

## COLGATE-PALMOLIVE Bright Smiles Kids Awards

**NO PURCHASE NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.**

1. How to Enter: Colgate-Palmolive Company ("Sponsor") invites you ("Entrant") to enter the **Bright Smiles Kids Awards** ("Contest"). Entries will be accepted from 12:01 A.M. Eastern Standard Time ("EST") on **2/15/2021** through 11:59 P.M. EST on **03/31/2021** ("Entry Period"). To enter the Contest submit your entry during the Entry Period, which must include a video or presentation submission up to two minutes in length, as well as a project/program title and Brief Description of your entry at <https://kidsawards.wishpondpages.com/> (the "Contest Website") by following all instructions for submitting your entry. Entries that have been tampered with or altered are void. All Entries become the property of Sponsor and will not be acknowledged or returned and only Entries which comply with these Official Rules will be considered. Limit **one (1)** Entry per group for the duration of the Contest. If more than one Entry is received per group, only the first such Entry will be deemed submitted by the authorized account holder of the email account of the email address from which the Entry is generated. "Authorized account holder" is defined as the natural person who is assigned to an email address by an internet access provider, on-line service provider or other organization that is responsible for assigning such email address.

2. Eligibility. The Contest is open only to legal residents of the 50 United States or the District of Columbia who are at least **18** years of age at the date of entry ("Entrant"), although participating youth in the Entrant's group should be ages 6-14 years old. The Contest is not open to employees of Sponsor and their respective parents, affiliates, subsidiaries, advertising and promotional agencies, retailers, distributors (collectively, "Contest Entities"), and the immediate family members of, and any persons domiciled with, such employees. Void where prohibited by law.

4. Eligible Entries: Ideas, examples and inspiration for your Contest entry can be found at <https://bit.ly/colgatekidsawards>. By submitting an Entry or accepting any prize, Entrant represents and warrants that the Entry, including videos, photographs, essay, presentation, etc. is the original creation of the Entrant, has not been copied in whole or in part from any other work, does not violate or infringe any copyright or trademark or other proprietary right of any other person or entity, is the sole property of the Entrant and has not been previously published.

Any person featured in any photograph or video which is part of an Entry submitted must have provided his/her consent to Entrant for the submission of his/her image in this Contest. Entries by or that include a minor must be accompanied by written permission by the parent or legal guardian and a phone number where they can be reached. Entrant (or parent/legal guardian if potential winner is deemed a minor in his/her state of residence) represents and warrants that he or she has full legal right, title and capacity to submit the Entry to Sponsor and that Sponsor has full and unfettered right to use, copy adapt and publish same in any and all media for any purpose whatsoever without violating the right of any third party. Submissions that include a photograph or video or image taken by a third party must include a transfer of ownership to Sponsor, and its agents and assigns, to use, republish, distribute and copy the Entry. By entering this Contest, Entrant represents all required consents and permissions have been received and will provide Sponsor with same upon request and in order to receive any prize. Failure to obtain required consents will deem the Entry ineligible. Entrants agree to indemnify, defend and hold

harmless Sponsor and its affiliates and agents from any action brought by a person whose consent was not obtained by the Entrant. Submitted Entries will not be acknowledged or returned.

3. Submission Guidelines Entry must not: contain inappropriate or defamatory words/statements (including words or symbols that are considered offensive to individuals of any race, ethnicity, religion, sexual orientation, or socioeconomic group); depict any dangerous activities or situations; include threats to any person, place, business, or group; disparage persons or organizations associated with the Sponsor; invade the privacy or other rights of any person, firm or entity; contain material that is unlawful, in violation of or contrary to any and all applicable federal, state, or local laws or regulations; display any commercial/corporate advertising (including, but not limited to, corporate logos, brand names, trademarks, slogans, political, personal and religious statements); contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age; contain material that is inappropriate, indecent (including, but not limited to, nudity or pornography), profane, obscene, hateful, tortuous, slanderous or libelous and may not in any way reference persons or organizations without their written permission; contain material that violates or infringes another's rights, including, but not limited to, privacy, publicity or intellectual property rights, or that constitutes copyright infringement; communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate. Sponsor reserves the right, in its sole discretion, to disqualify any Entry that, in its sole opinion, refers, depicts or in any way reflects negatively upon the Sponsor, the Contest or any other person or entity, or does not comply with these requirements or these Official Rules. Submissions must be suitable for presentation in a public forum, including, but not limited to, television commercials, in sole determination of Sponsor.

