

The State Farm® Gamerhood Neo City Challenge ("Contest") will run for five consecutive weeks, from 8/2/24 to 9/5/24 in connection with each State Farm Gamerhood Neo City Challenge episode which airs between 6 PM PT to 8 PM ET on 8/2/2024, 8/9/2024, 8/16/2024, 8/23/2024 and 8/30/2024. NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. Void where prohibited or restricted by law. Open to legal residents of the United States who are of majority age in their state of residence (19+ in AL, DE and NE and 21+ in MS) as of the start of the Contest. This is a promotion by Infinity Marketing Team, LLC. Twitch does not sponsor or endorse this promotion and is not responsible for it. YouTube does not sponsor or endorse this promotion and is not responsible for it. VISA does not sponsor or endorse this promotion and is not responsible for it. Visit [<https://statefarmgamerhoodchallenge.com/rules>].

**STATE FARM® GAMERHOOD NEO CITY CHALLENGE
OFFICIAL CONTEST RULES**

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING A PRIZE. THIS CONTEST IS ONLY OPEN TO LEGAL RESIDENTS OF THE UNITED STATES WHO ARE OF MAJORITY AGE IN THEIR STATE OF RESIDENCE (19+ IN AL, DE AND NE AND 21+ IN MS) AS OF THE START OF THE CONTEST. DO NOT PARTICIPATE IF YOU DO NOT RESIDE IN THE UNITED STATES OR THE DISTRICT OF COLUMBIA AT THE TIME OF ENTRY AND ARE NOT OF MAJORITY AGE. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. SUBJECT TO ALL APPLICABLE FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS.

ARBITRATION NOTICE: TO THE EXTENT PERMITTED BY LAW AND EXCLUDING ANY PARTICIPANTS RESIDING OR WORKING WITHIN THE STATES OF CALIFORNIA, NEW JERSEY OR NEW YORK, YOU AGREE THAT BY ENTERING THE CONTEST, YOU AGREE THAT DISPUTES BETWEEN YOU AND ANY CONTEST ENTITY (AS DEFINED HEREIN) WILL BE RESOLVED BY BINDING, INDIVIDUAL ARBITRATION AND YOU WAIVE YOUR RIGHT TO PARTICIPATE IN A JURY TRIAL, CLASS ACTION LAWSUIT OR CLASS-WIDE ARBITRATION. SEE DISPUTES/ARBITRATION PROVISION CONTAINED HEREIN.

- 1. GENERAL:** The State Farm Gamerhood Neo City Challenge (the "**Contest**") is administered and sponsored by Infinity Marketing Team, LLC ("**Sponsor**"). The Contest is subject to these Official Rules and to all applicable federal, state, and local laws. Prize Provider: State Farm Mutual Automobile Insurance Company ("**State Farm**"), One State Farm Plaza, Bloomington, Illinois 61710.
- 2. PROMOTION PERIOD:** The Contest will be held for five (5) successive weeks, each beginning at 12:01 am ET on Friday and ending at 11:59 pm ET the following Thursday, beginning Friday August 2, 2024 at 12:01 am Eastern Time ("**ET**") and ending Thursday, September 5, 2024 at 11:59pm ET, coinciding with each of the five State Farm Gamerhood Challenge episode broadcasts (each, a "**Broadcast**"), which can be accessed either on State Farm's Twitch stream at twitch.tv/statefarm/ or on State Farm's YouTube channel, each of which will air between 6:00 pm Eastern Time ("**ET**") and 8:00 p.m. ET on August 2, 2024; August 9, 2024; August 16, 2024; August 23, 2024 and August 30, 2024 (each, a "**Promotion Period**"). Eligible participants ("participant", "you" or "your") will be able to register for the Contest at any time during any of the foregoing Promotion Periods as set forth in Section 4 of these Official Rules. Sponsor's computer is the official time-keeping device for the Contest.
- 3. ELIGIBILITY:** The Contest is open only to legal residents of the fifty (50) United States and the District of Columbia, who, as of the start of the applicable Promotion Period, are the age of majority or older in their state of residence (19+ in AL, DE and NE, 21+ in MS, and 18+ in all other states). Do not enter if you are not located in the United States or District of Columbia and are not the age of majority at the time of entry. Officers, directors, employees, agents and representatives of Sponsor, State Farm and each of their respective parent, subsidiaries, affiliated and related companies or agencies, and/or any person or company working directly on the Contest (collectively, the "**Contest Entities**"), together with the immediate family members and/or those living in the same household of such persons (collectively, "**Household Members**"), are not eligible to participate in the Contest or win a prize. For purposes of the Contest, "**Household Members**" shall mean those people who share the same residence at least three months a year, whether or not related; "**Immediate Family Members**" shall mean parents, step-parents, legal guardians, children,

