

## **OFFICIAL RULES**

### **2022 sofi Awards**

#### **SPONSOR**

The 2022 sofi Awards (the “Contest”) are sponsored by Specialty Food Association, Inc., 136 Madison Ave, New York, NY 10016 (“Sponsor”).

#### **ENTRANT ELIGIBILITY**

The Contest is open to Specialty Food Association member companies who are in good standing with 2022 dues fully paid prior to entry (an “Eligible Member”). For the avoidance of doubt, Eligible Members are not required to be an exhibitor at any of the 2022 Fancy Food Shows hosted by Sponsor.

To submit an Entry (defined below) into the Contest on behalf of an Eligible Member, you must be (i) an authorized employee of an Eligible Member (ii) who is a legal resident of the fifty (50) United States, the District of Columbia, or Puerto Rico and (iii) eighteen (18) years or older or above the age of majority in your jurisdiction of residence (whichever is greater) as of the date of entry. Employees of Sponsor, its affiliates, subsidiaries, advertising and promotion agencies, and suppliers (collectively the “Employees”), and immediate family members and/or those living in the same household of Employees are not eligible to participate in the Contest. The Contest is subject to all applicable federal, state, and local laws and regulations. Void where prohibited.

#### **AGREEMENT TO OFFICIAL RULES**

By submitting an entry on behalf of an Eligible Member, you represent that both you and the Eligible Member (i) meet the eligibility requirements, (ii) agree to comply with these Official Rules, and (iii) agree to accept the decisions of Sponsor as final and binding on all matters related to the Contest. Further, you acknowledge that you are entering the Contest on behalf of the Eligible Member, for the chance to win a prize to be enjoyed by the Eligible Member, not you individually. By entering, you acknowledge that [a] these Official Rules and the decisions of the Sponsor are binding on you, individually, and the Eligible Member and [b] that the Eligible Member has full knowledge of your actions and has authorized you to submit an Entry into the Contest and agree to these Official

Rules on its behalf. Unless context requires otherwise, the term “Entrant” in these Official Rules shall encompass both the Eligible Member as the owner of the Entry and you, individually, as the person entering the Contest and agreeing to these Official Rules on its behalf.

## **CONTEST PERIOD**

The Contest begins at 12:00 AM Eastern Time (ET) on March 1, 2022 and ends at 11:59 PM ET on March 31, 2022 (“Contest Period”). Sponsor’s computer or that of its designee shall serve as the official time keeping device for the Contest.

## **PRODUCT ELIGIBILITY & CATEGORIES**

Entrants may submit food and beverage products currently manufactured and offered for sale by the Eligible Member to be judged in the Contest. Eligible Members who are not product manufacturers may also enter the Contest, subject to the paragraph immediately below. All product submissions must comply with the product eligibility requirements in these Official Rules (such products being “**Eligible Products**”).

**Important Note for Non-Manufacturers:** Where the Eligible Member is not a manufacturer, and is instead a distributor, broker, importer, or incubator kitchen (or similar), Entrants may submit food and beverage products with which the Eligible Member has a commercial relationship (e.g., products the Eligible Member distributes, imports, etc.) (such entries being “**Non-Manufacturer Entries**”), provided, however, that the Eligible Member must obtain from the manufacturer of the product a representation in writing that the manufacturer (i) consents to the Eligible Member entering its product into the Contest and (ii) agrees to be bound by these Official Rules in all matters related to the Contest. The Eligible Member must be prepared to provide evidence of the same to Sponsor upon request. Non-Manufacturer Entries may be submitted whether the manufacturer is a Specialty Food Association member or a nonmember. **However, the same product may not be submitted by two separate entities.** In the event of a dispute between two Eligible Members (e.g., a manufacturer and a distributor), the manufacturer shall have priority in terms of submitting the product. In all other such disputes, the Eligible Member who submits the product first shall have priority. For Non-Manufacturer Entries, the Eligible Member who enters the product will be considered the “Entrant” for purposes of the Contest

and these Official Rules, with the exception that the branding rights portion of any prize awarded to a Non-Manufacturer Entry will be extended to the manufacturer as well as the Entrant.

