

Official Rules – Hometown Hero UGC Contest

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED OR RESTRICTED.

By entering, you agree to these Official Rules.

1. Sponsor

This Contest ("Contest") is sponsored by Hometown Hero, 9501-B Menchaca Rd, Austin, TX 78748 ("Sponsor").

2. Eligibility

- Open to legal residents of the 50 United States and D.C., 18 years or older at the time of entry.
- Employees, officers, and directors of Sponsor and their immediate families/household members are not eligible.
- Contest void where prohibited by law.

3. Contest Period

The Contest begins on September 19, 2025, at 12:00 AM Central Time and ends on October 19, 2025, at 11:59 PM Central Time ("Contest Period").

4. How to Enter

- Submit an original video through the official UGC Contest webpage on Sponsor's website during the Contest Period.
- Each entry must be designated under exactly one of the following categories: Comedy, Heartfelt, Recipe, or Veteran Testimony.
- Videos must be at least 15 seconds long.
- Each entrant may submit up to 3 entries.
- Submissions must include a valid email address tied to a Hometown Hero account. If no account exists, entrant will be prompted to create one and opt-in. This is required to participate.
- After submission, entrants may share their videos on social media to encourage engagement.

5. Entry Requirements

- Content must be original and created by the entrant.
- Content must not contain offensive, unlawful, or discriminatory material.
- Content must not infringe any third-party rights (including music, images, or likenesses without permission).

- By entering, you grant Sponsor a non-exclusive, royalty-free, worldwide license to use, repost, reproduce, distribute, display, and feature your content across Sponsor's platforms, including for advertising and promotional purposes.
- Entrants who wish to opt out of Sponsor's use of their content may do so at any time by notifying Sponsor in writing at store@hometownhero.com. Sponsor will have up to 30 days from receipt of such notice to discontinue use of the content.

6. Judging & Selection

- Category Winners: One winner in each category will be selected by Sponsor based on creativity, originality, and relevance. Each winner receives \$500.
- Category Finalists: The top 5 entries in each category (excluding the winner) will receive one free product of their choice from Sponsor's website (excluding bundles).
- Crowd Favorite Prize: From among all entries, the single video with the highest audience engagement on social media wins \$1,000.
 - Audience engagement means combined likes, shares, comments, and views on Instagram, Facebook, TikTok, YouTube, and X.
 - To qualify, entrants must:
 1. Use the official contest hashtag #HometownHeroUGCContest, and
 2. Tag Sponsor's official account @hometownheroatx.
 - Engagement will be aggregated across all eligible posts during the Contest Period. Sponsor's determination is final.

7. Prizes

- Participation Prize: Each entrant with a valid entry and email receives 500 rewards points per valid video submission, up to 3 videos.
- Category Winners: One per category receives \$500.
- Category Finalists: Top 5 per category (excluding winner) receive one free product (excluding bundles).
- Crowd Favorite: One entry across all categories receives \$1,000.
- Prizes are non-transferable; no substitutions except at Sponsor's discretion.

8. Notification

Winners will be notified by email within 7 days after Contest Period ends. If a winner does not respond within 7 days, prize may be forfeited and awarded to an alternate.

9. Publicity Release

By participating, entrants agree to allow Sponsor to use their name, likeness, and submitted content for promotional purposes without further compensation, unless prohibited by law. Such use is subject to the opt-out provisions described in Section 5 above.

10. General Conditions

- Sponsor reserves the right to disqualify any entry that violates these rules or is deemed inappropriate.

- Sponsor is not responsible for lost, late, incomplete, or corrupted entries.
- By entering, participants release Sponsor from any liability arising from participation or prize use.

11. Governing Law

This Contest is governed by the laws of the State of Texas, without regard to conflict of law principles. Any disputes will be resolved exclusively in state or federal courts located in Texas.

12. Privacy

Information collected will be used in accordance with Sponsor's Privacy Policy available at: <https://hometownhero.com/pages/privacy-policy/>.