rights, entry will be disqualified. For the avoidance of doubt, Sponsor grants authorized representative, participating high school teacher(s) and students (students’ parents’/legal guardians’, if students are minors in their jurisdiction of residence) the limited, non-transferable right to use the Vans brand name and associated trademarks (as well as the design of the sneaker depicted on the paper template) solely for purposes of participation in this

Contest in accordance with these Official Rules, with the understanding that such use is solely for the benefit of Sponsor and will terminate automatically at the end of the Contest. (Any other use of Sponsor's trademarks constitutes an actionable violation of Sponsor's rights.)

- (iv) **Other Content Requirements.** Entry must NOT promote a commercial/business enterprise, a charity, political, religious cause or any cause other than the themes of the Contest and the subject matter of the impact document. Remember, the themes of the Contest are Local Flavor and "Off The Wall;" and, the impact document should address the positive impact that a donation would have on the high school, its students and the community at large. While Vans respects and appreciates that students and faculty may have strong opinions regarding current events and issues, we're not looking for them here. Please try to stay on topic when your high school is designing and customizing the sneakers (and re-creating same on the paper template, if applicable) and preparing the impact document as its Contest entry. In addition, entry must NOT include any content that is offensive, that is derogatory (i.e., "hate speech" of any kind) or otherwise unfit for publication (as determined by Vans or judges in their sole discretion) or that has been previously published (on-line or otherwise). Impact document must, to the best of the knowledge and belief of high school students, authorized representative and/or high school teacher(s), as applicable, be truthful. Impact document also must not include any information or data that is protectible as a trade secret or subject to a fiduciary duty (including the duty of confidentiality); DO NOT DISCLOSE ANY PERSONALLY IDENTIFYING INFORMATION REGARDING HIGH SCHOOL STUDENTS, TEACHERS, ADMINISTRATORS OR OTHER COMMUNITY MEMBERS IN THE IMPACT DOCUMENT.

- (v) **Entry/Application As "Work Made For Hire"**

Authorized representative (on behalf of him/herself and high school, as well as, to the extent permitted by law, high school teacher(s), and all students involved in creation of entry, and their parents/legal guardians if such students are minors in their jurisdiction of residence) understands and agrees that the entry (and the corresponding application, regardless of

whether or not it is accepted by Vans) shall be deemed a “Work Made For Hire” under the copyright laws of the United States, the entry/application being specially prepared by the high school (authorized representative, participating teachers and students) for Vans. If the entry/application is deemed not to constitute a “Work Made For Hire,” authorized representative agrees, in exchange for good and valuable consideration in the amount of \$3, to transfer and assign any and all rights, title, and interest in and to the entry/application to Vans, including but not limited to the copyright and renewal rights in the entry/application, worldwide. Authorized representative (on behalf of him/herself and high school, as well as, to the extent permitted by law, high school teacher(s), and all students involved in creation of entry, and their parents/legal guardians if such students are minors in their jurisdiction of residence) hereby waives in favor of Vans, all rights of “Droit Moral” or “Moral Rights of Authors” or any similar rights or principles of law that authorized representative (and/or teachers and/or students) may now or later have to the entry/application. Authorized representative further agrees to execute all documents and take all actions deemed necessary by Vans in its sole discretion (including using his/her best efforts to have teachers and students and their parents/legal guardians, if such students are minors in jurisdiction of residence, also execute such documents) so as to effect, record or perfect the entry’s/application’s status as a “work made for hire” or the foregoing assignment, as applicable.

IV. WINNER DETERMINATION.

- A. **Overview.** The approximately five-hundred (500) high schools whose applications were accepted by Vans will each submit an entry in the Contest either via photo of the actual customized sneakers themselves or via photo of the re-creation of the customized sneakers on the paper template. Sponsor will sort Contest entries based on whether the uploaded photos were of the actual sneakers or the re-creation of the customized sneakers on the paper template. In each of the “Actual Sneaker Photo” and “Re-created Sneaker Photo” categories, the top twenty-five (25) of these Contest entries/submissions will be selected in the 1st round judging. These top twenty-five (25) Contest entries/submissions in each category will advance to the 2nd round judging (which includes public voting) for that category. In each category, the five (5) high schools with the highest scores after the conclusion of the 2nd round judging will advance to the Finalist Round for that category. In the Finalist Round for each category, the three (3) Finalist High Schools with the highest scores in the Finalist Round will win prizes, with the top-scoring Finalist High School winning the Grand Prize and the other two (2) Finalist High Schools each winning a Runner-Up Prize.