To be eligible, products must qualify for one of the product categories listed in **Exhibit A** to these Official Rules (each a **“Judging Category”**). **Each product is only eligible to compete within one (1) Judging Category.** Within each Judging Category, Sponsor will accept, and separately judge, two types of entries: **“New Product Entries”** (for products that are new to the market, as defined below) and **“General Entries”** (for all other products). New Product Entries are also eligible to compete as General Entries, provided that they are separately submitted as New Product Entries and General Entries. See **“HOW TO ENTER”** for details.

The following additional eligibility requirements apply to products submitted to the Contest:

- All products must have been available for sale in the 50 United States, DC, or Puerto Rico no later than February 28, 2022. Products still in the research and development phase or otherwise not on the market by the date above are not eligible.
- New Product Entries must have been introduced to the U.S. market after February 28, 2021 and before February 28, 2022.
- While a New Product Entry may be a new variation of a product that was previously offered for sale, the new iteration must be materially different from the previously sold product. If the changes are merely cosmetic or relatively minor, such that consumers are likely to view the product as being essentially the same product as the earlier version, this would not be an acceptable New Product Entry. As an example, mere changes in portion size or presentation (i.e., the visual appearance of the product) will not suffice. Similarly, minor differences in ingredients that do not significantly alter the taste experience will not convert an existing product into a “new” product.
- Any product that won a Gold Award in any category at the 2021 sofi Awards is not eligible.
- Pet food, foods containing CBD or THC, non-food items, and nutritional/health supplements (i.e., any product taken orally that contains one or more ingredients,

such as vitamins or amino acids, that are intended to supplement one's diet and are not considered food) are not eligible.

All determinations regarding product eligibility will be made by Sponsor in its sole discretion.

## **HOW TO ENTER**

To enter a product into the Contest, Entrants must do the following during the Contest Period:

1. Complete the online entry form available at [www.specialtyfood.com](http://www.specialtyfood.com)
2. Submit the entry fee as directed when completing the entry form.
3. Print the invoice generated upon completion of the entry form.
4. Ship the required product samples with the printed invoice in accordance with the Shipping Requirements (defined below).

On the entry form for the Contest, Entrant must designate the applicable Judging Category for the product entry. If Sponsor determines that a submitted product has been designated for the incorrect Judging Category, Sponsor reserves the right to move the product to the appropriate Judging Category or to refuse entry altogether if the product does not fit any of the Judging Categories, as determined by Sponsor in its sole discretion. The entry form will also require Entrant to designate whether the product is being submitted for consideration as a New Product Entry or a General Entry.

**PRODUCT SAMPLES:** Entrants must submit sufficient samples of each product entry for fifteen (15) small tasting samples. **The samples must have an expiration date of no earlier than May 24, 2022.** Entrants are responsible for ensuring that sufficient product samples are submitted. All product samples must be submitted in accordance with the Shipping Requirements below. Any excess product samples not needed for judging will be dispensed with as Sponsor sees fit. If the product samples must be prepared or cooked, Entrant must provide (i) all necessary materials (excluding utensils and other kitchenware) and (ii) detailed instructions for preparation/cooking. The samples will be prepared/cooked according to the instructions by a team of professionals at the Rutgers Food Innovation Center prior to judging. Marinades, sauces, spice rubs, and other

products of this nature will be served on a protein (e.g., chicken or tofu) prepared by the professionals. Entrants do not need to provide the protein or instructions for preparing the protein; the choice of protein will be determined by Sponsor or its designee.

