

Promotional Guidelines, Rules & Regulations

2012 Road to Super Bowl Gospel Celebration “Faith & Football Promotion”

1. PERIOD: The 2012 Road to Super Bowl Gospel Celebration “Faith & Football Promotion” starts on December 19th, 2011 and closes on January 26th, 2012 at 5:00 PM Pacific Time. The Promotion sponsored by SUPER BOWL GOSPEL CELEBRATION, INC (SBGC) hereinafter referred to as the “Sponsor”). The Sponsor is and shall remain solely responsible for the delivery of the Prize(s) to the winner(s).

2. ELIGIBILITY: All participants must be full-time church or ministry organization with its leader 18 years of age or older, at the time of committing into the Promotion. Employees, agents and representatives of the Sponsor and its subsidiaries or affiliates and each of their respective advertising, promotion, and public relations agencies are not eligible to win, nor are the parents, siblings and children of any such employee, agent or representative or any person with whom such employee, agent or representative is domiciled.

3. PRIZES: There are three levels of prizes. All prizes will be awarded by SBGC, Inc or its representative.

A. The Ultimate VIP Prize Package – The first Church that purchases or sells 350 tickets or more will be awarded (4) SBGC VIP tickets, (4) Tickets to the NFL Experience, (4) VIP reception tickets, (2) Parking Passes, Participation in SBGC Red Carpet

B. Super VIP-Churches that purchase or sell 200 tickets or more will be awarded (2) SBGC VIP tickets, (2) Parking Passes, (2) VIP reception tickets;

C. VIP Prize Package - Churches that purchase or sell 100 tickets or more will be awarded (2) SBGC VIP tickets, (2) Parking Passes

4. HOW TO PARTICIPATE: Participants can sign up electronically or personally by Super Bowl Gospel Celebration, Inc representative. Visit www.superbowlgospel.com and click on the icon that says Faith & Football and you can download the Participation Form for the Faith & Football Church Promotion. Participants Faith & Football Promotion will then be contacted by a Super Bowl Gospel Celebration, Inc representative on the within 48 hours.

Participants will need to ensure the following in order for the Faith & Football promotion to achieve its ultimate success

- Assign a person/committee to be in charge of the Fundraising Campaign.
- Run The Super Bowl Gospel Celebration 30 second commercial on your church screens at your weekend and weekday services (we will provide a copy of the commercial).
- Announce tickets for purchase at all services.
- Announce tickets for purchase at all auxiliary meetings, choir rehearsals, etc.
- Promote ticket sales in your church programs, bulletins, handouts, etc.
- Promote ticket sales through church e-blasts.
- Promote ticket sales at church events.
- Passing out postcards/fliers to the congregation and place them on cars in your church parking lots (we will provide the materials).
- Promote your church as a ticket outlet, outside of your church and in your community.

5. PRIZE AWARDING: Winners will be notified by email within twenty four (24) hours after promotion ends. Prizes will be awarded only on verification by Super Bowl Gospel Celebration, Inc. that all promotion requirements have been met by the winners. Each Prize must be accepted as awarded and no substitution, transfer, conversion or assignment of Prizes will be allowed, unless at the discretion of the Sponsor which may substitute a Prize of comparable or greater value. No correspondence will be entered into except with selected Participants at the email address listed on the Interpret systems, or on the mail-in entries. Super Bowl Gospel Celebration, Inc. will notify the winner by email within 24 hours after the promotion deadline. The winner will have twenty-four hours from notification to accept the Prize by phone or email, and will be instructed whom to contact at that time. Super Bowl Gospel Celebration, Inc. is not responsible for and shall not be liable for late, lost, misdirected, or unsuccessful efforts to notify the winner. If a selected Participant cannot be contacted within the allotted time Super Bowl Gospel Celebration, Inc reserves the right to void that entry and select another eligible Participant for that Prize. In order to be declared an official winner the selected participant winner will be required to complete, sign and return to Results Inc. a Declaration and Release Form within twenty four (24) hours of receipt. If a selected Participant(s) fails to complete, sign and return the Declaration and Release Form to Interpret within twenty four (24) hours the Sponsor reserves the right to

