

THE BMO BANK OF MONTREAL KIDS' DAY JUNIOR REPORTER CONTEST (the "Contest")

NO PURCHASE NECESSARY. SEE ELIGIBILITY SECTION BELOW FOR FURTHER DETAILS. TO COMPLETE YOUR ENTRY YOUR PARENT OR LEGAL GUARDIAN MUST READ AND AGREE TO THE FOLLOWING CONTEST RULES (THE "CONTEST RULES"). PARTICIPATION IN THIS CONTEST CONSTITUTES FULL AND UNCONDITIONAL AGREEMENT AND ACCEPTANCE OF THESE CONTEST RULES.

HOW TO ENTER

- 1) No purchase necessary. The Contest begins on **Tuesday, April 9, 2024** at 9:00 a.m. (Mountain Time) ("**MT**") and ends on **Friday, May 24, 2024**, at 4:00 p.m. MT (the "**Contest Period**"). There are three ways to enter:
 - **Method No. 1:** The Contest entry form together with the entrant's News Story (defined below) (collectively, the Contest entry form, including an online Contest entry form, and News Story constitute an "**Entry**") can be mailed, in a separate, sealed envelope bearing sufficient postage to Calgary Stampede Headquarters Attn: BMO Kids' Day Junior Reporter Contest, PO Box 1060, Stn. M, Calgary, Alberta, T2P 2K8.
 - **Method No 2:** Entries can be dropped off at the main entrance of Calgary Stampede Headquarters at 1410 Stampede Trail SE, Calgary, AB ("**Stampede Headquarters**").
 - **Method No. 3:** Online, by going to calgarystampede.com/contests; clicking on the "BMO Junior Reporter" contest link and then completing the Entry.

Regardless of method of entry, the parent/legal guardian of an entrant must: (a) complete all of the required fields on the Entry (except for the News Story field in the online entry using Method No. 3 which must be completed by the entrant), which requires them to enter their email address, daytime and nighttime telephone numbers, and information about the entrant (name, telephone number, address, postal code, age, grade and the school the entrant attended at the start of the Contest Period) as well as the title of the entrant's News Story; and (b) complete (and the entrant as well if they are 13 years of age as of the start of the Contest Period) an attestation expressly consenting to the storage, usage and sharing of the entrant's personal information submitted with the Entry for the purpose of administering and promoting the Contest.

- 2) To be eligible and to avoid disqualification, an Entry must be correctly completed and, if dropped off at Calgary Stampede Headquarters or entered online, received during the Contest Period, or, if mailed in to Calgary Stampede Headquarters, be postmarked and received during the Contest Period. Limit of one (1) Entry per entrant during the Contest Period, regardless of method of entry. If it is discovered that an entrant has attempted to enter more than once during the Contest Period, then all Entries of that entrant will be voided. All eligible Entries will be reviewed by the Judging Panel (defined below).

The News Story to be submitted by entrants must be a unique and original story that is at least 500 characters in length (approximately one-half page long; excluding spaces and excluding the below quotation) and must be written by the entrant as if they were a reporter for the Calgary Stampede and should begin as follows: **Howdy – I'm (Entrant's name) and I am here to tell you about the exciting things you can do at the Stampede and why you should come down to celebrate!**

- 3) News Stories that are not an original creation of the submitting entrant, or which are illegal, defamatory or in any way obscene, all as determined solely by Calgary Stampede Exhibition Limited ("**Calgary Stampede Limited**"), will be disqualified. News Stories are not to include copyrighted material, personal information of individuals other than the entrant's name, or trademarks (other than trade-marks of Calgary Stampede Limited).
- 4) By entering this Contest and submitting the Entry, the parent or legal guardian of the entrant, on their own behalf and on behalf of the entrant, represents that (i) the News Story is original to the entrant and that the parent or legal guardian has all necessary right in and to the News Story to enter the News Story in the Contest on behalf of the entrant; and (ii) the content of the News Story will not give rise to any claims of infringement, invasion of privacy or publicity, or infringe on any right and interest of any third party, or give rise to any claims for payment whatsoever.
- 5) By entering the Contest and submitting the Entry, the parent or legal guardian of the entrant, on their own behalf and on behalf of the entrant: (a) grants to the Calgary Stampede Limited, and the Bank of Montreal and its affiliates (the "**Sponsor**") in perpetuity, a non-exclusive license to publish, display, reproduce, modify, edit or otherwise use the News Story, in whole or in part, for advertising or promoting the Contest or for any other reason; and (b) waives all moral rights in and to the entrant's News Story in favour of Calgary Stampede Limited, and (c) agrees to release and hold harmless Calgary Stampede Limited, the Sponsor and each of their respective agents, employees, directors, successors, and assigns any and all claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectually property related cause of action.
- 6) All Entries received will be verified. Entries must not be mechanically reproduced or photocopied. Calgary Stampede Limited and the Sponsor and their respective advertising and promotion agencies and the Judging Panel (defined below) are not responsible for lost, late, misdirected, illegible or incomplete Entries, all of which are void. All Entries become property of the Calgary Stampede Limited and will not be returned, and proof of submission of any Entry will not be deemed proof of receipt. Use of any automated system to enter is prohibited and will automatically result in disqualification.
- 7) In the event of a dispute over the identity of an entrant that entered using Method No. 3, online entries will be deemed to have been submitted by the parent or legal guardian who was the authorized account holder of the email address submitted at the time of entry. "Authorized account holder" is defined as the person who is assigned an email address by an internet provider, online service provider, or other organization (for example, business, educational institute, etc.) that is responsible

