

BE THE PEOPLE X DWP CHANGEMAKERS

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING.

Contest may only be entered in or from the 50 United States and the District of Columbia and entries originating from any other jurisdiction are not eligible for entry. This Contest is governed exclusively by the laws of the United States.

ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND ENTRANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT. SEE SECTION 11 FOR DETAILS.

1. How to Enter. To nominate a friend or colleague (“Nominee”) in the contest (“Contest”), each nominator (“Nominator”) must visit bethepeople.org/dwp (“Site”), read the Official Rules, complete the online entry form (including your name and email address), and your Nominee’s name, phone number and/or email address), and submit your essay (“Essay”) which explains why your Nominee deserves to be selected as a “changemaker” and winner in the contest, including by explaining who they are, what they do for their community, and what you believe makes them a changemaker (e.g. how their work has created connection, uplift, positive changes or similar themes in their community) (“Theme”). You may submit an optional photograph (“Photo”) and video (“Video”) as well. All entry information, Photo(s), Video(s), and the Essay shall be collectively referred to herein as the “Submissions” or each as a “Submission.” Submissions must comply with the Guidelines and Restrictions defined below. Sponsor reserves the right to cancel or modify this Contest in the event an insufficient number of entries are received that meet the minimum judging criteria (as described below). Limit one (1) Nominee/Submission per person/per email address.

By submitting a Nominee, each Nominator will be entered into a random drawing to win one (1) swag bag with festival-branded merchandise from one (1) or more of the six (6) Danny Wimmer Presents (“DWP”) festivals (“Festival Swag Bag”) with an approximate retail value of \$500, as described further below. Odds of winning will depend on the number of eligible Nominator entries received.

By submitting a Nominee, each Nominator warrants and represents the following with respect to their Submission: (a) Nominator is the sole and exclusive owner of the Submission; and (b) the Submission will not infringe on any rights of any third parties.

Providing a Submission constitutes Nominator’s consent to grant Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such Submissions in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including but not limited to on any and all Internet media, including Sponsor’s web sites and properties and on social networking sites, for any legal purpose whatsoever.

All Nominators must have a valid email address. No automated entry devices and/or programs permitted. Submissions will not be acknowledged or returned. Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, postage-due, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind whether mechanical, human or electronic. Only fully completed entry forms are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor.

Alternative Method of Entry for Nominator Drawing. To enter the Nominator random drawing without submitting a Nomination, hand print your name, complete mailing address, email address, phone number, and date of birth on a 3" x 5" card and mail it in a #10 envelope with proper postage to: DWP Changemakers Nominator Drawing, Bigger Picture US, Inc., 4201 Wilson Boulevard, Suite 110-369, Arlington, Virginia 22203. Mail-in entries must be postmarked by October 10, 2026 and received by October 17, 2026. Limit one (1) mail-in entry per person/per household. Mail-in entrants will be entered only into the Nominator random drawing and will not be considered for the Grand Prize judging.

No one may purchase or otherwise provide incentives for nominations. Complimentary products or services offered in exchange for nominations is prohibited. No Nominee may pressure their employees or contractors, or their families, to nominate on their behalf in the Contest. Nominations submitted in response to threats, coercion, or intimidation are void if discovered by Sponsor. A Nominee may not collude with any third-party to violate these Official Rules or participate in or actively encourage such activity, whether directly or indirectly.

Participants who post about the Contest or their nomination on social media must include "#contest" or a similar clear and conspicuous disclosure in each such post indicating their participation in the Contest. Sponsor is not responsible for any participant's failure to include required disclosures in social media posts.

2. Start/End Dates. Contest begins at 11:00:00 AM Eastern Time on September 11, 2026, and ends at 11:59:59 PM Eastern Time on October 10, 2026 ("Contest Period").

3. Eligibility. Nominators and Nominees must be legal residents of the fifty (50) United States or the District of Columbia and **must be at least 18 years of age or the age of majority in their state of residence** as of date of entry. Void outside of the 50 United States and the District of Columbia, and where prohibited, taxed or restricted by law. Employees, officers and directors of Bigger Picture US, Inc. ("Sponsor" or "Be The People"), Danny Wimmer Presents, the Danny Wimmer Foundation, and its and their parent companies, subsidiaries, affiliates, partners, advertising and promotion agencies, manufacturers or distributors of Contest materials and their immediate families (parents, children, siblings, spouse) or members of the same household (whether related or not) of such employees/officers/directors are not eligible to enter. You are not authorized to participate in the Contest if you are not a legal resident of the 50 United States and the District of Columbia. All federal, state and local laws and regulations apply.