B. 1st Round Judging. The 1st round judging will occur between April 29 and May 3, 2020. From among the approximately five-hundred (500) high schools whose applications were accepted, those high schools with the twenty-five (25) highest scores in each of the “Actual Sneaker Photo” and “Re-created Sneaker Photo” categories will advance to the 2nd round judging for the applicable category. Such advancing high schools will be announced on the Vans H.S. Custom Culture web site and the authorized representatives of such advancing high schools will be notified via e-mail to such effect. If a high school advances to the 2nd round judging, authorized representative must use commercially reasonable efforts to obtain for each student at that high school who participated in the creation of that high school’s Contest submission, a Release completed by the student’s parent/legal guardian (or the student him/herself, if student is of legal age of majority). Authorized representative should keep the signed Releases on file. Sponsor reserves the right in its sole discretion to condition award of custom code element of Grand Prize to participating students at Grand Prize-winning high school upon authorized representative furnishing a Release or other acceptable proof of consent for each such participating student (or if a minor in their jurisdiction of residence, his/her parent or legal guardian); and, if a Release or other acceptable proof of consent is not provided upon Sponsor’s reasonable request, then the custom code will NOT be awarded to such student at Grand Prize-winning high school with Sponsor disclaiming any and all liability in conjunction therewith. In addition, to the extent that the impact document element of the high school’s Contest submission contains opinions, assertions or conclusions about the high school or surrounding community, the authorized representative should also keep on file any necessary documentation to support such opinions/assertions/conclusions. The 1st round judging will be (i) conducted by an expert panel comprised of Vans marketing executives, designers, art directors and marketing managers, and (ii) based upon the following criteria (each to be weighted equally) – Overall Creativity (for customized sneakers element of Submission: method, use of material/media, originality, imagination, ability to showcase new, meaningful concepts; for impact document element of Submission: communication of projected positive impact of donation in an informative and persuasive manner); Relevance to Theme (for customized sneakers element of Submission: how the customized sneakers element of the Submission reflects the two themes of the Contest; for impact document element of Submission: how effectively the impact document adheres to the assigned subject of the projected positive impact of donation); Execution (the customized sneakers/re-creation of customized sneakers and impact document as a finished work). For the avoidance of doubt, the basis on which a high school’s application was accepted by Vans will not be taken into account in the 1st round judging (or the 2nd round judging, as discussed below) for either category. In the event of a tie in either

category, the advancing high school will be the high school whose submission (among the tied submissions) had the higher/highest score in Overall Creativity. For the avoidance of doubt, Genesco Inc. will not participate in the 1st round judging.

- C. 2nd Round Judging. The 2nd round judging consists of (1) public voting (50%) and (2) the submission's score in the 1st round judging (50%, as discussed above). The public voting phase of the 2nd round judging will be implemented by Vans and/or a designated third party agency and will take place from May 4, 2020 at 8:00:01 a.m. PT to May 15, 2020 at 5:00:00 p.m. PT. (But, by posting a notice on the Vans H.S. Custom Culture web site or www.vans.com, Vans reserves the right to modify the timing/postpone the public voting phase of the 2nd round judging.) In the public voting phase, the public will have the opportunity to vote for their favorites among the high school submissions that advanced to the 2nd round judging for both the "Actual Sneaker Photo" and "Re-created Sneaker Photo" categories† The high schools in each category whose submissions have the six (6) highest cumulative scores (i.e., public vote total plus submission's score in the 1st round of judging) will be the potential Finalists, advancing to the Finalist Round. Authorized representatives of Finalists will be notified by phone, e-mail or mail between Tuesday, May 26, 2020 and Friday, May 29, 2020 (actual method of notification being of Sponsor's sole discretion). **IMPORTANT: IF AUTHORIZED REPRESENTATIVE CANNOT BE REACHED BY SPONSOR BETWEEN TUESDAY, MAY 26 AND FRIDAY, MAY 29, AUTHORIZED REPRESENTATIVE'S HIGH SCHOOL WILL BE DISQUALIFIED AND THE HIGH SCHOOL WITH THE NEXT HIGHEST CUMULATIVE SCORE IN THE APPLICABLE CATEGORY WILL BE DEEMED A POTENTIAL FINALIST IN PLACE OF THE DISQUALIFIED HIGH SCHOOL.** A high school is not a potential Finalist unless and until its authorized representative has received such notification from Vans (notwithstanding public vote tally on the public voting website, the Vans H.S. Custom Culture website and/or the Vans website) and will not be a Finalist unless and until Vans representative has confirmed high school's Finalist status. So as to confirm a high school's Finalist status, authorized representative must use commercially reasonable efforts to submit the completed/signed Student Releases (or proof of consent in lieu thereof) and substantiation of the opinions/assertions/conclusions in high school's impact document, to the extent applicable (see subsection B above) to Sponsor for receipt no later than the designated deadline.

