

Mastercard® “Start Something Priceless Raptors” Contest OFFICIAL RULES AND REGULATIONS

* NO PURCHASE NECESSARY TO ENTER OR WIN.

1. **ELIGIBILITY:**

The Mastercard® “Start Something Priceless Raptors” Contest (the “**Contest**”) is open to residents of Ontario who are 18 years of age or older at the time of entry and are Mastercard® cardholders at the beginning of the Contest Period. Employees, representatives or agents (and their immediate family members and those with whom such persons reside, whether related or not) of MasterCard Canada ULC (the “**Sponsor**”), Maple Leaf Sports & Entertainment Partnership and Maple Leaf Sports & Entertainment Ltd. and their respective affiliates (collectively, “**MLSE**”), the National Basketball Association and its member teams (“**NBA**”), NBA Properties Inc., NBA Media Ventures LLC (collectively, the “**NBA Parties**”), McCann (the “**Administrator**”) and each of their respective parent companies, governors, subsidiaries, affiliates, directors, officers, shareholders, agents, promotional parties (altogether the “**Released Parties**”) are not eligible to enter or win any Prize in the Contest. For purposes of this Contest, “immediate family members” shall include the mother, father, brothers, sisters, daughters, sons, partner or spouse of an individual (regardless of whether any such “immediate family member” resides with such individual).

The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification showing that you have reached the age of majority) to participate in this Contest. Failure to provide such proof to the satisfaction of the Sponsor in a timely manner may result in disqualification.

2. **HOW TO ENTER:** During the period from December 17, 2018 at 12:00:00 p.m. Eastern Time (“ET”) to 11:59:59 p.m. ET March 31, 2019 (the “Contest Period”), Sponsor and certain influencers (see (i) and (ii) below for a list of the influencers, the “Influencers”) will post about the Contest to their respective Twitter and Instagram accounts. Contest posts will include the hashtags #StartSomethingPriceless and #Contest. There are two (2) ways to enter this Contest:

- i) **By Twitter:** To enter via Twitter, eligible entrants must visit Sponsor’s Twitter page at <https://twitter.com/mastercardcanada> or the Twitter page of one of the Influencers (<https://twitter.com/Raptors>, <https://twitter.com/Theprepguy>, <https://twitter.com/SidewalkHustle>, <https://twitter.com/themariahamber> or <https://twitter.com/MatterofKAT>) during the Contest Period, log on to Twitter using their personal Twitter account, and reply tweet on any of the Sponsor’s Contest posts or any Contest posts of any of the five (5) Influencers (collectively, the “Raptors Twitter Posts”) and use the hashtag #StartSomethingPriceless in the reply. Entrants may need to scroll on the Sponsor’s or Influencer’s Twitter page to find the Raptors Twitter Posts in order to enter the Contest on Twitter. Reply tweets from an entrant must include a comment explaining who they know that has never been to a Raptors game and why they want to take that friend or family member to a Raptors game. In order to be eligible, the entrant’s Twitter entry must be submitted and received in accordance with these Rules during the Contest Period (as determined by the Sponsor in its sole and absolute discretion). The entrant must have a valid Twitter account and must follow and be able to receive direct messages from the Sponsor’s Twitter page to enter the Contest via Twitter. If the entrant does not have a Twitter account, they can visit www.twitter.com and follow the on-screen instructions to sign-up for a free Twitter account. Entrants can only submit under one Raptors Twitter Post.
- ii) **By Instagram:** To enter via Instagram, eligible entrants must visit Sponsor’s Instagram page at <https://instagram.com/mastercardcanada> or the Instagram page of one of the Influencers (<https://www.instagram.com/sidewalkhustle/>, <https://www.instagram.com/tristanbanning/>, <https://www.instagram.com/hawleydunbar/>, <https://www.instagram.com/theprepguy/>, <https://www.instagram.com/themariahamber/> or <https://www.instagram.com/matterofkat/>) during the Contest Period, log on to Instagram using their personal Instagram account, and comment on any of the Sponsor’s Contest posts or any Contest posts of any of the six (6) Influencers (the “Raptors Instagram Posts”) and use the hashtag #StartSomethingPriceless in the reply. Entrants may need to scroll on the Sponsor’s or Influencer’s Instagram page to find the Raptors Instagram Posts in order to enter the Contest on Instagram. Comments from the entrant must include a comment explaining who they know that has never been to a Raptors game and why they want to take that friend or family member to a Raptors game. In order to be eligible, the entrant’s Instagram entry must be submitted and received in accordance with these Rules during the Contest Period (as

determined by the Sponsor in its sole and absolute discretion). The entrant must have a valid Instagram account and must follow and be able to receive direct messages from the Sponsor's Instagram page to enter the Contest via Instagram. If the entrant does not have an Instagram account, they can visit www.instagram.com and follow the on-screen instructions to sign-up for a free Instagram account. Entrants can only submit under one Raptors Instagram Post.