4. Submission Guidelines and Content Restrictions: By entering a Submission, each Nominator agrees that his or her Submission conforms to the Submission Guidelines and Content Restrictions as defined below (collectively, the “Guidelines and Restrictions”) and that Sponsor, in its sole discretion, may remove any Submission and disqualify a Nominator from the Contest if it believes, in its sole discretion, that the Nominator’s Submission fails to conform to the Guidelines and Restrictions.

Submission Guidelines:

- The Submission must be primarily in English.

Content Restrictions:

- The Submission must not contain material that violates or infringes any rights of any other party, including but not limited to copyright, trademark, privacy, publicity or any other intellectual property rights;
- The Submission must not in any way disparage Sponsor or any other person or party;
- The Submission must not contain material that is inappropriate, indecent, obscene hateful, tortious, defamatory, slanderous or libelous;
- The Submission must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age;
- The Submission must not contain material that is unlawful, in violation of or contrary to the laws or regulations of the United States or of any jurisdiction where Submission is created.
- The Submission cannot promote illegal drugs or firearms (or the use of any of the foregoing), or any activities that may appear unsafe or dangerous, or any particular political agenda or message;
- The Submission must be consistent with the image and values of Sponsor and be consistent with and satisfy the purpose of the Contest.

Each Nominator acknowledges that other Nominators may have used ideas and/or concepts in their Submission that may be similar in idea or concept to what is included in Nominator’s Submission. Each Nominator understands and agrees that he/she shall not have any claim against any other Nominator or Sponsor arising out any such similarity or be entitled to any compensation because of any such similarity.

If ANY false or misleading information is submitted on the application, the Nominee will be disqualified without notification to the Nominee or the Nominator who nominated them. Nominee must agree to be bound by these Official Rules and the decisions of the Sponsor, and must warrant that the information submitted by the Nominator is true and accurate. Nominators represent and warrant that they have first-hand knowledge of the actions and conduct of the Nominee described in the Essay and, to the extent that he/she/they does not have such first-hand knowledge, that the Nominator has a reasonable basis for believing that such actions/conduct of Nominee are truthful and accurate as described in the Essay. Any Essay that does not comply with the guidelines herein will be subject to disqualification.

5. Judging Panel/Judging Criteria. After the Contest ends, all eligible Submissions will be judged by representatives of Sponsor in partnership with Danny Wimmer Presents by no later than November 16, 2026. Sponsor will determine the eligibility of the Nominee in its sole discretion. The winner (subject to confirmation and verification) will be the Nominee identified in the Submission that provides the most compelling reason why the Nominee is most deserving of the title of “changemaker” (the “Winning Submission”). The following equally weighted judging criteria will be considered: (1) Direct impact on the Nominee's Local Community; (2) Community Connection and Uplift; (3) Positive and Sustained Change; (4) Authentic Leadership and Service; and (5) Clarity and Strength.

Sponsor's decisions are final and binding in all matters relating to this Contest, including, but not limited to, interpretation and application of these Official Rules. By entering the Contest, all participants fully and unconditionally agree to be bound by these rules and the decisions of the judges, which will be final and binding in all matters relating to the Contest.

6. Prizes.

Nominator Prize. One (1) eligible Nominator will be selected in a random drawing from all eligible Nominator Submissions received by October 10, 2026. Nominator winner will receive one (1) Festival Swag Bag including festival-branded merchandise from one (1) or more of the six (6) Danny Wimmer Presents festivals with an approximate retail value of \$500. Odds of winning depend on the number of eligible entries received for the drawing. Drawing will be conducted by a representative of Sponsor. By submitting a Submission and entering the drawing, Nominators fully and unconditionally agree to be bound by these rules and the decisions of the judges, which will be final and binding in all matters relating to the Sweepstakes. Potential Nominator winner will be notified on or about November 20, 2026 by email and/or phone and may be required to sign and return, where legal, an Affidavit or Declaration of Eligibility, Liability/Publicity Release and/or rights transfer document within three (3) calendar days of prize notification. If potential Nominator winner cannot be contacted within three (3) calendar days of first notification attempt, if any prize or prize notification is returned as undeliverable, if potential Nominator winner rejects his/her prize or in the event of noncompliance with these Contest rules and requirements, such prize will be forfeited and may be awarded to another Nominator winner, time permitting. Upon prize forfeiture, no compensation will be given.

