



THE PITCH OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER, WIN, OR CLAIM A PRIZE.

SPONSOR. The official sponsor of The PITCH (“Contest”) is the California Credit Union League (“CCUL”) and the Nevada Credit Union League (“NCUL”) (collectively, “Leagues”), located at 2855 E. Guasti Road, Suite 202, Ontario, California 91761.

ELIGIBILITY. Contest entry is open to the following “Eligible Contestants”: (i) any Regular Member credit union of the California Credit Union League (CCUL); (ii) any Regular Member credit union of the Nevada Credit Union League (NCUL); or (iii) any Credit Union Service Organization (CUSO) that is wholly owned by a Regular Member credit union of CCUL or NCUL. The Contest Entry (the “PITCH”) must be presented by an employee or official of the Eligible Contestant who is at least 18 years of age and a resident of California or Nevada (the “Presenter”). Eligible Contestants will be asked to certify that the named Presenter is authorized to present their PITCH. Void where prohibited.

DEFINITIONS. The following definitions shall apply:

- A **“PITCH”** is an eligible contestant’s unique idea for making a meaningful impact on credit unions, credit union members, and/or their communities. A PITCH should be about building stronger communities and changing peoples’ lives for the better through financial education, wellness, social responsibility, mentorship, and/or diversity, equity, and inclusion. How are you and your credit union or CUSO living your mission? A good PITCH will demonstrate how ten thousand dollars (\$10,000.00) could help take that idea to the next level. A great PITCH will be creative and demonstrate your passion for the project.
- A **“Presenter”** is an employee or official of the Eligible Contestant authorized by the Eligible Contestant to present its PITCH in the optional pre-PITCH Video and, if selected as a First Round Winner, at the PITCH Live Event. No more than two (2) individuals may present.
- An optional **“pre-PITCH Video”** is a no more than two (2) minute video that, along with a completed PITCH Submission Form, makes up an Eligible Contestant’s First Round Contest Entry. In the optional pre-PITCH Video, the Presenter will summarize the PITCH and show League staff why they should be among those selected to present their PITCH at the PITCH Live Event.
- The **“PITCH Live Event”** is the Final Round of the Contest held live on stage on **Tuesday, October 22, 2024 at 1:30 PM PT** during the Leagues’ REACH 2024 conference at the official conference hotel on the REACH Main Stage, where the Final Round Contestants selected following the First Round will have the opportunity to have their Presenter present their PITCH to our Champions.
- Our **“Champions”** are a group of industry professionals who know credit unions and understand their mission and commitment to improving the lives of their members and their communities. Our champions also know a great idea when they hear one and are anxious to select the winning PITCH to champion and help turn it into a reality.

DURATION OF CONTEST. The Contest opens on Monday, April 29, 2024, at 8:00 AM PT and the First Round closes on Thursday, August 15, 2024, at 11:59 PM PT. The Final Round will take place at the PITCH Live Event on Tuesday, October 22, 2024, at 1:30 PM PT during the Leagues’ REACH 2024 conference held at the Marriott Marquis San Diego Marina on the REACH Main Stage, 333 West Harbor Drive, San Diego, CA 92101, and shall conclude when a Grand Prize Winner is selected.

HOW TO ENTER. First Round: Eligible Contestants may enter the Contest by completing and submitting the online application ("PITCH Submission Form") found at <https://bit.ly/REACH24ThePITCH> and submitting an optional pre-PITCH Video of no more than two (2) minutes in length. The optional pre-PITCH Video must meet the technical specifications set forth below. **Both the PITCH Submission Form and the optional pre-PITCH Video must be received by the Leagues on or before Thursday, August 15, 2024 at 11:59 PM PT to be eligible for consideration.** Four (4) First Round winners will be selected and notified on or before Monday, August 19, 2024, and invited to be a Final Round Contestant.

Final Round: The Final Round of Contestants will be invited to participate in the PITCH Live Event, where each Presenter will have the opportunity to present their PITCH live on stage to our Champions in front of a live audience. The PITCH presented at the PITCH Live Event must meet the technical specifications set forth below. Eligible Contestants must participate in the PITCH Live Event in order to be eligible to win the ten thousand dollars (\$10,000.00).