**SHIPPING REQUIREMENTS:** Entrants must submit their product samples in accordance with the following requirements (“**Shipping Requirements**”). All product samples must be shipped to the following address:

RUTGERS FOOD INNOVATION CENTER-SOUTH

ATTN: 2022 SOFI AWARDS

450 East Broad Street

Bridgeton, NJ 08302-2849

**All product samples must arrive between March 1, 2022 and April 8, 2022. Sponsor recommends that Entrants arrange for the samples to arrive Tuesday through Thursday, as this will increase the likelihood that the samples will be received and, if needed, refrigerated/frozen by the Rutgers Food Innovation Center. The exterior of the shipment packaging for all samples must be clearly labeled with (i) “SOFI 2022” and (ii) any of the following that apply: [a] “PERISHABLE”, [b] “KEEP FROZEN”, and [c] “KEEP REFRIGERATED.” All frozen products must be shipped with dry ice. All refrigerated products must be shipped with frozen ice packs.**

**It is the Entrant’s responsibility to ensure that the shipment arrives by the deadline and within the parameters set forth above.** Due to the high volume of products received, Sponsor will not have the capacity to track Entrant’s shipment. Sponsor will not be responsible for reshipping or forwarding the shipment if sent to the wrong address. Sponsor is not responsible for any products that are lost, damaged, or spoiled during shipment. It is the Entrant’s responsibility to ensure that its product will stay fresh until May 24, 2022. Sponsor reserves the right to disqualify any Entry that is not compliant with the Shipping Requirements.

All components of a product entry, including the entry form, the entry fee, product samples, and any required instructions, shall be referred to herein as an “**Entry**.” Each Eligible Product that an Entrant wishes to submit requires a

separate Entry. There is no limit on the number of Entries that may be submitted by an Entrant, provided that each Entry represents a separate product. The one exception to this requirement is that a New Product Entry may also compete as a General Entry but this requires two (2) separate Entries (i.e., one (1) New Product Entry and one (1) General Entry). Once submitted, an Entry may not be changed, altered, or deleted. Entries will not be returned. Entries generated by script, macro, or other automated means are void. Entrants must not engage in any violent, dangerous, or illegal behavior in creating an Entry. Entries must not contain inappropriate content. Entries that do not include all required information and do not adhere to the entry requirements in these Official Rules or are deemed to be inappropriate or not in keeping with Sponsor's image may be disqualified, all as determined in Sponsor's sole discretion.

## **JUDGING**

During March and April 2022, eligible Entries will be judged by a panel of five (5) expert judges at the Rutgers Food Innovation Center. The judges will work independently to blindly evaluate each product, meaning every judge will evaluate every product. Products will be evaluated based on the criteria set forth below (“**Judging Criteria**”).

**GENERAL ENTRIES:** General Entries will be judged according to the following criteria:

- **TASTE (70% of overall score).** To determine the product's score for this criterion, the following specific factors will be considered:
  - **Flavor:** How pleasant are the taste and aftertaste of the product?
  - **Appearance:** Is the product aesthetically appealing?
  - **Texture:** How is the consistency and mouthfeel?
  - **Aroma:** Does the aroma positively impact the overall experience?
- **INGREDIENT QUALITY (30% of overall score).** To determine the product's score for this criterion, the following specific factors will be considered:
  - **Additives or Artificial Ingredients:** Are there any unnecessary additives or artificial ingredients in the product or involved in its manufacture?

- **Creativity:** Are there any unexpected ingredients being used, or are common ingredients being used in unexpected ways? Is the overall result a positive, creative experience?

**NEW PRODUCT ENTRIES:** New Product Entries will be judged according to the following criteria:

- **TASTE (60% of overall score).** This criterion will be scored in the same manner as the General Entries, provided that a product's score for this criterion will make up 60% of its overall score.

- **INGREDIENT QUALITY (20% of overall score).** This criterion will be scored in the same manner the General Entries, provided that a product's score for this criterion will make up 20% of its overall score.

- **INNOVATION (20% of overall score).** To determine the product's score for this criterion, the following specific factors will be considered:

- **Unexpected culinary experience:** Does the product offer something unexpected in terms of taste profile, flavor combination, use of ingredients, or a new twist or spin on a classic.

- **Creativity:** Is there an unexpected aspect to the product recipe, formulation, or manufacturing process that makes the product healthier and/or more sustainable?