Grand Prize. One (1) Grand Prize Nominee winner will receive four (4), four (4) day base level VIP Passes to one (1) of the six (6) 2027 Danny Wimmer Presents festivals of the winner's choice (“Festival”), roundtrip airfare for domestic flights for up to four (4) confirmed persons to attend the Festival, and up to two (2) hotel rooms for the duration of the Festival. The Grand Prize winner will be the Nominee identified in the Winning Submission. Approximate retail value of Grand Prize: \$7,500 (VIP passes: \$4,000; airfare: \$1,500; hotel rooms: \$2,000).

The terms and conditions of the VIP Passes awarded as prizes will govern in the event the Festival does not take place due to weather, an act of God, threat or act of terrorism, civil disturbance, pandemic, epidemic or any other reason. VIP Passes are subject to certain terms

and conditions as determined by Danny Wimmer Presents. The Released Entities (defined below), and/or any other relevant party, reserve the right to remove or to deny entry to any winner or guest who engages in a disruptive manner, or with intent to annoy, abuse, threaten, or harass any other person at the Festival. Cash cannot be substituted for any prize unless otherwise agreed by the Sponsor. Each winner is strictly prohibited from selling, auctioning, trading or otherwise transferring the VIP Passes unless Sponsor consents in writing. Unused VIP Passes cannot be refunded, exchanged for cash or applied towards passes for any subsequent years. No responsibility is assumed by the Released Entities for any cancelled, rescheduled, delayed, modified, abbreviated or postponed Festival in whole or in part. All Festival details are at the sole discretion of Danny Wimmer Presents. Airfare and hotel accommodations are subject to availability; specific carriers, routes, and hotel properties will be determined by Sponsor.

In addition to the Grand Prize awarded to the Grand Prize winner, such winner will also receive a single cash payment in the form of a corporate check which is intended to assist with any federal, state, or other tax obligations related to the Grand Prize (the "Tax Gross-Up Payment"). The amount of Tax Gross-Up Payment will be computed based upon the actual retail value of the Grand Prize and assuming that the Grand Prize winner's combined tax rate for all federal, state, and other tax obligations related to such prize is 33%. The Tax Gross-Up Payment is intended to *assist* with any federal, state, or other tax obligations related to the applicable prize. **The Tax Gross-Up Payment may not be sufficient to cover the Grand Prize winner's entire tax liability related to winning the applicable prize.** Grand Prize winner may be required to provide us a W-9 form. Grand Prize winner's reportable winnings and the gross-up payment will be reported on a Form 1099-MISC for the tax year in which the prize is received or made available and will be subject to withholding. Sponsor will comply with all tax reporting requirements, including a Form 1099-MISC issued to the winner.

Prizes are non-transferable. No substitutions or cash redemptions. In the case of unavailability of prize, Sponsor reserves the right to substitute a prize of equal or greater value. All unspecified expenses (including any other applicable taxes) are the responsibility of winner.

7. Grand Prize Notification. On or about November 20, 2026, potential Grand Prize winner will be notified by email and/or phone and may be required to sign and return, where legal, an Affidavit or Declaration of Eligibility, Liability/Publicity Release and/or rights transfer document within three (3) calendar days of prize notification. **Potential Grand Prize winner will be required to execute additional documents, waivers of liability, participation agreements and publicity/media usage releases related to the Festival and prize fulfillment ("Additional Documents").** If potential Grand Prize winner cannot be contacted within three (3) calendar days of first notification attempt, if any prize or prize notification is returned as undeliverable, if potential Grand Prize winner otherwise rejects his/her prize or in the event of noncompliance with these Contest rules and requirements (including failure to execute the Additional Documents), such prize will be forfeited and may be awarded to the Submission with the next highest score. Upon prize forfeiture, no compensation will be given.