TECHNICAL SPECIFICATIONS FOR OPTIONAL PRE-PITCH VIDEO. Pre-PITCH video may be no more than two (2) minutes in length and may be uploaded to the website along with the PITCH Submission Form **on or before Thursday, August 15, 2024 at 11:59 PM PT.**

- (a) The optional pre-PITCH Video should be in an easily readable standard digital format (e.g., MP4, MOV, MWV, etc.), or a Zoom video recording. If you have any difficulty uploading your video, please email it to Deanne Figueras at deannef@ccul.org or contact Deanne at (909) 212-6025 for alternative instructions.
- (b) The PITCH should be primarily presented by the Presenter(s). As part of the PITCH, Presenters are not allowed to incorporate visuals, such as a slide deck with graphics.
- (c) A PITCH should avoid the use of any material that is confidential, plagiarized, utilizes the image or likeness of third parties without prior authorization, or infringes on the copyright or other intellectual property rights of third parties. In addition, material or images that may be deemed offensive, obscene, malicious, harassing, defamatory, abusive, violent, harmful or insensitive should not be used.
- (d) Extraneous marketing/advertising should be avoided.

TECHNICAL SPECIFICATIONS FOR PITCH AT PITCH LIVE EVENT. The PITCH Live Event will take place on **Tuesday, October 22, 2024 at 1:30 PM PT** during the Leagues' REACH 2024 conference held at the Marriott Marquis San Diego Marina, 333 West Harbor Drive, San Diego, CA 92101. The PITCH Live Event will take place on the REACH Main Stage. Each Final Round Contestant will have approximately three (3) minutes to make their live PITCH to our Champions. **After the PITCH is presented, Champions will be given an opportunity to ask the Presenter questions.** Dress for the event is business casual.

- (a) The PITCH should be primarily presented by the Presenter. As part of the PITCH, Presenters are not allowed to incorporate visuals, such as a slide deck with graphics, but the PITCH itself should solely be a verbal presentation.
- (b) Any props must be able to be carried on and off stage by Presenter without assistance. The Leagues are not responsible for the care or safekeeping of any props, audio/visual aids or equipment, etc.
- (c) A PITCH should avoid the use of any material that is confidential, plagiarized, utilizes the image or likeness of third parties without prior authorization, or infringes on the copyright or other intellectual property rights of third parties. In addition, material or images that may be deemed offensive, obscene, malicious, harassing, defamatory, abusive, violent, harmful or insensitive should not be used.

(d) Extraneous marketing/advertising should be avoided.

LIMITATIONS. There is no limit to the number of Contest Entries an Eligible Contestant may submit. Each PITCH must be unique. Duplicates Contest Entries will not increase the chance of selection and will be discarded. No more than one PITCH from any Eligible Contestant may be selected as a First Round winner.

PRIZES. First Round: A total of four (4) First Round Winners will be selected. Each First Round Winner will receive an invitation to present their PITCH live on stage at the PITCH Live Event on Tuesday, October 22, 2024, at 1:30 PM PT during the Leagues' REACH 2024 conference. In addition, each First Round Winner will receive one (1) complimentary full registration for the REACH 2024 conference held October 20-23, 2024, at the Marriott Marquis San Diego Marina on the REACH Main Stage, 333 West Harbor Drive, San Diego, CA 92101, valued at one thousand four hundred ninety-five dollars (\$1,495.00). Full conference registration includes the basic registration fee for the four (4)-day conference only, but does not include the optional golf, add-on fee events, or hotel/travel expenses. **Final Round:** One (1) Final Round Winner will be selected by our Champions to receive ten thousand dollars (\$10,000) to support and implement their PITCH.

Sponsor reserves the right to substitute a prize of equal or greater value at its sole discretion. Entries and prizes are non-transferable. Prizes have no cash equivalent value. Alternative prizes are not available except in the sole discretion of Sponsor. PRIZES ARE AWARDED "AS IS" WITH NO WARRANTY OR GUARANTEE, EITHER EXPRESS OR IMPLIED, BY SPONSOR.

