**MONEY WALK DANCE CONTEST**

**OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN.**

**ENTRY INTO THIS CONTEST CONSTITUTES YOUR ACCEPTANCE OF THESE OFFICIAL RULES. CONTEST IS GOVERNED BY u.s. lAW AND IS Subject to all federal, state and local laws, regulations, and ordinances.**

**CONTEST ENTRY PERIOD:** The Money Walk Dance Contest (the “Contest”) begins at 1:00:01 PM Eastern Time (“ET”) on 7/15/16 and ends at 11:59:59 PM ET on 7/22/16(“Contest Entry Period”). The Sponsor’s designated agent’s computer system shall be the official timekeeper for the Contest.

**SPONSOR:** Def Jam Recordings, a division of UMG Recordings, Inc., 1755 Broadway, New York, NY 10019.

**ELIGIBILITY:** Contest is open to legal residents of the contiguous United States (including the District of Columbia), age 18 years or older at time of entry. Void in Alaska, Hawaii and where prohibited by law. Employees of the Sponsor, their respective parent companies, Lil Durk (the “Artist”), agents and anyone professionally associated with the Artist, affiliates, subsidiaries, advertising and Contest’s agencies, crew members, and any other individual or company involved in the development or execution of the Contest ("Released Parties") and their immediate families (parents, siblings, children and their respective spouses) and same households of each, whether or not related, are not eligible to enter or win. No groups, clubs or organizations may participate in this Contest or reproduce or distribute any portion of these Official Rules to its members.

**HOW TO ENTER:** Visit http://moneywalkchallenge.com (“Website”) during the Contest Entry Period and follow all on-screen instructions to enter, including uploading your original dance video (the “Video”), created by you, for Lil Durk’s song “Money Walk” featuring Yo Gotti (the “Song”). (The aforementioned process and Video are collectively referred to herein as the “Entry.”) The Video should not exceed two (2) minutes. If the Video is longer than two (2) minutes, only the first two (2) minutes will be judged. To qualify for judging, your Entry must be received by 11:59:59 PM ET on 7/22/16. Once you submit your Entry, your submission is considered final and may not be modified or edited. Limit: One (1) Entry per entrant. The Sponsor reserves the right to prescreen the submitted Entries and/or disqualify any Entry for any reason. Sponsor is under no obligation to disclose why an Entry has been disqualified other than the Entry was ineligible under these Official Rules. You agree that Sponsor has no obligation to post your Entry, that all such postings, if any, will be in Sponsor’s sole discretion and that the posting of an Entry does not guarantee the Entry will be selected as a winner.

Duplicate Entries will be disregarded. Entries are subject to all notices posted online including Sponsor’s privacy policy. Multiple entrants are not permitted to share the same email address. Sponsor is not responsible for any typographical, printing, or other errors; or for Entries that are late, lost, incomplete, contain inaccurate Entry information, misdirected (whether by human or technical error), stolen, garbled, undelivered, delayed, damaged, and/or illegible or any combination thereof. All Entries, requests and/or materials submitted become the property of Sponsor and will not be returned or acknowledged.

Any Video submitted that does not meet the Entry guidelines below and/or conform to the Video requirements as stated above and on the Website registration form, will be disqualified from the Contest.

***Entry Guidelines*:** To qualify for the Contest judging, Entries must comply with the following content guidelines to be eligible. Entry cannot:

* Be sexually explicit or suggestive; derogatory of any ethnicity, race, gender, or religion; or profane or pornographic (e.g., contain nudity);
* Promote alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), or any activities that may appear unsafe or dangerous;
* Defame, misrepresent or contain disparaging remarks about the Artist, the Sponsor, or other people and/or companies;
* Contain any use of trademarks, logos, landmarks, copyrighted materials owned by others as determined by Sponsor (except for those of Sponsor), or contain any personal identification;
* Communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor and/or the Artist wishes to associate.

Entry must:

● Be original and created by you. It is your responsibility to obtain, prior to submission of the Entry, the approval and rights to use any content that you did not create;

● Not have been previously published, submitted, or otherwise used for any other commercial purpose;

● Be in the English language.

Entrant further represents and warrants that the entrant has obtained permission from each person whose name, image, likeness, and/or voice ("Likeness") is included in the Video, and that such person(s) have granted entrant all necessary rights to use the person's Likeness as described in these Official Rules, and that entrant can make written copies of such permissions available to the Sponsor upon request. If the Likeness of a minor is included, such grant of rights must include written permission from the minor's parent or legal guardian authorizing the use of the minor's Likeness on behalf of the minor.