8. Conditions. Submissions may be cut, edited, reformatted, rearranged, combined with other materials and/or otherwise modified, in Sponsor's sole and absolute discretion. Any and all federal, state and local taxes are the sole responsibility of the winners. Participation in Contest

and/or acceptance of prize constitutes each entrant and winner's permission for Sponsor to use his/her name, address (city and state), likeness, photograph, picture, portrait, voice, biographical information, Submission and/or any statements made by each winner regarding the Contest or Sponsor for advertising and promotional purposes without notice or additional compensation, except where prohibited by law. By participating, Nominators, Nominees and winners (collectively, "participants") agree to release and hold harmless Sponsor, Danny Wimmer Presents, the Danny Wimmer Foundation, and its and their advertising and promotion agencies and their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors (collectively, "Released Entities"), from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in Contest, or possession, acceptance and/or use or misuse of prize or participation in any Contest-related activity and for any claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trademark infringement or any other intellectual property-related cause of action. Participants who do not comply with these Official Rules, or attempt to interfere with this Contest in any way shall be disqualified. Sponsor is not responsible if Contest cannot take place or if prize cannot be awarded or if any Festival is delayed, postponed or cancelled due to travel cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, epidemics, pandemics, weather or acts of terrorism.

9. Additional Terms. Any attempted form of entry other than as set forth in Section 1 above is prohibited; no automatic, programmed; robotic or similar means of entry are permitted. Released Entities are not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, web site, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one's ability to enter the Contest, including any injury or damage to participant's or any other person's computer relating to or resulting from participating in this Contest or downloading any materials in this Contest. Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, extend or suspend this Contest should (in its sole discretion) virus, bugs, non-authorized human intervention, fraud, epidemics, pandemics or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Contest. In such case, Sponsor will select the winner from all eligible entries received prior to and/or after (if appropriate) the action taken by Sponsor. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the Contest or web site. Sponsor may prohibit a participant from participating in the Contest or winning a prize if, in its sole discretion, it determines that said Nominator is attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception, or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass any other Nominators or Sponsor representatives.

CAUTION: ANY ATTEMPT BY AN NOMINATOR TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE 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 PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

In the event of a dispute as to any Submission, the authorized account holder of the email address used to register will be deemed to be the Nominator and must comply with these Official Rules. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each Nominator may be required to show proof of being an authorized account holder.

10. Limitation of Liability; Disclaimer of Warranties. IN NO EVENT WILL THE RELEASED ENTITIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO AND USE OF THE SITE AND/OR FROM DOWNLOADING AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY WEBSITES ASSOCIATED WITH THE CONTEST. WITHOUT LIMITING THE FOREGOING, THIS CONTEST AND ALL PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

11. Disputes; Governing Law. The parties waive all rights to trial in any action or proceeding instituted in connection with these Official Rules, including, without limitation, the Contest. Any controversy or claim arising out of or relating to these Official Rules and/or the Contest shall be settled by binding arbitration in accordance with the commercial arbitration rules of the American Arbitration Association. Any such controversy or claim shall be arbitrated on an individual basis, and shall not be consolidated in any arbitration with any claim or controversy of any other party. The arbitration shall be conducted in the State of New York, City of New York.

THESE OFFICIAL RULES AND THE INTERPRETATION OF ITS TERMS SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF NEW YORK WITHOUT REGARD TO ITS CONFLICTS OF LAWS RULES. For any matters which are not subject to arbitration as set forth in these Official Rules and/or in connection with the entering of any judgment on an arbitration award in connection with these Official Rules and/or the Contest, the parties irrevocably submit and consent to the exclusive jurisdiction and venue of the state and federal courts located in or closest to the County of New York in the State of New York. The parties agree not to raise the defense of forum non conveniens.

12. Use of Data. Sponsor will be collecting personal data about participants online, in accordance with its privacy policy. Please review the Sponsor's privacy policy at <https://www.bethepeople.org/privacy-policy>. By participating in the Contest, participants hereby

agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's privacy policy.

13. List of Winners. To obtain a list of winners, send a self-addressed, stamped envelope by December 31, 2026 to: Winner's List Request, Bigger Picture US, Inc., 4201 Wilson Boulevard, Suite 110-369, Arlington, Virginia 22203.

14. Sponsor: Bigger Picture US, Inc., 4201 Wilson Boulevard, Suite 110-369, Arlington, Virginia 22203.

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