†With regard to the impact document element of the submission for those high schools that advance to the 2nd round judging, the impact document will be accessible in its entirety to persons who click on a designated hypertext link.

D. Public Voting Regulations. A registered user may vote only once, with such vote being for only one (1) high school which advanced to the 2nd round judging (whether that high school is in the “Actual Sneaker Photo” category or the “Re-created Sneaker Photo” category). To register as a user, you must be a legal U.S. resident and 13 years of age or older (if under 18, be sure to obtain your parent/legal guardian’s permission PRIOR TO registration.) For the avoidance of doubt, an authorized representative, high school student and/or parent or legal guardian of a high school student **MAY** vote for their high school. Voters will NOT receive any award, benefit or other compensation in conjunction with casting a vote. The use of robotic or automatic devices for voting or the use of any artifice whereby a registered user attempts to vote more than once or to otherwise manipulate the results of the voting (including but not limited to offering payments, gifts or other consideration in exchange for votes or disparaging submissions as well as “one hand washes the other” or like voting arrangements) is strictly prohibited. Should Vans determine in its sole discretion that a high school which advanced to the 2nd round judging is engaged (directly or indirectly, in whole or in part) in such improper activities, such high school’s submission will be disqualified and all votes from such suspect source will be discounted. By voting (and, authorized representative by submitting an application for a high school’s possible participation in the Contest), you (if a minor, your parent/legal guardian) agree to fully cooperate with Vans in a forthright and honest manner in conjunction with any information/materials that Vans may request in investigating any suspected improper activities in conjunction with voting (or the operation of the Contest generally), all without compensation of any kind and subject to confidentiality and/or other reasonable restrictions. Submissions of high schools which advanced to the 2nd round judging will be displayed in the Actual Sneaker Photo” or “Re-created Sneaker Photo category, as applicable. Within the applicable category, Vans will display the uploaded submissions in any pattern, format or sequence which may or may not be rotated or varied in Vans’s sole discretion and the high school’s submission will only be identified as follows: *NAME OF HIGH SCHOOL, CITY, STATE OF HIGH SCHOOL.* Authorized representatives, teachers and students at a given high school are welcome to post content on social media or elsewhere on-line with the goal of increasing the public vote total for their high school. Any such posting must be made with the consent of the authorized representative of the high school as well as any individual teachers and students identified therein and MUST include the hashtag #VANSHSCustomCultureContest so as to designate that the high school is participating in a promotional contest sponsored by Vans so as to advertise/market its products.

SUBMISSIONS REPRESENT SOLELY THE VIEWS/OPINIONS OF THE STUDENTS/TEACHERS/AUTHORIZED REPRESENTATIVES OF HIGH

SCHOOLS AND DO NOT REFLECT THE VIEWS/OPINIONS OF VANS IN ANY MANNER. VANS IS ACTING AS A PASSIVE CONDUIT FOR THE POSTING/PUBLICATION OF SUBMISSIONS AND HAS NO OBLIGATION TO AND EXPRESSLY DISCLAIMS ANY AND ALL LIABILITY IN CONJUNCTION WITH SCREENING, MONITORING OR REVIEWING THE CONTENT OF SUBMISSIONS. VANS WILL NOT EDIT OR ALTER THE CONTENT OF ANY SUBMISSION IN CONJUNCTION WITH CONTEST PARTICIPATION.

E. Finalist Round. In the Finalist Round to take place May 26- 29, 2020, for each of the two (2) categories, Vans marketing executives, designers, art directors and marketing managers will re-evaluate the six (6) Finalist High School submissions as compared to one another based on the same judging criteria as used in the 1st round judging (in subsection B above). The composition of the Finalist Round judging panel will be similar to (although not necessarily the same as) the judging panel in the 1st round judging; Sponsor reserves the right, but has no obligation, to include one or more celebrity judges as part of the Finalist Round judging panel for one or both categories. Moreover, Sponsor may utilize a different judging panel for each category. Authorized representative of Finalist High School will be notified if they have won a prize and, if so, the prize won. Winning high schools will receive Prizes Presented By Vans AND Prizes Presented By Journeys, as per Rule V below. Between June 2 and 5, 2020, authorized representatives of winning Finalist High Schools will be notified via e-mail, phone and/or mail (method[s] of notification to be determined by Sponsor in its sole discretion).

