

The “AARP Inspire Award Contest” Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

Overview: AARP is the Sponsor of the “AARP Inspire Award Contest,” where five (5) Winners with a Founded Non-Profit as defined in the AARP Purpose Prize Award rules, were selected based on pre-determined judging criteria. In addition to the AARP Purpose Prize Award (“Award”), AARP will include the five (5) Winners from the Award in this public voting program for the opportunity to win the AARP Inspire Award Contest. To participate in the public voting, see Section 5 below. At the conclusion of this program, one (1) of the five (5) Winners of the Award will also receive the “AARP Inspire Award” Prize as described herein. **ONLY ONE (1) OF THE FIVE (5) AWARD CONTEST WINNERS WILL BE ELIGIBLE TO WIN THE \$10,000 PRIZE, AS DESCRIBED HEREIN. THEREFORE ENTRANTS/PARTICIPANTS OF THE SWEEPSTAKES AND/OR INSTANT WIN GAME ARE NOT ELIGIBLE TO WIN THE \$10,000 PRIZE, AS DESCRIBED HEREIN.**

Details of the original Award Contest that dictated how the five (5) Winners were selected can be found at <https://purposeprize.aarp.org/>.

The Voting Program also allows for Voters the opportunity to participate in the sweepstakes (“Sweepstakes”) and instant win game (“Instant Win Game”). **ONLY ENTRANTS/PARTICIPANTS THAT VOTE WILL BE ELIGIBLE TO WIN A SWEEPSTAKES AND/OR INSTANT WIN GAME PRIZE.**

Collectively, referred herein as the “AARP Inspire Award Voting Phase” or the “Voting Program” or the “Promotion”. See rules below for complete details.

1. Eligibility AARP Inspire Award Contest: The AARP Inspire Award Contest is open only to the 2023 Winners of the AARP Purpose Prize Award.

2. Voting Eligibility for the Sweepstakes and Instant Win Game: Legal residents of the fifty (50) United States, and the District of Columbia, Puerto Rico and the U.S. Virgin Islands who are at least eighteen (18) years old at the time of when AARP Inspire Award Contest voting is made available, may vote in this Contest. Employees of AARP, Merkle Inc., and any of their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Voting Program is subject to all applicable federal, state, and local laws and regulations and is void where prohibited.

3. Sponsor: AARP, 601 E Street NW, Washington, DC 20049. **Administrator:** Merkle Inc., 3000 Town Center, Suite 21, Southfield, MI 48075.

4. Timing: Begins on September 26, 2023 at 10:00 a.m. Eastern Time (“ET”) ends on October 18, 2023 at 11:59 p.m. ET. Administrator’s computer is the official time-keeping device for the Promotion.

5. How to Vote: During the AARP Inspire Award Voting Phase, visit www.aarp.org/InspireAward and follow the links and instructions to complete and submit the registration form, including your AARP.org login information and a valid email address. If you do not have an AARP.org account, you may create one. Creating an AARP.org account is free. Then, vote for the entry after evaluating each entry based on the entrant’s written summary and video recorded responses to the following question: What moment, event or experience inspired you to start your organization?

By voting, you automatically will receive one (1) entry into the Sweepstakes and advance to the Instant Win Game page and receive one (1) Instant Win Game play for that day. Once on the Instant Win Game page, the Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game.

Limit: Each entrant may enter/play one (1) time during the Promotion Period. Also see Section 6 below for the Voting limit. Multiple entrants are not permitted to share the same email address. Any attempt by any

entrant to obtain more than the stated number of plays/entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's plays/entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the entrant or player. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

Bonus Sweepstakes Entry Opportunity: "Lose" the Instant Win Game: After you enter the Promotion, and if you play the Instant Win Game and receive a "lose" message, meaning you are not a potential winner of an Instant Win Game Prize, you will receive one (1) bonus Sweepstakes entry. Limit: Up to two (2) bonus Sweepstakes entries, per email address/person, during the Promotion Period.

6. Voting Limit: Each person may vote one (1) time during the AARP Inspire Award Voting Phase. Multiple votes received from any person or email address in excess of the stated number will be void. Any attempt by any voter to obtain votes by any fraudulent or inappropriate means, including without limitation, offering prizes or other inducements to members of the public as determined by Sponsor in its sole discretion, by using any automated program, by using multiple/different email addresses, identities, registrations and logins, or any other methods, will void those votes for the Award Winner Submission and Award Winner may be disqualified as determined by Sponsor in its sole discretion. Administrator reserves the right to revise voting tallies for purposes of determining the Winner of this Contest should the voting appear to have been tampered with or manipulated in any way.