TAX RESPONSIBILITY. ALL TAXES IN CONNECTION WITH PARTICIPATION IN THE CONTEST OR THE AWARDING OR ACCEPTANCE OF ANY PRIZE, AND THE REPORTING CONSEQUENCE THEREOF, ARE THE SOLE RESPONSIBILITY OF THE PRIZE WINNER.

WINNER SELECTION AND NOTIFICATION. Four (4) **First Round** Winners will be selected and notified by League staff on or before Monday, August 19, 2024, and invited to be a Final Round Contestant. Notification will be made using the contact information provided in the PITCH Submission Form. Selection will be based on how well the PITCH captures the theme, the quality of the plan to execute the vision defined, and the overall effectiveness of the PITCH. One (1) **Final Round** Winner will be selected exclusively by our Champions at the PITCH Live Event and announced live on stage. Selection will be based on the Champions' analysis and desire to champion a particular PITCH.

ODDS OF WINNING. Odds of winning the First Round depend on the number of eligible submissions received but are estimated at approximately 4:30. Odds of winning the Final Round, once selected as a Final Round Contestant, are approximately 1:4.

PRIVACY AND USE OF YOUR PERSONAL INFORMATION. Except as prohibited by law, by entering or participating in the Contest or accepting any prize, each Eligible Contestant agrees to allow Sponsor to contact its designated representative(s) and/or Presenter(s) using the contact information provided in the PITCH Submission Form, and to use the name and likeness of Eligible Contestant, its designated representative(s), and Presenter(s), for any and all permissible purposes, including marketing, without compensation.

REPRESENTATIONS AND ACKNOWLEDGEMENTS; PUBLICATION. By entering the Contest, the Eligible Contestant confirms that it has, by and through its designated representative, read and agrees to the terms and conditions of these Official Rules, and that it represents and warrants that both Eligible

Contestant and Presenter meet the Eligibility Requirements. You also acknowledge the Leagues will receive the personal information you provide in connection with your Contest Entry and your PITCH and may use that information in accordance with these Official Rules, including the publication of the names of all Eligible Contestants that submit Contest Entries, their designated representative(s), their Presenter(s), and general information concerning their PITCH. By entering, you acknowledge and agree that your PITCH is not confidential nor submitted in confidence or trust, and no confidential or fiduciary relationship is intended or created by submitting a Contest Entry. You understand that the Leagues and its affiliates and subsidiaries may possess or come to possess information similar or identical to information contained in your PITCH, and you agree that any such similarity or identity shall not give rise to any claim or entitlement, whether for compensation, credit or otherwise. By submitting a Contest Entry, you hereby release the Leagues, their affiliates and subsidiaries, and their respective, directors, officers, shareholders, employees, licensees, assigns and successors, from any and all claims relating to your Contest Entry, including, without limitation, arising from the risk of misdirection or misdelivery of your Contest Entry.

INTELLECTUAL PROPERTY. A PITCH submitted in connection with an Eligible Contestant's Contest Entry shall, at all times, remain the exclusive property of the Eligible Contestant. Notwithstanding, the Leagues shall retain the right to publish certain information about the PITCH and the Eligible Contestant as described above.

RESERVATION OF RIGHTS. Violation of these Official Rules may result in immediate disqualification and forfeiture of any prize. Sponsor reserves the right, in its sole discretion, to determine whether these Official Rules have been violated and to disqualify any Entrant it deems in violation of these Official Rules without notice. Sponsor reserves the right to terminate, suspend or amend the Contest, without notice, for any reason, including, without limitation, if Sponsor, in its sole discretion, determines that the Contest cannot be conducted as planned or that tampering, technical failure or any other cause interferes with the administration, security, fairness, or integrity of the Contest. Sponsor is not responsible for incorrect or inaccurate transcription of entry information, or for any human error, technical malfunction, lost or delayed data or video transmission, omission, interruption, deletion, line failure or malfunction of any telephone network, computer equipment or software, the inability to access any website or online service or any other error, human or otherwise.