V. PRIZES.

A. Prizes Presented By Vans

- (i) **Grand Prize (2, 1 for “Actual Sneaker Photo” category and 1 for “Re-created Sneaker Photo” category).** Grand Prize consists of the following elements:
 - (a) \$50,000 donation by Vans to Grand Prize-winning high school’s art program;
 - (b) One (1) custom code redeemable for one (1) pair of Vans Customs sneakers (winner’s choice of Classics, Pro Skate, All Weather or Classic Lites) for each student of the Grand Prize-winning high school who actually participated in the creation of Grand Prize-winning high school’s Contest submission (as identified on the list submitted as part of the Grand Prize-winning high school’s Contest entry and confirmed via Student Release or proof of consent in lieu thereof), up to a maximum of twenty (20) custom codes [even if

Grand Prize-winning high school has more than twenty (20) students on the list submitted as part of its Contest entry; and, Vans expressly disclaims any and all liability to any students on Grand Prize-winning high school's list who do not receive a custom code]. Custom codes will be provided to authorized representative for distribution to participating students at Grand Prize-winning high school as set forth above. Sponsor will have awarded the custom code to a given student by furnishing same to the authorized representative; and, should the student in question not receive the custom code for any reason, the sole recourse of such student (if a minor in their jurisdiction of residence, of his/her parent or legal guardian) is against the authorized representative, with Sponsor having no liability under any legal theory in conjunction therewith. Custom code is subject to terms and conditions of use as well as www.vans.com/customs; without limiting the foregoing, Custom Code is not a gift certificate/gift card, must be used within six (6) months of the date of issuance and cannot be redeemed in conjunction with any other offer/promotion/coupon/discount. Each Custom Code has an approximate Retail Value of up to \$95. If actual value of corresponding pair of Vans Customs sneakers is less than \$95, student will NOT receive the difference in cash or otherwise.

- (ii) **Runner-Up Prizes (4, 2 for “Actual Sneaker Photo” category and 2 for “Re-created Sneaker Photo” category; in each category, Runner-Up Prizes will be awarded to the high schools that are the first and second Runners-Up). \$10,000 donation by Vans to Runner-Up high school's art program Ω**

For the avoidance of doubt, in both the “Actual Sneaker Photo” and “Re-created Sneaker Photo” categories, the Finalist High Schools ranked fourth and fifth will NOT receive any prize.

Ω For the avoidance of doubt, if an after-school program or club participates in the Contest, the donation element of the Grand Prize or Runner-Up Prize (as the case may be) will be made to the corresponding high school's art program and not to the after-school program/club specifically.

B. Prizes Presented By Journeys: Journeys will award additional prizes to the Grand Prize/Runner-Up Prize winners (i.e., who won Prizes Presented By Vans).

- (i) **Grand Prize (2, 1 for “Actual Sneaker Photo” category and 1 for “Re-created Sneaker Photo” category). \$50 Journeys egift card for**

each student who actually participated in the creation of Grand Prize-winning High School's Contest submission.

- (ii) **Runner-Up Prize (4, 2 for "Actual Sneaker Photo" category and 2 for "Re-created Sneaker Photo" category; in each category, Runner-Up Prizes will be awarded to the high schools that are the first and second Runners-Up).** \$20 Journeys egift card for each student who actually participated in the creation of Runner-Up Prize-winning High School's Contest submission.

For the Prizes Presented By Journeys, Genesco Inc. will award up to a maximum of twenty (20) Journeys egift cards per prize-winning high school (even if prize-winning high school has more than twenty (20) students on its list of students who actually participated in the creation of its Contest submission; and, Genesco Inc. expressly disclaims any and all liability to any students on a high school's list who do not receive a Journeys egift card.)

Journeys egift cards are redeemable at *Journeys*, *Journeys Kidz* and *Shi by Journeys* store locations in the United States as well as at www.journeys.com. See Gift Card Terms & Conditions at www.journeys.com for full details regarding Journeys egift cards.