step-children, siblings, step-siblings, or spouses, regardless of where they live. Void where prohibited or restricted by law. All federal, state, and local laws and regulations apply. You are solely responsible for all costs or expenses associated with participation in the Contest.

- 4. HOW TO ENTER:** During each applicable Promotion Period, you may enter the Contest on any internet-connected device by: (i) visiting <https://statefarmgamerhoodchallenge.com> (the “**Website**”), either directly or through any of the Broadcasts, (ii) clicking on the “Click Here to Play Now” button, and (iii) filling out the on-screen registration form. **Normal internet access or device usage charges imposed by mobile carriers may apply to Contest participation via your mobile device, which shall be your sole responsibility.** One entry per person. The authorized account holder of the email account provided during registration will be deemed to be the participant who entered. The Contest Entities are not liable for any failure of registration, regardless of cause or the person responsible, including, but not limited to, any problem or technical malfunction of any computer, online system, or server or technical problem. Registered participants who use inappropriate or offensive usernames (as determined by Sponsor in its sole discretion) will be disqualified from participation and will be ineligible to receive a prize. Sponsor will determine in its sole discretion all eligibility requirements in connection with the Contest.
- 5. CONTEST GAME PLAY:** During each applicable Promotion Period, participants may compete (an unlimited number of times) in a game called Jake’s Jingle Quest: Neo City, a platform game where you will, as Jake the player character, with 60 seconds of game play to start, move through the level as quickly as possible to collect the most musical notes, while simultaneously avoiding attacks from enemies and attempting to knock them out of game play. The object of the game is to acquire as many points as possible. The first Promotion Period will begin with Level 1, and will proceed through Level 5 with each subsequent Promotion Period, with various changes to game play and point accumulation as described below. Game play and point accumulation for each level will occur as follows:

Level 1:

- The game play timer begins at 60 seconds, and the game ends when the timer reaches 0.
- When Jake moves forward, the level moves with him, keeping Jake in the center of the play space. You accumulate 100 points for each in-game meter that is moved in relation to the game’s starting point (i.e., points continue to accumulate as Jake moves forward through the level). Once the play space has moved forward, it cannot move backwards, even if Jake moves backwards from the center position (in which case no forward momentum will occur and no points will accumulate). Accordingly, the faster Jake moves through the level without stopping, the more points you will accumulate.
- You earn 150 points for every enemy Jake knocks out, which occurs by jumping on top of the enemy.
- You lose 100 points each time Jake is hit by an enemy.
- You earn points by collecting music notes that appear randomly during game play. You earn 120 points for the first music note collected, and the points will increase by 120 for each consecutive music note collected thereafter without missing one (if you pass a music note you cannot move backward to collect it) or without being hit by an enemy. For example, your first note is 120 points, the second consecutive note is 240 points, the third consecutive music note is 360 points, etc. If you miss a note or get hit by an enemy, the point value of the music notes reverts to 120 for the first music note.
- If Jake collects 5 consecutive music notes (without missing or without being hit by an enemy), 10 seconds will be added to the game play clock. If Jake collects 10 consecutive music notes (without missing or without being hit by an enemy), 10 additional seconds will be added to the game play clock. This 10-second bonus may only be earned once at each of the 5x and 10x intervals, for a maximum game play clock of 80 seconds.

Level 2:

- Game play is the same as Level 1, except that you also earn 1,000 points for each enemy Jake knocks out, which occurs by jumping on top of the enemy.

Level 3:

- Game play is the same as Level 2, except that you also earn 1,000 points for blocking an enemy projectile using the shield mechanic.