Limit of one (1) Twitter entry and one (1) Instagram entry per person, for a maximum of two (2) entries per person, regardless of method of entry.

Each entry must: (i) not contain any nude, sexually explicit, disparaging, discriminatory, libelous or other inappropriate content of any kind (as determined by Sponsor in its sole discretion); (ii) not contain any content that promotes any product or service other than that of the Sponsor; (iii) not contain any language suggesting or encouraging illegal activity; (iv) not contain anything that infringes or that may infringe anyone's rights, including intellectual property rights; (v) contain entirely original materials that have never before been distributed, shown publicly or published, or selected as a winner in any other Contest; (vi) not contain any identifiable third party products and/or trade-marks, brands, logos or copyright, other than those of the Sponsor; and (vii) otherwise comply with these Rules. Entries that are incomplete or generated by script, macro or other automated or mechanical means, or that do not conform with or satisfy any or all of the conditions set out in these Rules will be void.

Do not include any additional personal information about any friend/family that you mention in your reply tweet or comment or otherwise include any reference to or likeness of identifiable third parties, unless consent has been obtained from all such individuals and such individuals have reached the age of majority in their jurisdiction of residence.

By posting a reply or comment, you affirm that you have read, understand and agree to these Official Rules. Entrants understand that they are posting at their sole risk. Sponsor is not responsible for any claims arising from a comment, specifically including, but not limited to, claims for intellectual property infringement and privacy rights violations, as well as violations of the respective social media site's terms and conditions.

By submitting your information and creating a Twitter or Instagram account, you agree to the Twitter or Instagram Terms of Use and Privacy Notice. If you do not agree to such Terms of Use and Privacy Notice, you cannot create a Twitter or Instagram account, or participate in this Contest. Additionally, to enter via Instagram, your account must be set to public. By using Twitter or Instagram through a wireless mobile device, standard text messaging and/or data rates may apply for each message sent or received from your device. Other charges may also be applied by your wireless carrier (consult your wireless plan for details before participating via wireless mobile device).

Anyone found to use multiple Twitter or Instagram accounts to enter the Contest will be ineligible. Anyone found "spamming" by posting multiple updates or comments or by posting duplicates to the Raptors Twitter Posts or Raptors Instagram Posts will be disqualified.

The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of entries and/or entrants. The Released Parties are not responsible for lost, incomplete, illegible, late, misdirected, stolen or mutilated entries; any error, omission, interruption, defect or delay in transmission or communication; technical or mechanical malfunctions; interrupted or unavailable cable or satellite systems; errors in these Mastercard® "Start Something Priceless Raptors" Contest Rules ("Rules"), in any Contest-related advertisements or other materials; failures of electronic equipment, computer hardware or software, or inaccurate entry information, whether caused by equipment, programming used in this Contest, human processing error, or otherwise. Sponsor reserves the right, at its sole discretion, to disqualify any entry, to modify, terminate, or suspend this Contest (or amend these Rules) should a virus, bug, non-authorized human intervention, action of entrant(s), or other cause corrupt or impair the administration, security, fairness, or proper play of the Contest. The Sponsor reserves the right, to cancel or suspend this Contest, or to amend these Rules, without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason. Any attempt to deliberately undermine the legitimate operation of this Contest is a violation of criminal and civil laws and, should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The sole determinant of the time for the purposes of a valid entry in this Contest will be the Sponsor's official clock.

3. PRIZES AND WINNER SELECTION:

Contest prizes consist of Grand Prizes and Secondary Prizes as set out below. Collectively, the Grand Prizes and Secondary Prizes may be referred to collectively as “Prizes” or individually as a “Prize”.