void that entry and select another eligible Participant for that Prize. By completing, signing and returning the Declaration and Release Form, the Participant confirms compliance with these Participant Guidelines, Rules and Regulations, (ii) releases and forever discharges the Sponsor, its affiliates and subsidiaries, its affiliates and subsidiaries and their respective advertising and promotional and public relations agencies from all claims, demands, damages, actions and causes of action arising or to arise by reason of the acceptance or use of the Prize, and (iii) gives permission to the Sponsor, at their option, to publish or otherwise use the Participants name, address, photograph, voice and comments, without compensation, in any publicity carried out by the Sponsor or Interpret or their respective advertising agencies. Any Merchandise Prizes will be delivered by the Sponsor to winners at the mailing address listed on the email entries within three (3) days in which the Prize has been officially declared won.

6. TRANSPORTATION: Results, Inc / Super Bowl Gospel Celebration or any affiliates with the Faith and Football Ticket Challenge Promotion will NOT be responsible for providing, sponsoring, arranging any type of travel or transportation for the winners / participants of the promotion. All transportation will be solely at the winner's personal expense.

7. PARTICIPANTS GENERAL RULES: By participating in the Promotion, Churches and/or Ministries agree to abide by these Guidelines, Rules and Regulations and the decisions of Results Inc., which are final.

8. WINNERS LIST: To obtain a copy of the winner list or a copy of the Guidelines, Rules and Regulations, send your request to: Results Inc. C/o of Super Bowl Gospel Celebration - 3330 Cumberland Pkwy. Suite 500 Atlanta, GA 30339.

9. DISQUALIFICATION: Super Bowl Gospel Celebration, Inc. is not responsible for lost, interrupted or unavailable network server or other connections, miscommunications, failed telephone or computer or telephone transmissions or technical failure, jumbled, scrambled or misdirected transmissions, or other error of any kind whether human, mechanical or electronic. Persons found tampering with or abusing any aspect of this Promotion or the operation of the Super Bowl Gospel Celebration, Inc. website or any other hosted website, as determined by Super Bowl Gospel Celebration, Inc., in its sole discretion, will be disqualified. If disqualified for any of the above abuses, Super Bowl Gospel Celebration, Inc. reserves the right to terminate the Participant's eligibility to participate. In the event any portion of this Promotion is compromised by virus, bugs, non-authorized human intervention or other causes beyond the control of Interpret, which in the sole opinion of Interpret, corrupts or impairs the administration, security, fairness or proper entry into the contest,

Interpret reserves the right, in its sole discretion, to suspend or terminate the Promotion and to award Prize(s) to individuals selected at random from the pool of Participants received up to the point of termination. In no event will more Prizes be awarded than those listed in the Guidelines, Rules and Regulations.

10. TAX INFORMATION: Liability for any applicable taxes imposed by any government, if any, on any Prize won is the sole responsibility of the winner of such Prize.

11. APPLICABLE LAWS: This Promotion is subject to all applicable federal, state and county laws. Void where prohibited or restricted by law.

12. PRIZE DISCLAIMER: Results Inc. shall not be responsible or liable to Participants for any losses, damages or costs incurred as a result of Participants entering the Promotion or use of a Prize won in connection with this Promotion or the failure by Results Inc. to deliver the Prize to the winner in accordance with the Promotional Guidelines, Rules and Regulations. By participating in the Promotional, each Participant agrees to release and hold harmless Interpret and the employees, officers, directors, shareholders, agents, representatives of Interpret, its parent company, affiliates, subsidiaries, advertising, promotion, public relations and fulfillment agencies, harmless from any and all losses, damages, rights, claims and actions of any kind in connection with the promotion or resulting from acceptance, possession, or use of any prize, including without limitation, personal injury, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy.