

## 2016 Chaco® MyChacos My Inspiration Photo Contest – Official Rules

1. **Description.** The 2016 Chaco® MyChacos My Inspiration Photo Contest (the “Contest”) begins at 00:01 am ET on May 23rd, 2016, and ends at 11:59 pm ET on June 10th, 2016 (the “Contest Period”). By participating in the Contest, participants unconditionally accept and agree to comply with and abide by these Official Rules and the decisions of Chaco Footwear, a division of Wolverine World Wide, Inc., 9341 Courtland Drive NE, Rockford, Michigan 49351 (the “Sponsor”), which shall be final and binding in all respects. Receipt of a prize is contingent upon fulfilling all requirements set forth herein.
2. **Eligibility. NO PURCHASE NECESSARY.** Must be 13 years or older at the time of entry and a legal resident of the fifty (50) United States (including the District of Columbia). Employees, officers, and directors of Sponsor, their respective parents, subsidiaries, and agents, as well as the immediate family (defined as parents, spouses, children, siblings, and grandparents) and household members of each such employee, officer, and director are not eligible. Void where prohibited by law. All federal, state and local laws, rules and regulations apply.
3. **How to Enter.** To enter, navigate to [www.Chacos.com](http://www.Chacos.com) (“Sponsor’s Website”) during the Contest Period and submit a Qualified Entry, which consists of: (a) a complete entry form for the Contest, including your valid e-mail address; and (b) one (1) uploaded photograph of what inspires you. If you have a Twitter® or Instagram® account, you may also enter the Contest by posting your Photo to either of these services with the hashtag “#MyInspiration.” Incomplete entries will be disqualified and removed from the Contest. **NO LIMIT ON THE NUMBER OF QUALIFIED ENTRIES.** Any attempt to enter by using multiple/different email addresses, identities, registrations and logins, or any other methods will void all of an entrant’s entries and that entrant will be disqualified. Use of any automated system to participate is prohibited and will result in disqualification.

Entries become the exclusive property of Sponsor and will not be acknowledged or returned. By entering the Contest, you grant Sponsor a perpetual, worldwide, royalty-free, irrevocable, non-exclusive license to reproduce, distribute, display, exhibit, transmit, broadcast, televise, digitize, and otherwise use your Qualified Entry (including the Photo) in any manner, form, or format now or hereinafter created, including on the internet, and for any purpose, including, but not limited to, advertising or promotion of Sponsor and its goods or services. You further agree that Sponsor may use your name, likeness, and photograph all without further consent from or payment to you.

4. **Representations and Warranties.** By participating in the Contest, you warrant and represent that: (a) the Photo is your original work, and you are the sole and exclusive owner of all intellectual property rights in and to the Photo; (b) use of the Photo as described in these Official Rules will not infringe the intellectual property or other rights of any third party, or violate any federal, state, or local laws or ordinances; (c) the Photo is not obscene or

libelous, and does not contain anything defamatory or derogatory; (d) the Photo does not contain any virus, spyware, malware, trap door, worm, or any other device, mechanism or code that is injurious or damaging to software or hardware used in conjunction with the Contest; and (e) you have the right to grant the license in Section 3 above. Qualified Entries and/or Photos not satisfying these criteria in any respect will be disqualified and removed from the Contest.

5. **Winner Selection.** **Weekday Prize Winners:** A panel of judges designated by Sponsor and consisting of members of Sponsor's senior management team will select one (1) Weekday Prize winner on the business day following each of the weekday dates set forth in the chart below, from among all Qualified Entries received through 11:59 pm ET on such weekday date:

May 23rd	May 24th	May 25th	May 26th	May 27th
May 30th	May 31st	June 1st	June 2nd	June 3rd
June 6th	June 7th	June 8th	June 9th	June 10th

All prize winners will be selected by the judges based on the following criteria: (a) originality (40%); (b) creativity (40%); and (c) technical proficiency. Odds of winning a prize depend on number of eligible entries received through the date the prize winner is selected. Prize winners will be notified by e-mail, Twitter direct message or Instagram direct message. Prize winners may be required to complete and return an eligibility affidavit and liability/publicity release. If a potential winner cannot be contacted within three (3) days after Sponsor's first attempt, does not meet the eligibility criteria, does not fully comply with these Official Rules, or fails to sign and return the affidavit and/or release, then the potential winner forfeits the prize and an alternate winner will be selected.

6. **Prizes.** **Fifteen (15) Weekday Prizes:** each consisting of one (1) promotional code with a value of \$150.00 each towards the purchase of Chaco footwear. ARV of each Weekday Prize = \$150, ARV of all Weekday Prizes = \$2,250

Prizes are non-transferable, and may not be substituted for cash. Sponsor, in its sole discretion, may substitute a prize (or prize component) of equal or greater value due to unavailability of prize (or prize component) for any reason. Any costs or expenses incurred by winners in claiming or using their prizes not specifically described are the sole responsibility of the winner.

7. **General Conditions.** All taxes and other expenses are the sole responsibility of the winner. Gift certificates are valid only at Sponsor's Website, and are subject to expiration and other terms and condition. Sponsor is not responsible or liable for, and entrants completely release and hold Sponsor harmless against: (a) illegible, incomplete, damaged, misdirected, stolen, late, or lost Qualified Entries or Photos; (b) network, internet, or computer malfunctions or damage related to or resulting from participating in the Contest; (c) any condition caused by events beyond the control of Sponsor which may cause the Contest to be disrupted or corrupted; or (d) any injuries, losses or damages of any kind caused by the prize or resulting from acceptance or use of the prize, or from participation in the Contest. Any entrant attempting to defraud or in any way tamper with this Contest, including but not limited to using automated processes for entry, will be ineligible. If for any reason the Contest is not capable of running as originally planned, including but not limited to technical corruption or non-authorized human intervention, Sponsor in its sole discretion reserve the right to modify or cancel the Contest. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO PROSECUTE ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.
8. **Release.** By receipt of any prize, winner agrees that Sponsor and its parents, subsidiaries and affiliated companies, and the agents, employees, directors and officers of these companies, are not liable whatsoever for any injuries, losses or damages of any kind resulting in whole or in part, directly or indirectly, from the acceptance, possession, use or misuse of any prize or from winner's participation in the Contest.
9. **Winners List.** Names of prize winners may be requested by sending a self-addressed, stamped envelope by December 31, 2016 to Sponsor to the attention of "2016 Chaco® MyInspiration MyChacos."
10. **Sponsor/Administrator.** The Sponsor and Administrator of this Contest is Chaco Footwear, a division of Wolverine World Wide, Inc., 9341 Courtland Drive NE, Rockford, Michigan 49351 ("Sponsor").
11. **Privacy Policy.** By participating in this Contest, entrants agree to the collection and use of their information in accordance with Sponsor's Privacy Policy, available at [www.Chacos.com](http://www.Chacos.com), including receiving marketing messages as set forth in such policy.