VI. PRIZE CONDITIONS.

High school's participation in Contest and receipt of any prize awarded is subject to the high school's policies and/or applicable laws/regulations governing the high school's participation in third party promotions and acceptance of prizes/awards from third party business entities. **IT IS AUTHORIZED REPRESENTATIVE'S SOLE RESPONSIBILITY TO CONFIRM IN WRITING THAT THE HIGH SCHOOL IS LEGALLY PERMITTED TO PARTICIPATE IN CONTEST AND ACCEPT PRIZING IF A WINNER, IT BEING UNDERSTOOD THAT VANS IS EXPRESSLY RELYING ON THE TRUTH OF SUCH REPRESENTATION IN SELECTING HIGH SCHOOL TO PARTICIPATE IN CONTEST. VANS AND GENESCO INC. (AS APPLICABLE) SHALL HAVE NO LIABILITY TO HIGH SCHOOL AND/OR HIGH SCHOOL'S AUTHORIZED REPRESENTATIVE, TEACHERS, AND STUDENTS (AND THE PRIZE OR THE VALUE THEREOF AWARDED TO HIGH SCHOOL MUST BE RETURNED IMMEDIATELY UPON DEMAND, AS APPLICABLE) IF HIGH SCHOOL IS NOT LEGALLY PERMITTED TO PARTICIPATE IN CONTEST AND/OR ACCEPT PRIZES AS A WINNER.** Prizes are subject to availability and other restrictions (see Rule V above). All expenses related to acceptance or use of prizes which are not specified in these Official Rules as well as any applicable taxes on prizes are high school's (or authorized representative's/student's/teacher's) sole responsibility. No prize transfer except as otherwise expressly specified herein. No prize substitution, except at the sole discretion of Vans or Genesco Inc. (as applicable) due to unavailability of prize/prize component for any reason and only

then for prize/prize component of comparable value. (The preceding expressly excludes the Prizes Presented By Journeys to the extent that applicable law allows the holder to redeem a gift card for its cash value.)

VII. CONDITIONS OF PARTICIPATION.

Authorized representative (on behalf of him/herself and high school, as well as, to the extent permitted by law, high school teacher(s), and all students involved in creation of entry, and their parents/legal guardians if such students are minors) agrees to abide by and be bound by these Official Rules and the decisions of Vans, Genesco Inc., and judges (as applicable), which are final and binding in all respects and not subject to appeal. Authorized representative (on behalf of him/herself and high school, as well as, to the extent permitted by law, high school teacher(s), and all students involved in creation of entry, and their parents/legal guardians if such students are minors) will be required to sign and return an affidavit of eligibility, a liability release and a publicity release (where legal) within time designated in winner notification. Failure to comply with this requirement or if prize notification is returned as undeliverable will result in forfeiture of prize.

In all cases herein, authorized representative (on behalf of him/herself and high school, as well as, to the extent permitted by law, high school teacher(s), and all students involved in creation of entry, and their parents/legal guardians if such students are minors) understands and agrees that an electronic affirmation or signature or facsimile signature shall have the same legally binding effect as a hand-signed document. Notwithstanding the foregoing, Vans reserves the right to condition acceptance of application and Contest participation and Vans and/or Genesco Inc. reserve the right to condition prize award, as applicable, upon authorized representative, high school teacher, high school administrator, student (or if a minor, his/her parent or legal guardian) submitting an actual hand-signed document so as to confirm authenticity of an electronic affirmation or signature or facsimile signature.

Vans reserves the right, at its sole discretion, to disqualify any high school if it finds, in its sole discretion, that persons associated with that high school have been tampering or attempting to tamper with any aspect of the entry, judging process or public voting process, the operation or administration of the Contest or any web site related to the Contest.

Authorized representative (on behalf of him/herself and high school, as well as, to the extent permitted by law, high school teacher(s), and all students involved in creation of entry, and their parents/legal guardians if such students are minors) releases and agrees to hold harmless Vans, a division of VF Outdoor, LLC, Genesco Inc., Americans for the Arts, and (as applicable) their respective parent companies, affiliates, subsidiaries, promotion/marketing/public relations agencies, and the directors, officers,

agents, shareholders, representatives, employees, successors and assigns of any of the above entities, as well as Facebook and Instagram, from any and all liability associated (directly or indirectly, in whole or in part) with high school's submission of an application for the Contest, participation in the Contest or any Contest-related activity and receipt, acceptance, possession or use/misuse of prizes. The preceding includes but is not limited to any liability of Vans in conjunction with the posting of or the failure to post a high school's submission (photos of customized sneakers, be it a photo of the actual customized sneakers or the re-creation of same, as applicable; statement) and the implementation of the public voting phase of the 2nd round judging of the Contest. By accepting prize, where permitted by law, authorized representative (on behalf of him/herself and high school, as well as, to the extent permitted by law, high school teacher(s), and all students involved in creation of entry, and their parents/legal guardians if such students are minors) grants Vans and its designees (including Genesco Inc.) the right to print, publish, broadcast and use, worldwide in any media now known or hereafter developed, including but not limited to the world wide web, at any time or times, the name, portrait, picture, voice, likeness and biographical information about the high school and/or its students (as applicable) as news or information and for advertising, trade and promotional purposes without additional compensation, and without review, approval or further notice.

