**Official Rules**

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

The Watchfire Sweepstakes (the “Digital Promotion”) starts on December 1, 2021 at 12:00 a.m Eastern Time (“ET”) and ends on January 31, 2022 at 11:59 p.m. ET (“Digital Promotion Period”). The Digital Promotion is sponsored and administrated by Teall Properties Group, LLC PO Box 21528, Winston-Salem, NC 27120.

**ELIGIBILITY:** Digital Promotion is open to legal residents of the 50 United States and the District of Columbia, who are 13 years of age or older.  Employees of Watchfire (“Promotional Participant”), Teall Properties Group (TPG), and each of their respective parents, subsidiaries, affiliates, promotion and advertising agencies, and members of their immediate families (spouse and parents, children and siblings and their respective spouses, regardless of where they reside) and persons living in the same household, whether or not related, of such employees, are not eligible to enter or win. Void where prohibited by law. Digital Promotion is subject to all applicable federal, state and local laws.

**HOW TO ENTER:** During the Digital Promotion Period, follow instructions on provided posts on social media and at watchfiresigns.com to REGISTER TO WIN. All entries must be received by 11:59 p.m. ET on January 31, 2022 to be eligible. Entries generated by script, macro or other automated means and entries by any means which subvert the entry process are void. Limit tone (1) entry per person and per email throughout the Digital Promotion Period. All entries become the sole property of TPG and will not be acknowledged or returned. TPG’s clock is the official timekeeper of this Digital Promotion.

**RANDOM DRAWING:** Each entry will receive at random either a coupon or a grand prize. One entry will be selected at random by TPG for the grand prize. Odds of winning the grand prize depend on the number of eligible entries received.

**WINNER NOTIFICATION:**Prior to February 28, 2022 potential winner/s will be notified by email and/or phone. Potential winner may be required to execute and return an affidavit of eligibility, a liability release and, where lawful, a publicity release after the date of issuance. If such documents are not returned within a specified time period, prize or prize notification is returned as undeliverable, TPG is unable to contact the potential winner, or the potential winner is not in compliance with these Official Rules, prize will be forfeited and, at TPG’s discretion, an alternate potential winner may be selected by random drawing from among all remaining eligible entries received; provided, however, that if the potential winner is not at least 18 years old, or is at least 18 years old but still considered a minor in his/her jurisdiction of residence, prize may be awarded to his/her parent or legal guardian who will be responsible for fulfilling all requirements imposed on winner set forth herein.

**PRIZE (1):** The grand prize is the 3’ x 8’ Watchfire ReadyDisplayTM interior LED videoboard with Watchfire Ignite OPx software, or the equivalent value ($16,000) applied towards the purchase of a qualified Watchfire LED display.

**PRIZE CONDITIONS:** All applicable federal, state and local taxes, if any, and all other costs and expenses associated with prize acceptance and use not specified herein as being provided are the sole responsibility of the winner. Released Parties (as defined below) disclaim all and any liability for the actual provision, quality or nature of any prize (or portion thereof) accepted by the winner. The awarding of any prize is contingent upon full compliance with these Official Rules. Prize is awarded “as is” with no warranty or guarantee, either express or implied by TPG. No substitution, assignment, transfer, or cash equivalent of prize (or portion thereof) is permitted, except by TPG, who reserves the right to substitute prize (or portion thereof) with one of comparable or greater value, at its sole discretion. All prize details are at TPG’s sole discretion. Free installation is not included with this prize and will not be offered by TPG or Watchfire.

**GENERAL CONDITIONS:** By participating in the Digital Promotion, each entrant agrees: (a) to abide by these Official Rules and decisions of TPG, which shall be final and binding in all respects relating to this Digital Promotion; (b) to release, discharge and hold harmless TPG, its partners, NFHS, its partners, Watchfire and its and their respective parents, affiliates, subsidiaries, and advertising and promotion agencies, and the respective officers, directors, shareholders, employees, agents and representatives of the foregoing (collectively, “Released Parties”) from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from entrant’s participation in the Digital Promotion or any Digital Promotion-related activity (including any travel/activity related thereto) or the acceptance, possession, use or misuse of the prize (or portion thereof); and (c) to the use of his/her name, voice, performance, photograph, entry, and/or likeness for programming, advertising, publicity and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by Sponsor and its designees, without compensation (unless prohibited by law) or additional consents from entrant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use. By participating, entrant also agrees not to release any publicity or other materials on his/her own or through someone else regarding his/her participation in the Digital Promotion without the prior consent of the Sponsor, which it may withhold in its sole discretion.

**MISCELLANEOUS:** Released Parties are not responsible for lost, late, incomplete, illegible, damaged, inaccurate, stolen, delayed, misdirected, undelivered, or garbled entries, or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Digital Promotion, including, without limitation, errors or difficulties which may occur in connection with the administration of the Digital Promotion, the processing of entries, the announcement of the prize, or in any Digital Promotion-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Digital Promotion. Released Parties are not responsible for lost gift cards after they are delivered to the winner, and are not responsible for any injury or damage to any person's computer related to or resulting from participating in this Digital Promotion or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the Digital Promotion or associated websites, who act in an unsportsmanlike or disruptive manner or who are in violation of these Official Rules, as solely determined by TPG, will be disqualified and all associated entries will be void. Should any portion of the Digital Promotion be, in TPG’s sole opinion, compromised for any reason, including virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the TPG, corrupt or impair the administration, security, fairness or proper play, or submission of entries, TPG reserves the right at its sole discretion to suspend, modify or terminate the Digital Promotion (or portion thereof) and, if terminated, at its discretion, select the potential winner in a random drawing from among all non-suspect, eligible entries received prior to action taken. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE DIGITAL PROMOTION MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, TPG RESERVES THE RIGHT TO SEEK ANY AND ALL REMEDIES AVAILABLE FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

**ARBITRATION:** Except where prohibited by law, as a condition of participating in this Digital Promotion, each entrant agrees that (1) any and all disputes and causes of action arising out of or connected with this Digital Promotion, or any prize (or portion thereof) awarded, shall be resolved individually, without resort to any form of class action, and exclusively by final and binding arbitration under the rules of the American Arbitration Association (“AAA”) and held in Winston Salem, NC; (2) the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; and (3) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than entrant’s actual out-of-pocket expenses (i.e., costs associated with participating in this Digital Promotion), and entrant further waives all rights to have damages multiplied or increased.

**CHOICE OF LAW:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and TPG in connection with the Digital Promotion, shall be governed by, and construed in accordance with, the substantive laws of the State of North Carolina, USA.

**PRIVACY:** Information collected from participants shall not be sold to any third parties and shall only be used by the TPG and Promotional Participant in furtherance of the Digital Promotion.

**REQUEST FOR WINNER’S NAME:** For the name of the winner/s (available after date send a self-addressed, stamped, envelope bydate, to: TPG LLC PO Box 21528, Winston-Salem, NC 27120.

**PROMOTIONAL PARTICIPANT:** Watchfire Signs, LLC 1015 Maple STREET, Danville, IL 61832.

**TPG AND ADMINISTRATOR:** Teall Properties Group, LLC PO Box 21528, Winston-Salem, NC 27120.