Level 4:

- Game play is the same as Level 3, except that for so long as you are in “Super Speed” mode, cumulative point accumulation for collecting consecutive musical notes will continue despite missing a musical note or being hit by an enemy.

Level 5:

- Game play is the same as Level 4, except that you also earn: (i) 5,000 points for collecting the State Farm Logo Power-Up; (ii) 1,000 points for jumping on the Boss’s head; and (iii) 10,000 points for beating the Boss by jumping on his head three (3) times.

At each Level 1 through 5, when the timer reaches 0 seconds, game play is over. At the conclusion of each game, you will receive a score based on a combination of: (i) the total distance Jake traveled, (ii) the total number of points received from music notes collected and enemies knocked out, and (iii) the number of times Jake was struck by an enemy. Your score is recorded into the database. If you play multiple times, the leaderboard (see Sec. 6) will automatically use your highest score for purposes of the Contest.

- 6. DETERMINATION OF WINNERS:** During each applicable Promotion Period, the eligible participant is the person who achieves the highest score during the Promotion Period (the "Episode Winner") and will be awarded the corresponding prize set forth in Section 6, subject to confirmation of eligibility. In the event of a tie between eligible participants, all tying participants will be deemed the potential Episode Winners of the applicable prize. Sponsor will determine in its sole discretion which eligible entries have satisfied all eligibility requirements.

You may participate in the Contest during all five Promotion Periods, and you are eligible to be an Episode Winner during each applicable Promotion Period, subject to eligibility requirements. The Contest Entities will host a “leaderboard” that will track the cumulative performance of all participants throughout all five of the Promotion Periods. Participants who participate in the Contest during multiple Promotion Periods will be eligible for an additional prize based on their cumulative performance during such Promotion Periods, as further set forth in Section 7.

Multiple entries (e.g., use of multiple email addresses), and use of bots, computer scripts or programs and other automatic methods of game play, are prohibited and will void your eligibility to win a prize.

- 7. PRIZES:** For each Promotion Period, twenty-five (25) verified Episode Winners will receive the prize that corresponds with such Episode Winner's placing after all game play is complete (e.g., 1st place, 2nd place, etc.) as set forth below. Additionally, following the close of the final Promotion Period on September 5, 2024, twenty-five (25) verified Winners will receive the prize that corresponds with such Winner's cumulative placing based on all game play during all Promotion Periods (e.g., 1st place, 2nd place, etc.) (each, a “**Season Winner**,” and Episode Winners and Season Winners are collectively, “**Winners**”) as set forth below.

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| 1st place | \$500.00 VISA gift card |
| 2nd place | \$450.00 VISA gift card |
| 3rd place | \$400.00 VISA gift card |
| 4th place | \$350.00 VISA gift card |
| 5th place | \$300.00 VISA gift card |

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| 6 th place | \$250.00 VISA gift card |
| 7 th place | \$200.00 VISA gift card |
| 8 th place | \$175.00 VISA gift card |
| 9 th place | \$150.00 VISA gift card |
| 10 th place | \$125.00 VISA gift card |
| 11 th -20 th place | \$ 100.00 VISA gift card |
| 21 st -25 th place | \$ 50.00 VISA gift card |

8. CLAIMING THE PRIZE: All potential Winners will be notified at the email address provided at registration within 72 hours following the conclusion of the applicable Promotion Period. All potential Winners must respond to the initial notification from Sponsor within five (5) calendar days after such notification is sent by Sponsor. If the potential Winners do not timely respond or are deemed by Sponsor to be ineligible or not to have complied with these Official Rules, then the prize will be forfeited by the potential Winners. Contest Entities are not responsible for any undelivered messages or any other communications, including but not limited to those that are not received because of failure of an email platform to function or any interruption in internet service. Upon verification of eligibility, verified Winners will be provided with the VISA gift card number, pin and other relevant information needed to redeem the prize.

9. TAXES: Winners are solely responsible for any and all federal, state, municipal and local taxes, fees, and other government assessments associated with receipt and use of a prize or participation in this Contest. Federal and state withholding laws are subject to change without notice.