4. Judging Criterion: Entries received during the Entry Period which comply with these Official Rules will be judged on originality and creativity (250%); appropriateness to theme: addressing an oral health topic (250%), demonstration of oral health learning and education (250%), collaboration with peers (250%), and showcases theme of Optimism in Action, Courageous Spirit, and Empowerment (250%) by a volunteer, independent Regional Advisory Panel selected by Bright Smilest , Bright Futures Mobile Dental Unit teams who will choose the winners of the Regional Awards. In the event of a tie, the tying Entry with the highest score for [showcasing Optimism in Action, Courageous Spirit and Empowerment ] will be the winner. In the event of a further tie, the entrants will be re-judged based on review from BSBF Leadership. The decision of the judges is final. National Award Winners will be selected via live attendee voting at a live event on May 12, 2021 administered by Unlimited Events and Marketing, Wishpond, and Brandlive.

5. Prizes: Nine (9) First-Place Regional Winners will receive: \$1000 each. Nine (9) Second-Place Regional Winners will receive \$500 each. Nine (9) Third-Place Regional Winners will receive \$250 each. The Nine (9) First-Place Regional Winners will be entered to win National Awards at a live event, based on attendee voting. One (1) First-Place National Award Winner will win an additional \$5000. One (1) Second-Place National Award Winner will win an additional \$2500. One (1) Third-Place National Award Winner will win an additional \$1000. Additionally, one (1) (non-publicized) winner of Colgate Fan Favorite will win \$750, voted on by Colgate Employees at the live event. Monies will be administered in grant form to the organization or affiliated school for winning submissions. The Prize is non-transferable and no substitution by winners or cash equivalent is allowed. Sponsor reserves the right to substitute a prize of equal or greater value at its sole discretion. All

fees, federal, state, local or other expenses relating to the use, acceptance and possession of Prize are the sole responsibility of the winner. An IRS Form 1099 will be filed on behalf of winners for the retail value of any prize over \$600 OR for the retail value of the Prize.

6. Winner Notification: Each Regional Award winner will be notified by email, phone or both at the discretion of the Sponsor on or about **04/12/2021**. The return of a prize notification as undeliverable or inability to contact a potential winner may result in disqualification and an alternate winner may be selected. Winners (or parent/legal guardian if potential Winner is deemed a minor in his/her state of residence) and any person depicted in the Entry and any person who took or recorded the Entry will be required to execute and return within fourteen (14) days of notification an affidavit of eligibility, a liability release, a publicity release and a transfer of ownership, as applicable (collectively, "Release"), except where prohibited by law. Failure to sign and return the Release within fourteen (14) days, or to comply with any term or condition of these Official Rules or the prize notification letter will result in a potential winner's disqualification, the forfeiture of his or her interest in the prize, and the award of the prize to an alternate winner.

Submission of the Entry grants Sponsor and its agents an unlimited worldwide, perpetual license and right to use, publicly perform and use the Entry in any way, including, without limitation, in partial and edited form, in any and all media, without limitation, without consideration to the Entrant or any other person.