Random draws will be held on each selection date noted below from eligible entries received by 11:59:59 pm ET on the day immediately preceding the applicable selection date. Odds of winning any Prize depend on the number of eligible entries received by 11:59:59 pm ET on the day immediately preceding each selection date.

Maximum one (1) Prize per person. Once an entrant has won any Prize they are no longer eligible for any other Prizes in this Contest.

Secondary Prizes:

Selection Date (at approximately noon ET on each date)	Prize	Number of Prizes	Approx. Prize Value
December 18, 2018	2 courtside tickets to a Toronto Raptors game on December 21, 2018, December 30, 2018 or January 1, 2019 (seat location and date to be chosen by the Sponsor in its sole discretion)	Three (3)	\$1,200
December 19, 2018	2 suite tickets to a Toronto Raptors game on December 30, 2018, January 1, 2019 or January 6th, 2019 (seat location and date to be chosen by the Sponsor in its sole discretion)	Ten (10)	\$1,600
January 2, 2019	2 suite tickets to a Toronto Raptors game on January 6th, 2019 (seat location and date to be chosen by the Sponsor in its sole discretion)	Five (5)	\$1,600
January 3, 2019	2 courtside tickets to a Toronto Raptors game on January 6, 2019, January 8, 2019, January 11, 2019, January 17, 2019, January 19, 2019, January 22, 2019, January 31, 2019, February 3, 2019, February 11, 2019 or February 13, 2019 (seat location and date to be chosen by the Sponsor in its sole discretion)	Seven (7)	\$1,200
January 7, 2019	2 suite tickets to a Toronto Raptors game on January 19, 2019, January 31, 2019 or February 3, 2019 (seat location and date to be chosen by the Sponsor in its sole discretion)	Twenty-five (25)	\$1,600
February 14, 2019	2 courtside tickets to a Toronto Raptors game on February 22, 2019, February 24, 2019, February 26, 2019, March 1, 2019, March 5, 2019, March 14, 2019, March 18, 2019 or March 22, 2019 (seat location and date to be chosen by the Sponsor in its sole discretion)	Six (6)	\$1,200
February 15, 2019	2 suite tickets to a Toronto Raptors game on February 24, 2019, March 24, 2019 or April 7th, 2019 (seat location and date to be chosen by the Sponsor in its sole discretion)	Fifteen (15)	\$1,600
February 25, 2019	4 gondola box tickets to a Toronto Raptors game on March 14, 2019 or March 22nd, 2019 (seat location and date to be chosen by the Sponsor in its sole discretion)	Eighteen (18)	\$700

March 14, 2019	2 courtside tickets to a Toronto Raptors game on March 24, 2019, March 26, 2019, April 1, 2019 or April 7, 2019 (seat location and date to be chosen by the Sponsor in its sole discretion)	Three (3)	\$1,200
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Grand Prizes:

Selection Date (at approximately noon ET on each date)	Prize	Number of Prizes	Approx. Prize Value
January 4, 2019	4 courtside tickets for the January 19, 2019 Toronto Raptors home game, tour of the Toronto Raptors locker room, and the opportunity to watch the pre-game shoot around from courtside (seat location as determined by Sponsor in its sole discretion)	One (1)	\$2,500
February 4, 2019	4 courtside tickets for the February 13, 2019 Toronto Raptors home game, tour of the Toronto Raptors locker room, and the opportunity to watch the pre-game shoot around from courtside (seat location as determined by Sponsor in its sole discretion)	One (1)	\$2,500
March 14, 2019	4 courtside tickets for the April 7, 2019 Toronto Raptors home game, tour of the Toronto Raptors locker room, and the opportunity to watch the pre-game shoot around from courtside (seat location as determined by Sponsor in its sole discretion)	One (1)	\$2,500

TRANSPORTATION TO/FROM THE GAME AND LODGING NOT INCLUDED. A confirmed Prize winner is not entitled to any difference between the actual retail value of a Prize and the approximate retail value stated herein.

Each confirmed Prize winner and his/her guest(s) acknowledge and accept all risk of damages, injury or other loss incidental to any game for which tickets are issued, whether occurring before, during or after the game, and hereby voluntarily agree to assume the same. The Sponsor, MLSE and NBA reserve the right to refuse admission and/or to expel from the game and/or any other aspect of the Prize, any person whose conduct is deemed by them to be objectionable. Expulsion from the game cancels the tickets for the offending individual(s) and the individual(s) thereupon forfeit(s) all claims with respect to the tickets. Participation in the Prize is subject to compliance with all applicable laws, by-laws, regulations; failure to comply may result in non-admission or expulsion from further participation in the Prize.