10. GENERAL:

- a. Sponsor reserves the right in its discretion to disqualify any participant who: (i) tampers or attempts to tamper with the operation of the Contest, including the entry process or any Broadcast; (ii) violates the Official Rules; or (iii) acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. In the event a participant attempts to deliberately damage any Broadcast or any associated website or platform, undermine the operation of the Contest, or otherwise violate any applicable laws in connection with such participant's participation in the Contest, Sponsor reserves the right to pursue all legal remedies available to it against such participant.
- b. Contest Entities are not responsible for any incorrect or inaccurate information, whether caused by any Broadcast participants or users, human error, tampering, hacking or by any of the equipment or programming associated with or utilized in the Contest and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission (including availability or accessibility of the internet), incompatibility, communications failure, theft, loss or destruction of entries, nor for the failure to capture an entry or other information. Contest Entities are not responsible for injury or damage to participants' or to any other person's phone, tablet, computer or other device related to or resulting from downloading materials from or use of any Broadcast or otherwise as a result of your participation in the Contest. If, for any reason, the Contest or any element thereof is not capable of running as planned by reason of, but not limited to, tampering, unauthorized intervention, fraud, force majeure, technical or other failures or errors, or any other causes similar or dissimilar which Sponsor deems, in its opinion, could corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest or any element thereof, Contest Entities reserve the right at their discretion to cancel, terminate, modify or suspend the Contest or any element thereof and select Winners from non-suspect, eligible entries received prior to the action or as otherwise may be deemed fair and equitable by the Contest Entities. In the event of any discrepancy, ambiguity, inconsistency, printing or any other error or miscommunication in any communications, announcements, advertising or promotional materials relating to this Contest, these Official Rules shall govern. Contest Entities shall have no responsibility or obligation to a potential Winner who is ineligible for the prize, or is unable to or who does not accept the prize, for any reason.

- c. Prizes are awarded “as is” without any express or implied warranty or guarantee from Contest Entities, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose and non-infringement. Only the prizes as described herein are available to be awarded, and in no event will the Contest Entities be responsible for awarding more or different prizes than stated herein. Prizes cannot be assigned, transferred, or substituted, except by Sponsor who may, at its discretion, substitute a prize or any part thereof with a prize of equal or greater value. Prizes are not redeemable for cash.

11. PRIVACY: All information submitted by entrants is subject to these Official Rules, and will be treated in a manner consistent with, State Farm’s [Terms of Use](#) and [Privacy Policy](#). California residents only, please see: [Do Not Sell or Share My Personal Information](#). By participating in the Contest, entrants hereby agree that State Farm may collect and use their personal information in compliance with its Privacy Policy and acknowledge that they have read and accepted the State Farm’s Privacy Policy. By participating in the Contest, entrants further agree and acknowledge that State Farm may share their personal information with third parties in order for the third party to market State Farm’s products and services on behalf of State Farm, consistent with State Farm’s Privacy Policy.

12. INDEMNIFICATION AND RELEASE OF LIABILITY: BY PARTICIPATING, YOU AGREE TO THE FULLEST EXTENT PERMITTED BY LAW TO RELEASE, DISCHARGE AND HOLD HARMLESS TWITCH, YOUTUBE, VISA, THE CONTEST ENTITIES AND THEIR RESPECTIVE PARENT, AFFILIATES AND SUBSIDIARY COMPANIES, ADVERTISING AND PROMOTION AGENCIES, AND THEIR RESPECTIVE OFFICERS, MANAGERS, DIRECTORS, EMPLOYEES, INDEPENDENT CONTRACTORS, REPRESENTATIVES AND AGENTS (“RELEASED PARTIES”) FROM AND AGAINST ANY AND ALL ALLEGED OR ACTUAL CLAIMS, CAUSES OF ACTION, DEMANDS, LOSSES, SETTLEMENTS, LIABILITIES AND DAMAGES OF ANY KIND WHATSOEVER EXISTING NOW OR ARISING IN THE FUTURE (INCLUDING, WITHOUT LIMITATION, BODILY INJURY, PERSONAL INJURY, DEATH, DISABILITY AND PROPERTY DAMAGE, VIOLATION OF PROPRIETARY, PUBLICITY, PRIVACY OR ANY OTHER RIGHT), COSTS AND EXPENSES (INCLUDING, WITHOUT LIMITATION, REASONABLE ATTORNEYS’ FEES, COURT COSTS, SETTLEMENT AND DISBURSEMENTS) DIRECTLY OR INDIRECTLY ARISING OUT OF ANY USE OF YOUR ENTRY INTO THE CONTEST IN WHOLE OR IN PART; THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF A PRIZE; PARTICIPATION IN ANY CONTEST OR PRIZE RELATED ACTIVITY; ACCESS TO ANY BROADCAST; OR OTHER PARTICIPATION IN THIS CONTEST. By entering the Contest or accepting a prize, you covenant to the fullest extent permitted by law not to sue any Released Party or cause them to be sued regarding any matter released above, and not to disaffirm, limit or rescind this release. A waiver by one or more of the Contest Entities of any term in these Official Rules does not constitute a waiver of any other provision. SOME JURISDICTIONS DO NOT ALLOW CERTAIN LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE FOREGOING MAY NOT APPLY TO EVERY PARTICIPANT. Any provision adjudged to be invalid shall be struck from these Official Rules and the remainder shall continue in full force and effect.