By submitting your Entry, you warrant and represent that you consent to the submission and use of the Entry in the Contest. You grant the Sponsor, the Artist and any organizations affiliated with the Contest the perpetual, fully-paid, irrevocable, non-exclusive license to publish, reproduce, prepare derivative works of, distribute, display, exhibit, transmit, broadcast, televise, digitize, otherwise use, and permit others to use and perform throughout the world the Entry in any manner, form, or format now or hereinafter created, including on the Internet, and for any purpose, all without further consent from or payment or notification to entrant. Contest entities are not responsible for any unauthorized third party use of any Entry. Entries will not be held “in confidence” and an Entry does not create a confidential relationship or obligation of secrecy between any entrant and Sponsor or any of its affiliates.

You also acknowledge that your Entry may be competitive with, similar or identical in theme, format and/or other respects to other Entries and you waive any and all claims you may have had, may have, and/or may have in the future that any ideas accepted, reviewed and/or used by the Sponsor, its affiliates, or their respective officers, directors, employees and agents may be similar to or the same as your Entry. In the event of a dispute over the identity of an entrant or ownership of or rights to the Entry, the disputed Entry will be disqualified in the sole discretion of the Sponsor.

**CONTEST JUDGING:** All eligible Entries received during the Contest Entry Period that qualify for the Contest will be judged by personnel from the Sponsor and/or the Artist (collectively, the "Judges") to determine the top scoring Entry. The overall top scoring Entry will be declared the Grand Prize winner of the Contest and will receive the Grand Prize detailed herein. Judges’ decisions are final and binding on all matters related to the Contest. All Contest judging will be based on the following judging criteria: (a) most creative dance interpretation of the Song (75%); (b) best artistic composition of the Video (15%); and (c) best technical composition of the Video (10%). Grand Prize winner will be determined on or about 7/25/16.

**TIES:** In the event of a tie, the Entry (from among the tied Entries) with the highest score for most creative dance interpretation of the Song will be declared the winner (subject to verification). In the event of a further tie, the Artist will determine the winner from among the tied Entries. The Sponsor or the Artist reserves the right to not award any prize if, in its sole and absolute discretion, it does not receive a sufficient number of eligible and qualified Entries during the Contest Entry Period.

**PRIZE DETAILS:** One (1)Grand Prize (“Grand Prize”) will be awarded. The Grand Prize will be a $2000.00 gift card. Approximate retail value of Grand Prize (“ARV”): $2,000.00. All taxes, service charges or other expenses not specified herein are not included and are the sole responsibility of the Grand Prize winner. Certain restrictions may apply.

**WINNER NOTIFICATION(S)**: An email prize notification will be sent to potential Grand Prize winner on or about 7/25/16 based on the information provided by entrant on the Entry form. Each winner must also be able to receive calls from an unlisted/blocked number and have (or have access to) an internet connection to receive emails from the Sponsor and/or its designated agent. The contact information provided on Entry will be used to notify the Grand Prize winner. The Grand Prize winner will be required to respond to the prize notification within twenty-four (24) hours of notification deployment in order to receive the Affidavit of Eligibility/Liability and Publicity Release (“Affidavit”) which must be completed, signed and returned to Sponsor or its designated agent within seventy-two (72) hours of notification deployment. A background check may be conducted on the Grand Prize winner. If an Affidavit or prize notification is not returned within the specified time period stated herein, or if an Affidavit or prize notification is returned as undeliverable, if the winner is otherwise found to be ineligible, if negative information is revealed as a result of a background check, or if a winner cannot accept the prize for any reason, then the winner will automatically forfeit the prize and, at the Sponsor’s sole discretion and time permitting, an alternate winner may be determined. Should Grand Prize winner be found to make any false statement(s) or to not be in compliance with these Official Rules, that winner will be disqualified. Except where prohibited by law, entry and acceptance of prize constitute permission for Sponsor and its agents to use each winner's name, prize won, Entry (including Video), hometown, likeness, photographs, and statements for purposes of advertising, the Contest and publicity (including online posting) in any and all media now or hereafter known throughout the world in perpetuity, without additional compensation, notification or permission.