- **On trend:** Is the product designed in a way that is "on trend" with changing consumer preference and evolving industry trends?

Each judge will score each product between 1 and 5 points (i.e., 1, 2, 3, 4, or 5) for each criterion (i.e., Taste, Ingredient Quality, and Innovation, as applicable), taking into consideration the factors for each criterion set forth above (note: the factors themselves will not receive individualized scores). The judge's scores for the criteria will then be weighted according to the percentages set forth above to determine the judge's score for the product. For each product, the scores of all judges will be averaged to determine the product's overall score ("Overall Score"). Subject to the minimum score requirements below, within each Judging Category the General Entries with the highest Overall Scores will be selected as the potential winning Entries for the Gold Award and the New Product Entry with

the highest Overall Score will be selected as the potential winning Entry for the New Product Award. The General Entry with the highest Overall Score across all Judging Categories will be selected as the potential winning entry for the Product of the Year Award. The New Product Entry with the highest Overall Score across all Judging Categories will be selected as the potential winning entry for the New Product of the Year Award.

**Minimum Score Requirement:** To win any award in the Contest, a product must have a minimum Overall Score of 3.50, regardless of whether it is the highest scoring General Entry or the highest scoring New Product Entry in the applicable Judging Category. If there are not enough (or no) qualifying awards in a Judging Category, the Gold and/or New Product Awards will not be awarded for that Judging Category.

**Ties:** In the event of a tie between two or more products competing against each other, the potential winners will be determined by the highest score on the Taste criterion. The judges' decisions are final and binding.

Notwithstanding any other provision of these Official Rules, if at any time during the Contest Period, judging, or at any time thereafter, Sponsor determines that not enough or no eligible Entries exist from which to determine the winners, Sponsor may, in its sole and exclusive discretion, decide to terminate or modify the Contest (or any part thereof) in any equitable manner that Sponsor deems appropriate in its sole and exclusive discretion, including, without limitation, by not awarding any one or more of the prizes set forth in these Official Rules.

## **PRIZES**

The prizes for the Gold Award, New Product Award, Product of the Year, and New Product of the Year Award winners are set forth below.

- **Gold Award.** The Gold Award winner in each Judging Category will receive the following prize:

- Display of winning product (i) at the Fancy Food Show in June 2022, (ii) in online galleries at [www.specialtyfood.com](http://www.specialtyfood.com); (iii) in features on the SFA Feed mobile app; and (iv) on SFA social media sites.

- Branding rights to use the Gold Award logo on packaging and marketing materials for the winning product, plus a branding toolkit to help winners promote the product.

- The Gold Award trophy.

- **New Product Award.** The New Product Award winner in each Judging Category will receive the following prize:

- Display of winning product (i) at the Fancy Food Show in June 2022, (ii) in online galleries at [www.specialtyfood.com](http://www.specialtyfood.com); (iii) in features on the SFA Feed mobile app; and (iv) on SFA social media sites.

- Branding rights to use the sofi New Product Award logo on the packaging and marketing materials for the winning product, plus a branding toolkit to help winners promote the product.

- The New Product Award trophy.

- **Product of the Year Award.** The Product of the Year Award winner will receive the following prize:

- Display of winning product (i) at the Fancy Food Show in June 2022, (ii) in online galleries at [www.specialtyfood.com](http://www.specialtyfood.com); (iii) in features on the SFA Feed mobile app; and (iv) on SFA social media sites.

- Branding rights to use the Product of the Year Award logo on packaging and marketing materials for the winning product, plus a branding toolkit to help winners promote the product.

- The Product of the Year Award trophy.

- **New Product of the Year Award:** The New Product of the Year Award winner will receive the following prize:

- Display of winning product (i) at the Fancy Food Show in June 2022, (ii) in online galleries at [www.specialtyfood.com](http://www.specialtyfood.com); (iii) in features on the SFA Feed mobile app; and (iv) on SFA social media sites.

- Branding rights to use the New Product of the Year logo on the packaging and marketing materials for the winning product, plus a branding toolkit to help winners promote the product.