7. General Terms. Entrants on their behalf, and on behalf of their respective heirs, executors, administrators, legal representatives, successors and assigns agree to release, defend, indemnify and hold harmless Contest Entities, and those working on their behalf, and each of their respective officers, directors, representatives, employees, agents, successors and assigns, from any damage, injury, death, loss or other liability, either at law or equity, whether known or unknown, asserted or non-asserted, that may arise from or in any way relate to any Entrant's participation in this Contest or the awarding, acceptance, use or misuse of any Prize, including any travel related activities. Any and all disputes, claims, and causes of action arising out of or in connection with this Contest, shall be resolved individually, without resort to any form of class action. This Contest shall be governed by, and construed in accordance with, the laws of the State of New York, regardless of principles of conflicts of laws that may require the application of the laws of another jurisdiction. Any action or litigation concerning this Agreement shall take place exclusively in the federal or state courts sitting in New York, New York, and each Entrant expressly consents to the jurisdiction of and venue in such courts and waives all defenses of lack of jurisdiction and inconvenient forum with respect to such courts. Each Entrant agrees to service of process by mail or other method acceptable under the laws of the State of New York. ANY CLAIMS, JUDGMENTS AND/OR AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS ASSOCIATED WITH ENTERING THIS CONTEST. ENTRANT HEREBY WAIVES ANY RIGHTS OR CLAIMS TO ATTORNEYS' FEES, INDIRECT, SPECIAL, PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES OF ENTRANT, WHETHER FORESEEABLE OR NOT AND WHETHER BASED ON NEGLIGENCE OR OTHERWISE. In the event Sponsor is prevented from continuing with the Contest as contemplated herein, due to events, including but not limited to, fire, flood, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal, state, or local government law, order, or regulation, or order of any court or other causes not within Sponsors' control, Sponsor shall have the right to modify, suspend, extend or terminate the Contest. Sponsor is not responsible for any typographical or other error in the printing of the

offer, Official Rules, administration of the Contest or in the announcement of any winner or Prize. Entry materials/data that have been tampered with or altered, or mass Entries or Entries generated by a script, macro or use of automated devices are void. The Sponsor is not responsible for: (i) lost, late, misdirected, damaged, illegible or postage due mail/Entries; (ii) error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of Entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive Entry information by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site or any combination thereof; (iii) any injury or damage to Entrant's or any other person's computer related to or resulting from participating in the Contest, or (iv) the failure of any third party to comply with the instructions and proper administration of this Contest. By participating in the Contest, Entrant (x) agrees to be bound by these Official Rules, including all eligibility requirements, and (y) agrees to be bound by the decisions of Sponsor and the Regional Advisory Panel, which are final and binding in all matters relating to the Contest. Failure to comply with these Official Rules may result in disqualification from the Contest. Sponsor reserves the right to: permanently disqualify from any Contest it sponsors any person it believes has intentionally violated these Official Rules; and terminate the Contest or the online portion of the Contest if it becomes technically corrupted (including if a computer virus or system malfunction inalterably impairs its ability to conduct the Contest), or to select winners from among all eligible Entries received prior to termination. LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY INTERFERE WITH THE OPERATION OF THE CONTEST, IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

8. Administrator: All decisions of the Sponsor, Contest Administrator and the judges shall regarding the selection of winners and all other aspects of the Contest shall be final and binding in all respects. Sponsor will not be responsible for typographical or printing or other errors, administration of the Contest, the announcement of the prizes or other inadvertent errors in these Official Rules or in other materials relating to the Contest.

9. Winners' List: The name of the winners may be obtained by mailing a self-addressed, stamped envelope (postage not required for Vermont residents) after May 12, 2021 by July 12, 2021] to Sponsor at: Colgate-Palmolive Company, Attention: Maria Diaz Bright Smiles Kids Awards Contest, 300 Park Avenue, New York, NY 10022.

10. Privacy: To learn more about the ways Sponsor may use and share your information and about your privacy choices, read the Colgate-Palmolive's Privacy Statement at <http://www.Colgate.com/app/Colgate/US/Corp/LegalPrivacy.cvsp>.