Sponsor reserves the right to terminate, suspend, reschedule, or amend the Contest, and/or the PITCH Live Event, upon the occurrence of acts beyond the Sponsor's reasonable control, including, without limitation, a force majeure event that makes it illegal, impracticable or impossible for Sponsor to proceed with the Contest, the PITCH Live Event, or the 2024 REACH conference, including, but not limited to: (a) acts of God; (b) fire, flood, earthquake, explosion or other disaster; (c) war, invasion, terrorist threats or acts, riot, or other civil unrest; (d) government order or law; (e) actions, embargoes, or blockades in effect on or after the date of this Agreement; (f) action or regulations by any governmental authority; (g) national or regional emergency; (h) medical epidemic, pandemic or outbreak; (i) strikes, labor stoppages or slowdowns, or other industrial disturbances (except those involving the employees or agents of the party seeking the protection of this clause); (j) shortage of adequate power or curtailment of transportation facilities; or (k) any other causes beyond the reasonable control of Sponsor.

All determinations of Sponsor are final. By participating in the Contest, Eligible Contestant, by and through its designated representative(s), and Presenter, accept the decisions of Sponsor as final.

INDEMNIFICATION/LIMITATION OF LIABILITY. ELIGIBLE CONTESTANT AGREES THAT THE CALIFORNIA CREDIT UNION LEAGUE, THE NEVADA CREDIT UNION LEAGUE, AND THEIR SUBSIDIARIES AND AFFILIATES, AND EACH OF THEIR OFFICERS, DIRECTORS, EMPLOYEES, AGENTS, SUCCESSORS AND ASSIGNS (“INDEMNIFIED PARTIES”) SHALL HAVE NO LIABILITY WHATSOEVER FOR ANY CLAIMS, INJURIES, LOSSES OR DAMAGES OF ANY KIND RESULTING FROM: (A) ELIGIBLE CONTESTANT’S PARTICIPATION IN THIS CONTEST; (B) SPONSOR’S USE OF THE ENTRY IN ACCORDANCE WITH THESE OFFICIAL RULES; (C) DAMAGE TO ANY COMPUTER SYSTEM RESULTING FROM ACCESS TO OR THE UPLOAD/DOWNLOAD OF INFORMATION OR MATERIALS CONNECTED WITH THE CONTEST; OR (D) ELIGIBLE CONTESTANT’S ACCEPTANCE, POSSESSION, USE OR MISUSE OF ANY PRIZE. ACCORDINGLY, ELIGIBLE CONTESTANT HEREBY AGREES TO RELEASE, INDEMNIFY AND HOLD HARMLESS THE INDEMNIFIED PARTIES, AND EACH OF THEM, FROM AND AGAINST SAME. SPONSOR MAKES NO WARRANTIES, EITHER EXPRESS OR IMPLIED, WITH RESPECT TO THIS CONTEST OR THE PRIZES, AND SPECIFICALLY DISCLAIMS ALL SUCH WARRANTIES INCLUDING, WITHOUT LIMITATION, WARRANTIES FOR MERCHANTABILITY, NON-INFRINGEMENT AND FITNESS FOR ANY PARTICULAR PURPOSE.

CHOICE OF LAW. The construction, validity, interpretation, and enforceability of these Official Rules, and/or the rights and obligations of Entrants or Sponsor shall be governed by and construed in accordance with the laws of the State of California.

SEVERABILITY. In the event that any provision, clause, sentence, section, or other part of these Official Rules is held to be invalid, illegal, inapplicable, unconstitutional, contrary to public policy, void, or unenforceable in law or equity as to any person or circumstance, the remaining balance of these Official Rules shall remain in full force and effect.

To obtain a copy of these Official Rules, to learn who won after the conclusion of the Contest, or for any questions regarding this Contest, please contact Deanne Figueras at deannef@ccul.org or (909) 212-6025, or (951) 990-7920.

Revised: 8/8/2024