- The New Product of the Year Award trophy.

All prizes may be subject to taxation pursuant to IRS rules. Any specifics of the prize not detailed in these Official Rules shall be solely determined by Sponsor. No cash or other prize substitution shall be permitted, provided, however, that Sponsor reserves the right to substitute any prize (or prize component) with another prize (or prize component) of equal or greater value if the prize/component is not available for any reason, as determined by Sponsor in its sole discretion. Prizes are nontransferable; no transfer/assignment of a prize to others by a winner is permitted. Any and all prize-related expenses, including without limitation any and all federal, state, and/or local taxes, shall be the sole responsibility of the winner.

### **WINNER NOTIFICATION**

At the conclusion of judging, potential winners will be notified via email at the email address provided in the entry form. To claim the prize, an authorized representative of the Eligible Member will be required to respond to Sponsor's notification within THREE (3) BUSINESS DAYS after transmission of the aforementioned message. Subsequently, the potential winner will receive additional prize claim instructions by mail and/or email and may be required to complete, sign, have notarized, and return additional documentation, including an Affidavit of Eligibility/Liability Release. All requested documents must be returned to Sponsor within the time period specified at the time of prize notification.

At the sole discretion of Sponsor, disqualification, prize forfeiture, and the selection of an alternate potential winner may result from any of the following: [a] a potential winner's failure to respond to an initial notification within three (3) business days after its transmission; [b] the failure of notification due to deactivation of the email account provided on the potential winner's entry form prior to receipt of notification; [c] potential winner's failure to provide Sponsor with satisfactory proof of eligibility; [d] potential winner's failure to complete and return required documents by the date specified in winner's notification; and [e] any other noncompliance with these Official Rules.

### **INTELLECTUAL PROPERTY RIGHTS**

**WARRANTY:** By entering the Contest, Entrants represent and warrant that their Entries are their own original work and, as such, they are the sole and exclusive owner and rights holder of the submitted Entry or, if submitting the entry on behalf of another party, that they have obtained all required permissions to submit the Entry and grant the licenses to Sponsor required herein. Each Entrant agrees not to submit any Entry that infringes any third party proprietary rights, intellectual property rights, industrial property rights, personal or moral rights or any other rights, including without limitation, copyright, trademark, patent, trade secret, privacy, publicity, and confidentiality obligations. The Eligible Member shall indemnify, defend, and hold harmless Sponsor, its affiliates, and their respective directors, employees, consultants and agents from and against any suit, proceeding, claims, liability, loss, damage, costs or expense, including without limitation attorneys' fees, which Sponsor may incur, suffer, or be required to pay arising out of the Entry's infringement or suspected infringement of any third party's rights.

**LICENSE/PUBLICITY:** Entrants shall retain ownership of all intellectual property rights they have in their Entries (including moral rights). However, by entering the Contest and/or accepting any prize, and to the extent allowed by law, Entrant grants Sponsor and its affiliates, promotional partners, developers, and third party marketing entities a non-exclusive, sub-licensable, perpetual, worldwide, royalty-free license to copy, reproduce, adapt, publish, exploit and otherwise use the Entry throughout the world, and in any manner, for trade, advertising, promotional, commercial, or any other purposes without further review, notice, approval, consideration, or compensation.

Further, by entering the Contest, Entrants understand and agree that Sponsor and anyone acting on behalf of Sponsor, including Sponsor's affiliates, licensees, assigns promotional partners, developers and third party marketing entities, shall have the right, where permitted by law, to print, publish, broadcast, distribute, and use in any media now known or hereafter developed, in perpetuity and throughout the world, without limitation, any information, images, or other media about or associated with the Entrant and its employees, including any name, portrait, picture, voice, likeness, image, statements about the Contest, company/biographical information, and Entry information for news, publicity, information, trade, advertising, public relations, and promotional purposes

without any further compensation, notice, review or consent by Entrant or any other party.