7. AARP Inspire Award Prize Winner Determination: At the conclusion of the AARP Inspire Award Voting Phase, the Administrator will tally all confirmed votes. The entry who receives the most votes will be the potential winner of the AARP Inspire Award Prize. The potential AARP Inspire Award winner will be announced on October 25, 2023 at the Inspire Awards evening event. The potential AARP Inspire Award Prize winner (or an authorized representative of the Founded Non-Profit as defined in the AARP Purpose Prize Award rules), will be required to sign and return a Winner's Affidavit," which must be received by Administrator by October 30, 2023, in order to claim his/her prize. If the potential AARP Inspire Award Prize winner cannot be contacted, fails to execute and return the Winner's Affidavit or provide any other requested information, within the required time period (if applicable), does not comply with these Official Rules, or if prize is returned as undeliverable, potential winner forfeits the prize. If a potential AARP Inspire Award Prize winner is disqualified for any reason, the prize will go to the next eligible contestant/entrant with the highest number of votes. If all contestants/entrants are disqualified for any reason, the AARP Inspire Award Prize will remain un-awarded.

8. Sweepstakes/Instant Win Game: Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. Sweepstakes: Administrator will randomly select the potential Sweepstakes winner, from all eligible entries on October 19, 2023. Instant Win Game: Three hundred forty-six (346) random, computer-generated winning times, one for each prize listed below, will be generated on October 19, 2023. If you are the first player to play the Instant Win Game at or after one of the randomly-generated times, you will be a potential instant winner of the prize indicated.

Verification of Potential Sweepstakes and Instant Win Game Winners: Receiving a prize is contingent upon compliance with these Official Rules. The potential Sweepstakes winner will be notified by email or phone. Potential Instant Win Game winners may be required to provide their name, home mailing address (P.O. Boxes may not be permitted), and date of birth to confirm eligibility and for purposes of prize fulfillment within five (5) days of the date notice or attempted notice is sent, in order to claim their prize. The potential Sweepstakes winner (parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability Waiver, and where not prohibited, a Publicity Release ("Declaration") which must be received by Administrator, within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize cannot be contacted or fails to sign and return the Declaration or provide any other requested information within the required time

period (if applicable), or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner of a prize valued over \$25 forfeits the prize or is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings after which the prize will remain unawarded. Unclaimed prizes at \$25 or less will not be awarded.

9. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME OR SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL WINNER HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID AND WILL NOT BE HONORED.

10. Prizes:

Contest Prize:

ONE (1) AARP INSPIRE AWARD PRIZE: A check for \$10,000 payable to winner's Founded Non-Profit as defined in the AARP Purpose Prize Contest Official rules. Actual Value ("AV"): \$10,000. Prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute the prize (or one of equal or greater value if the designated prize should become unavailable for any reason. AARP Inspire Award Contest Winner and its Founded Non-Profit is responsible for all taxes and fees associated with prize receipt and/or use. Prize will be fulfilled 8 – 10 weeks after the end of the AARP Inspire Award Voting Phase. The Winner of the AARP Inspire Award Prize will be announced on or about October 25, 2023.

Sweepstakes Prize:

ONE (1) SWEEPSTAKES PRIZE: A Check for \$1,000. AV: \$1,000.

Odds of winning the Sweepstakes Prize depend on the number of eligible entries received during the Promotion Period.

Instant Win Game Prizes:

Quantity	Prize Description	Approximate Retail Value ("ARV")
2	\$100 Amazon Gift Card	\$100
4	\$50 Amazon Gift Card	\$50
10	\$20 Amazon Gift Card	\$20
50	\$10 Amazon Gift Card	\$10
280	\$5 Amazon Gift Card	\$5

Gift card Restrictions apply, see <https://www.amazon.com/gc-legal>.

Odds of winning an Instant Win Game prize depend on the number of Instant Win prizes available divided by the number of eligible Instant Win Game plays.

For All Prizes: No cash equivalent and all prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion. TOTAL ARV OF ALL PRIZES: \$13,500. One (1) Sweepstakes prize and one (1) Instant Win Game prize per email address/person.

11. Release: By receipt of any prize, the applicable winner agrees to release and hold harmless Sponsor, Administrator, Corp Shark Branding, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent and affiliate companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt or use or misuse of any prize.

12. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Promotion, as determined by Sponsor in its sole discretion. In such event, Sponsor may, in its sole discretion, determine the Contest winners from among all non-suspect, eligible Submissions received up to time of such action using the judging procedure outlined above, and Sponsor reserves the right to award the Instant Win Game Prizes at random from among the eligible entries received up to the time of the impairment. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotion or to be acting in violation of these Official Rules or those of any other promotion or in an unsportsmanlike or disruptive manner and void all associated Submissions. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

13. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) printing, typographical, technical, computer, network or human error which may occur in the administration of the Contest, the uploading, the processing or judging of Submissions or votes or the tabulating of votes, the announcement of the prizes or in any Promotion-related materials; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize. Released Parties are not responsible for any unauthorized third-party use of any Submission. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Instant Win Game play, if it is possible. If the Instant Win Game, or any part of it, is discontinued for any reason, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.

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

15. Entrant's Personal Information: Information collected from entrants is subject to Sponsor's Privacy Policy <http://www.aarp.org/about-aarp/privacy-policy/>.

16. Winner List: For a winner list, send an email to purposeprize@aarp.org. The winner list will be posted after winner confirmation is complete.