All Prizes must be accepted as awarded. No substitutions except at Sponsor's option. Sponsor reserves the right, in its sole and absolute discretion, to substitute any Prize with another prize.

4. WINNER NOTIFICATION:

On each selection date as noted above, the selected entrants will be contacted by Sponsor through social direct message on the platform they used to enter. They will be prompted to email a specific email address to confirm their selection. Potential winners will have 48 hours to email the address; failure to do so will result in disqualification and forfeiture of the Prize.

5. WINNER CONFIRMATION:

Prior to being declared a confirmed winner of a Prize, a selected entrant must correctly answer, unaided, an arithmetical, time-limited, skill testing question, to be administered at a mutually convenient time. Selected entrants will also be required to sign and submit the Sponsor's declaration and release, which (among other things): (a) confirms compliance with these Rules; (b) acknowledges acceptance of the Prize as awarded; and (c) releases the Released Parties from any and all liability in connection with this Contest, his/her participation therein

and/or the awarding and use/misuse of the Prize. If an eligible winner: (a) fails to submit the properly executed Contest documents, (b) cannot accept the Prize for any reason and/or (c) otherwise fails to comply with these Rules, then he/she will be disqualified (and will forfeit all rights to the Prize). If a Prize winner cannot be confirmed at least two (2) business days in advance of date of the applicable game, such Prize will not be awarded.

Before being able to participate in the Prize, the winner's guest(s) (each a "Guest") will be required to sign and return within the time stipulated by the Sponsor, a full declaration and release form stating that, among other things, he/she has read and understood these Rules, grants all consents required, accepts to participate in the Prize as offered and releases the Released Parties from any and all liability of any kind arising out of the Guest's participation in the Prize. Guests must have reached the age of majority in their jurisdiction of residence at the time of execution of the Guest release form in order to participate in the Prize.

6. GENERAL:

By participating in this Contest, each entrant (i) agrees to be bound by these Rules; (ii) agrees to release and hold harmless the Released Parties from and against any and all claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related cause of action; and (iii) releases the Released Parties from any and all liability in connection with this Contest and his/her participation therein and his/her use of his/her Prize. Released Parties make no warranty (express or implied), guaranty or representation of any kind concerning any Prize (or any portion thereof).

The Released Parties will not be liable for (i) any failure of any website during the Contest Period; (ii) any technical malfunction or other problems relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any entry to be received for any reason including, but not limited to, technical problems or traffic congestion on the Internet or at any website or mobile network; (iv) any injury or damage to an entrant's or any other person's computer or other device related to or resulting from participating or downloading any material in the Contest; and/or (v) any combination of the above.

The Sponsor reserves the right, in its sole and absolute discretion to withdraw, suspend or amend this Contest in any way, in the event of an error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or any other cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules. Any attempt to deliberately damage any website associated with the Contest or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Sponsor reserves the right, in its sole and absolute discretion to cancel, amend or suspend this Contest, or to amend these Rules, without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason.

This Contest is subject to all applicable federal, provincial and municipal laws.

The Sponsor reserves the right, in its sole and absolute discretion and without prior notice, to adjust any of the dates and/or timeframes stipulated in these Rules, to the extent necessary, for purposes of verifying compliance by any entrant or entry with these Rules, or as a result of technical problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules.

In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to website, print and/or online advertising, the terms and conditions of these Rules shall prevail, govern and control.

Sponsor: MasterCard Canada ULC, 121 Bloor Street East, Suite 600, Toronto, Ontario M4W 3M5.

Administrator: Administrator: McCann Canada Worldgroup Inc., 1300- 200 Wellington Street West, Toronto, Ontario M5V 0N6.

By entering the Contest, each entrant acknowledges and agrees that MLSE's sole and exclusive role in the Contest is that of Prize supplier and that MLSE is in no way responsible for the administration of the Contest or the selection of winners and that all such responsibility rests with the Sponsor and the Administrator.

This Contest is in no way sponsored, administered, produced or executed by any NBA Entity.

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