## **CONDUCT**

Failure to comply with these Official Rules may result in disqualification. Sponsor reserves the right, at its sole discretion, to disqualify any Entrant suspected of tampering with the entry process or the operation of the Contest; to be acting in any manner deemed by Sponsor to be in violation of the Official Rules; or to be acting in any manner deemed by Sponsor to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND COSTS (INCLUDING, WITHOUT LIMITATION, ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

## **GENERAL CONDITIONS/LIABILITY RELEASE/DISCLAIMER OF WARRANTIES**

By entering, each Entrant agrees: (a) to be bound by these Official Rules and any other documents required by Sponsor herein and by the decisions of the Sponsor, and to waive any right to claim ambiguity in this Contest, the Official Rules, or any other documents required by Sponsor herein; (b) to indemnify, defend, and hold harmless Sponsor and its employees, officers, directors, shareholders, representatives, agents, parent companies, affiliates, subsidiaries and agencies (collectively, "Released Parties"), from and against any and all liability, claims, losses, damages, demands, causes of action, penalties and expenses arising out of or related to any statement, action, or failure to act by Entrant during or in connection with his/her participation herein, the acceptance, possession, misuse or use of the prize (including any travel or activity related thereto); and/or any breach or alleged breach of these Official Rules or of any other documents required by Sponsor and; (c) not to sue and to hereby irrevocably and unconditionally release, discharge and hold harmless the Released Parties from any and all liabilities, claims, and demands of any kind or nature whatsoever, in law or equity, whether known or unknown, which entrant (or entrant's successors-in-interest, heirs and/or agents) ever had, now have, or in the future

may have against the Released Parties, including, but not limited to claims arising out of or related to personal injury (including death) and/or damage, theft, loss, or any other harm, resulting in whole or in part, directly or indirectly, from (i) participation in the Contest or any Contest related activity, (ii) the acceptance, possession, misuse or use of the prize (including any travel or activity related thereto), (iii) the use of any of the rights granted herein, (iv) any error in the collection or retention of Entry information, and (v) any typographical or other error in the printing, offering or announcement of any prize. The Released Parties are not responsible for (i) lost, late, stolen, damaged, illegible, misdirected, or incomplete Entries or (ii) typographical or system/human errors and failures which may limit an entrant's ability to participate. The Released Parties are also not responsible for any error in the collection, processing or retention of entry information.

WITHOUT LIMITING THE FOREGOING, AND EXCEPT WHERE PROHIBITED BY LAW, EVERYTHING REGARDING THIS CONTEST, INCLUDING THE PRIZES, IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NONINFRINGEMENT.

#### **ABILITY TO TERMINATE/MODIFY**

If the Sponsor, in its sole discretion, determines that the Contest or any portion thereof is impractical, fraudulent, void, or unlawful, or that there are any technical or administrative malfunctions, errors, or any other problems that affect the structure, terms, or proper administration of the Contest (including, without limitation, those due to disease, epidemic, or pandemic), Sponsor may terminate, cancel, or modify the Contest, in whole or in part.

#### **DISPUTES**

Except where prohibited, Entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest, these Official Rules, or any prize awarded shall be submitted to JAMS for binding arbitration under its rules then in effect in the State of New York, without resort to any form of class action, and determined by one arbitrator to be mutually agreed upon by both parties, with the parties agreeing to share equally in the arbitration costs; (2) any

and all claims, judgments and awards shall be limited to actual out-of pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of Entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of New York without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York.

**PRIVACY:** Information collected from entrants is subject to Sponsor's Privacy Policy, available at <https://www.specialtyfood.com/specialty-food-association/about-us/privacy-policy/>.

**WINNERS LIST:** For a complete list of winners, please contact Sponsor at Specialty Food Association 136 Madison Avenue, Attn. 2022 SOFI AWARD WINNERS, New York, NY 10016, by no later than December 31, 2022.

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Any third party trademarks mentioned herein are the property of their respective trademark owners. The use or mention of such third party trademarks in these Official Rules or in the Contest is solely for descriptive purposes and shall in no way imply an endorsement or sponsorship of the Contest.