**ASSIGNMENT OF RIGHTS:** Entrant hereby acknowledges that Entry (including lyrics, visuals, etc.) and all other materials of every kind whatsoever created by entrant relating to the Contest (collectively, the “Work”) are a “work made for hire” (as that term is used in the United States Copyright Act) for Sponsor, and Sponsor is the sole and exclusive owner, in perpetuity and throughout the universe, of all right, title and interest in and to the Work, including, without limitation, all copyrights in and to the Work (and all renewals and extensions thereof now or hereafter provided by law) and all the rights therein and thereto, and may exploit the Work (and all rights therein) in any manner throughout the world without restriction on a gratis basis. Without limiting the binding effect of any of the foregoing provisions, in the event that any part of the Work is deemed not to be a “work made for hire” for Sponsor, entrant hereby irrevocably and exclusively grants and assigns to Sponsor (or, if any applicable law prohibits or restricts such assignment, entrant hereby grants to Sponsor an irrevocable, perpetual, royalty-free, transferable license of) on a gratis basis all right, title and interest in and to such Work, including, without limitation, all rights of every kind and nature (whether now known or hereafter devised, including all copyrights therein and thereto and all renewals and extensions thereof), throughout the universe, in perpetuity, for all purposes, in any and all media, whether now known or hereafter devised. Entrant hereby waives all so-called “moral rights of authors” and “droit moral” rights (and any similar or analogous rights under the applicable laws of any country of the world). Entrant agrees and acknowledges that no public performance, synchronization, mechanical, writing, publishing and/or master use royalties, monies or consideration of any kind will be payable in connection with Sponsor’s use of the Work, whether commercial use or otherwise, in any and all media, whether now known or hereafter devised.

**RELEASES**: Participating entrants agree to these Official Rules and the decisions of the Judges and release, defend and hold harmless Released Parties as well as the employees, officers, directors and agents of each, from all claims and all liability, claims or actions of any kind whatsoever for injuries, damages or losses of any kind to persons, which may be sustained in connection with either directly or indirectly, (1) the awarding, receipt, ownership, use or misuse of a prize awarded herein; or (2) participation in the Contest or any prize-related activities, including, but not limited to, traveling to or from any prize-related activity, if any. Sponsor is not responsible if Contest cannot take place or if any prize cannot be awarded due to delays or interruptions due to acts of God, acts of war, natural disasters, weather or acts of terrorism. The Grand Prize winner assumes all liability for any injury or damage caused or claimed to be caused, by participation in this Contest or use or redemption of any prize.

**PRIVACY POLICY/DATA COLLECTION:** Information provided by you for this Contest is subject to Sponsor’s privacy policy located at: <http://privacypolicy.umusic.com/>.

**GENERAL:** By entering the Contest, entrant affirms that s/he has read, understands and accepted these Official Rules. Any information collected by entering the Contest shall be used only in a manner consistent with these Official Rules and Sponsor’s privacy policy. The Sponsor reserves the right to cancel or modify the Contest if fraud, technical failures or any other factor beyond Sponsor’s reasonable control impairs the integrity of the Contest, as determined by Sponsor in its sole discretion. In such event, the Sponsor reserves the right to award any prize from among the eligible, non-suspect Entries received up to the time of the impairment. The Sponsor is not responsible for 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 website or any combination thereof. Sponsor is also not responsible for any injury or damage to an entrant’s or any other person’s computer related to or resulting from downloading any materials associated with the Contest. CAUTION: Any attempt by an entrant to deliberately damage the Contest Website or undermine the legitimate operations of the Contest is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek damages from any such entrant to the fullest extent permitted by law.

**DISPUTES:** This Contest is subject solely to the applicable federal, state and local laws of the United States and is not subject to any laws outside of the United States; provided, however, that, except where prohibited, by participating in the Contest, each entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved exclusively by final and binding arbitration under the rules of the American Arbitration Association in an arbitration to be held at the AAA regional office nearest the Sponsor where the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; (b) a judgment upon any such arbitration award may be entered in any court having jurisdiction; (c) to the degree any dispute, claim or cause of action arising out of or connected with this Contest or any prize awarded is not subject to arbitration, then it shall be adjudicated exclusively by the appropriate Federal or state courts located in New York City, New York, U.S.A.; (d) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action; (e) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys’ fees; and (f) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, and any and all rights to have damages multiplied or otherwise increased, other than for actual out-of-pocket expenses. 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, shall be governed by, and construed in accordance with, the laws of the State of New York, without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction) which would cause the application of the laws of any jurisdiction other than the State of New York.

**WINNERS LIST**: For a winners list, visit <http://www.moneywalkchallenge.com> after 7/25/15.