13. FORCE MAJEURE: Contest Entities shall not be liable to participants, a potential or verified Winner or any other person or entity for failure to execute the Contest, or supply a prize or any part thereof, by reason of any act of God, any action, regulation, order or request by any governmental or quasi-governmental entity (whether or not the action, regulation, order or request proves to be invalid), equipment failure, terrorist act, cyber-attack, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, epidemics, pandemics, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, cancellation or delay of any event, or any similar or dissimilar event beyond their reasonable control.

14. DISCLAIMERS: Contest Entities are not responsible for lost, late, or misdirected entries, or telecommunication, internet, or hardware or software failures, including by reason of any bug or computer virus or other failure. Contest Entities may cancel, modify, or terminate the Contest (including winner selection and prizes) without prior notice if it is not capable of completion as planned, including by reason of infection of computer virus, tampering, unauthorized intervention, force majeure, or technical difficulties of any kind.

15. ALTERNATIVE DISPUTE RESOLUTION; ARBITRATION: To the extent permitted by law and excluding any participants residing or working within the States of California, New Jersey or New York, any disputes relating to the terms of these Official Rules or the breach thereof, or connected with the Contest or the prizes awarded, shall be submitted to binding arbitration in Los Angeles, CA in accordance with the Commercial Arbitration rules of the American Arbitration Association (the "AAA"). Each party agrees that any dispute resolution proceedings will be conducted only on an individual basis and not in a class, consolidated or representative action. Each party hereby waives the right to participate in any class action, whether in court or arbitration. In the event that either party desires to arbitrate any such dispute, such party shall so notify the other party and the parties shall endeavor in good faith, for a period of 30 days, to resolve such dispute without arbitration. In the event that the parties cannot resolve the dispute within such 30 day period, then within 10 days thereafter, the parties shall jointly designate a single arbitrator to hear the dispute, or, if the parties are unable to jointly select an arbitrator, an arbitrator shall be chosen according to the rules of the AAA. The arbitration, including the rendering of the award, shall take place in Los Angeles, CA and shall be the exclusive forum for resolving such dispute, controversy, or claim. The decision of the arbitrator shall be final and binding upon the parties hereto. The decision of the arbitrator shall be executory, and judgment thereon may be entered by any court of competent jurisdiction. **If for any reason a claim proceeds in court rather than in arbitration, each party waives any right to a jury trial, excluding in any civil matters brought within the States of California, New Jersey, or New York.**

16. SEVERABILITY: The invalidity, illegality, or unenforceability of any provision of these Official Rules shall in no way affect the validity, legality, or enforceability of any other provision hereof. Any invalid, illegal, or unenforceable provision shall be deemed severed from these Official Rules and the balance of these Official Rules shall be construed and enforced as if these Official Rules did not contain such invalid, illegal, or unenforceable provision.

17. WINNERS' LIST: To obtain a list of Winners, send an email to info@infinitymarketing.com within thirty (30) days of the end of the applicable Promotion Period. The email should contain "State Farm Gamerhood Neo City Challenge" in the subject field. Or, send a stamped, self-addressed envelope to: "State Farm Gamerhood Neo City Challenge" c/o Infinity Marketing Team, LLC, 8575 Higuera Street, Culver City, CA 90232. VT residents may omit return postage.

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