

RESER'S GOOD TIMES JINGLE COMPETITION

OFFICIAL RULES

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.

1. COMPETITION DESCRIPTION

The Reser's Good Times Jingle Competition ("**Competition**") begins on **February 19, 2025**, at **12:01 AM Eastern Time (ET)** and ends on **April 11, 2025**, at **11:59 PM Pacific Time (PT)** ("**Entry Period**").

By participating in the Competition, entrants unconditionally agree to comply with these Official Rules ("**Rules**") and the decisions of Reser's Fine Foods, Inc. ("**Sponsor**"), which are final and binding in all respects.

2. ELIGIBILITY

The Competition is open to collegiate vocal groups that meet the following criteria:

- Must be an official vocal group, choir, or class affiliated with a US college or university.
- Must provide a **valid 501(c)(3) organization number** (U.S.-based only) on the application.
- Must be eligible to receive prizes through an approved 501(c)(3) organization.
- Participating group members must represent at least **55% of the total group members**.
- Must be a legal resident of one of the fifty United States or the District of Columbia and 18 years of age or older.

Employees, officers, and directors of Sponsor and its affiliates, along with their immediate family members and household members, are not eligible to participate. The Competition is void where prohibited by law.

3. COMPETITION GUIDELINES

Participating vocal groups must:

- Write and perform an **original song** in an **acapella** format (no instrumental accompaniment).
- Suggest including the following types of phrases within the lyrics to help tell the story of Reser's:
 - "Proud Sponsor of Good Times"
 - "We Don't Just Love Good Times, We're Made for Them"
 - "Foods that Bring People Together"
 - "Humble Beginnings"
 - "Quality"

- “Innovation”
- Ensure the song does not exceed **2 minutes**.
- Ensure the song is evergreen (i.e., does not reference specific years such as "75" or "2025").
- Submit new, original compositions only.

Entries will be judged based on originality, lyrics, musical performance, and incorporation of brand messaging.

4. HOW TO ENTER

During the Entry Period, eligible entrants must complete the official submission form www.resers.com/goodtimesjingle75 and provide:

- Group name, college/university affiliation, group leader name, 501(c)(3) information, and contact details.
- Total number of active group members.
- A video file of their performance featuring original lyrics and music.
- A public Instagram Story or TikTok video announcing participation using hashtag **#GoodTimesJingle75**, tagging **@resersfinefoods**.

Entries must be submitted by **April 11, 2025, at 11:59 PM PT**. Groups may submit up to **three (3) original songs**, and multiple groups from the same institution may apply.

5. WINNER SELECTION

Entries meeting all guidelines will be evaluated by a panel of judges appointed by the Sponsor between **April 12, 2025, and May 1, 2025**. Winners will be notified by **May 4, 2025**, and announced upon submission of required documentation. The Judges will score each submission based on the following criteria 1) Lyrics – originality and connection with Reser’s story and brand, 2) Music composition, and 3) Acapella vocal performance quality.

The odds of winning depend on the quality and number of entries. If any potential winner fails to promptly respond when notified, to complete and return required documentation, or to comply with these Rules, then an alternate winner may, at Sponsor’s discretion, be selected from among the remaining eligible entrants.

All decisions by the judges are final.

6. PRIZES

A total prize pool of up to **\$75,000** will be awarded as follows:

- **Grand Prize:** \$25,000 + up to \$20,000 for travel expenses to perform at The Reser – Patricia Reser Center for the Arts in Beaverton, OR.
- **Second Place:** \$15,000
- **Third Place:** \$10,000

- **Fourth Place:** \$5,000

Winners are responsible for any potential taxes and related expenses.

7. GENERAL CONDITIONS

By entering, participants:

- Agree that each winner (individually and on behalf of the group and its members) hereby: (i) irrevocably assigns all right, title, and interest in their submitted materials, including all copyrights or other proprietary rights in the music and lyrics compositions and video performance, (ii) to the extent permitted by law, agrees to waive all moral or similar rights in the submission, and (iii)
- grants Sponsor the right to use all winning group members' likeness, voice, and other information contained in their submission, throughout the world on Sponsor's website, social, and other media channels, solely for the purpose of promoting the Competition, without further notice or compensation, unless prohibited by law.
- Acknowledge that Sponsor is not responsible for technical failures or lost/incomplete entries.
- Agree that Sponsor has the right to modify these Official Rules and to cancel, modify or suspend this Competition at any time. In the event of termination of the Competition, a notice will be posted on the Website and the Judges will select the winners in accordance with Section 5.
- Agree that Sponsor has the right to disqualify any individual or group who Sponsor reasonably believes: (i) has tampered with the entry process, (ii) has submitted inappropriate or incomplete content or violated these Rules, (iii) has engaged in conduct that annoys, abuses, threatens or harasses any other entrant or any representative of Sponsor, or (iv) because of past, current, or potential actions, an association with might reflect negatively on Sponsor or its products or services. For clarity, the use of agents or automated devices, programs or methods to submit entries is prohibited.
- Represent and warrant on behalf of themselves, their group, and their group members (as applicable) that they: (i) have the power and authority to agree to these Rules (including on behalf of their group), (ii) will provide accurate and truthful information to Sponsor in connection with this Competition, (iii) their submission will not require additional consent from any person or entity depicted in the submission, and (iv) their submission does not violate or infringe any third party rights, including intellectual property rights, personality rights, and rights of privacy.
- Agree that these Rules are governed by the laws of the State of Oregon. In the event of any conflict between these Rules and any information provided elsewhere, these Rules govern.

8. RELEASE AND LIMITATION OF LIABILITY

To the fullest extent permitted by applicable law, each entrant: (i) assumes the risk of, and all liability for, any injury, loss, or damage caused, or claimed to be caused, by participation in this Competition, and (ii) releases Sponsor from all claims and causes of action of any kind (now or in the future) arising

out the Competition. TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, IN NO EVENT WILL SPONSOR BE LIABLE FOR ANY INJURIES, CLAIMS, ACTIONS, DAMAGES, LOSSES, OR LIABILITY OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES ARISING FROM PARTICIPATION IN THE COMPETITION.

9. PRIVACY AND USE OF INFORMATION

By participating in the Competition, you and each of your group members agree that information submitted in connection with the Competition will be subject to Sponsor's Privacy Policy, currently available at www.resers.com/about-us/privacy-policy/. Your information may be used as permitted pursuant to the Privacy Policy and as authorized under these Rules.

10. WINNER LIST REQUEST

For a list of winners, send a request to **PO Box 2444, Davidson, NC 28036** between **May 1, 2025, and August 1, 2025**.

11. SPONSORSHIP AND ADMINISTRATION

This Competition is sponsored and administered by Reser's Fine Foods, Inc., Beaverton, OR 97006, and is not affiliated with or endorsed by Facebook or Instagram.

For questions regarding the Competition, please contact: resers@havasformula.com