VIII. LIMITATIONS OF LIABILITY.

Participation is subject to the Privacy Policy of www.vans.com. Personal information provided by authorized representative in conjunction with the corresponding high school's participation in the Contest (including the submission of application/registration to participate in the Contest) will only be used for purposes of Contest administration. No responsibility is assumed by Vans for lost, late, incomplete, irregular, damaged, misdirected or illegible entries or applications; or for any computer, telephone, cable, satellite, network, electronic or Internet hardware or software malfunctions, failures, connections, availability (including but not limited to the availability and/or quality of paper templates accessible via the Vans H.S. Custom Culture Web Site), or garbled or jumbled transmissions, service provider/Internet/web site/use net accessibility or availability, traffic congestion or unauthorized human intervention. Vans is not responsible for any incorrect, incomplete or inaccurate information, whether caused by web site users or by any of the equipment or programming associated with or utilized in the Contest and assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to any web site. Vans is not responsible for injury or damage to participants' or any other person's computer related to or resulting from participating in this Contest or downloading/uploading materials from/to any web site. Should there be any inconsistency between any Contest advertising material and these Official Rules,

these Official Rules shall prevail, govern and control in all respects. **Force Majeure.** If, for any reason, the Contest (or any part thereof, including but not limited to the public voting phase in the 2nd round judging of the Contest) is not capable of running as planned by reason of infection by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical failures, fire, flood, storm or other natural cataclysm, riot, strike, civil commotion, governmental regulation or any other causes beyond the control of Vans which, in the sole opinion of Vans, corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest (or any part thereof), Vans reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest and conduct the judging and select the prize winning high schools in a manner which is fair, equitable and in accordance with these Official Rules, as determined by Vans in its sole discretion. (In such circumstances, Genesco Inc. will utilize such prize-winning high schools for purposes of awarding Prizes Presented By Journeys.)

IX. DISPUTE RESOLUTION/GOVERNING LAW.

To the fullest extent permitted by law, authorized representative (on behalf of him/herself and high school, as well as, to the extent permitted by law, high school teacher(s), and all students involved in creation of entry, and their parents/legal guardians if such students are minors) agrees that: (a) any action at law or in equity arising out of or relating to these Official Rules or this Contest shall be filed exclusively in the U.S. District Court for the Central District of California and hereby consents and submits to the personal and exclusive jurisdiction of such courts for the purposes of litigating any such action; (b) any such action shall be resolved individually, NOT as part of a class action; (c) any claims/judgments/awards shall be limited to actual out-of-pocket costs incurred (if any), but NOT attorneys' fees or damages of any kind (including but not limited to compensatory, punitive, incidental or consequential damages). These Official Rules and this Contest shall be governed by the internal laws of the State of California.

X. NO WAIVER/ENFORCEABILITY.

The failure of Vans to enforce any of its rights as set forth herein shall not constitute a waiver of such rights. In the event that a court of competent jurisdiction determines that a provision of these Official Rules is invalid, illegal or unenforceable, such provision shall be replaced with a substitute provision that most closely approximates the underlying intent of Vans; and, the invalidity/illegality/unenforceability of a single provision shall not affect the validity, legality or enforceability of the remainder of these Official Rules.

XI. WINNERS' LIST.

For the names of winning high schools (requests must be received by July 1, 2020), send a self-addressed, stamped envelope to: Vans Custom Culture Winners, 1588 South Coast Drive, Costa Mesa, CA 92626 or send an e-mail to customculture@vans.com with 2020 WINNING HIGH SCHOOLS in the subject line; e-mail must be received by 5:00:00 p.m. PT on July 1, 2020. Do NOT send any other communications to this e-mail address. Do not send winners' list request via postal mail and e-mail.

Sponsor: Vans, a division of VF Outdoor, LLC, 1588 South Coast Drive, Costa Mesa, CA 92626.

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