for assigning email addresses for the domain associated with the submitted email address. If the identity of an online entrant is disputed, the authorized account holder associated with the email account at the time of entry will be deemed to be the parent or legal guardian that submitted the entry on behalf of the entrant. The parent or legal guardian of a selected entrant may be required to provide proof that they are the authorized account holder of the email address associated with the selected entry. The sole determinant of the time for the purposes of a valid online entry in this Contest will be the contest server machine(s).

ELIGIBILITY

- 8) The Contest is open to residents of Alberta who is the parent or legal guardian of a child 8 to 13 years of age (inclusive) as of the start of the Contest Period, and who are eligible to be a beneficiary of a Registered Education Savings Plan (“**RESP**”) under Canada Revenue Agency’s requirements (see the Canada Revenue Agency’s website cra.gc.ca for more information) and whose parent or legal guardian has reached the age of majority in Alberta. It is not necessary to be an existing customer of the Sponsor in order to enter the Contest. Employees (and those with whom such employees are domiciled) of Calgary Stampede Limited, the Sponsor and their respective affiliated companies or agents, advertising and promotion agencies and the Judging Panel (defined below) are prohibited from participating in the Contest. Refer to the section “How To Win” below for specific details regarding travel requirements and deadlines for selected entrants. Selected entrants are responsible for all costs related to attending the Audition.

PRIZE

- 9) There are two (2) Grand Prizes available to be won. Each Grand Prize is available to be awarded only in Alberta and consists of the following:
 - \$2,500 towards a BMO RESP to be opened or added to an existing BMO RESP at the branch of Sponsor as identified by the Winners’ (defined below) parent or legal guardian. Calgary Stampede Limited and the Sponsor will not be responsible for, nor will Calgary Stampede Limited and the Sponsor assume any liability in relation to, the designation or re-designation of the beneficiary of the RESP award once it has been awarded by the Sponsor.
 - \$1,500 towards school supplies for the school identified in the Contest entry form, to be spent pursuant to the reasonable discretion of the Winner;
 - one (1) western-themed outfit chosen by the Calgary Stampede Limited in its sole discretion (approximate retail value of \$250);
 - four (4) Calgary Stampede Evening Show tickets (approximate retail value of \$105 each);
 - four (4) gate admissions (approximate retail value of \$14 each), four (4) midway ride passes (approximate retail value of \$50 each), and four (4) food vouchers (approximate retail value of \$10 each);
 - Opportunity to participate in BMO Kids’ Day Junior Reporter activities on Wednesday, July 10, 2024 at the Calgary Stampede (as determined by Sponsor and Calgary Stampede Limited in their sole and absolute discretion);
 - Opportunity to participate in the BMO Centre Grand Opening on June 8, 2024, (as determined by Sponsor and Calgary Stampede Limited in their sole

- discretion);
- Opportunity to participate in other Junior Reporter activities on certain dates during the period from May 24, 2024 to July 10, 2024 (as determined by Sponsor and Calgary Stampede Limited in their sole discretion); and
- Opportunity to participate in the Calgary Stampede parade with the Calgary Stampede Kids' Day Committee (as determined by Sponsor and Calgary Stampede Limited in their sole and absolute discretion).

Approximate total retail value of each Grand Prize is C\$4,966. All other costs incurred by Winners (defined below) including transportation costs to the Calgary Stampede and other locations and any personal and incidental expenses are the sole responsibility of the Winners. Grand Prizes must be accepted as awarded and are not transferable or convertible to cash. No substitutions except at Sponsor's sole discretion. Sponsor reserves the right to substitute a Grand Prize or a component of the Grand Prize with one of equal or greater value, including without limitation, but solely in the Sponsor's sole discretion, a cash award. Maximum one (1) Grand Prize per entrant. Grand Prizes will only be awarded to the parent or legal guardian whose name appears on the Contest entry form, on behalf of the eligible entrant. That parent or legal guardian must accompany the Winner at all times while the Winner participates in the Grand Prize and all components thereof. The Sponsor and Calgary Stampede Limited make no express or implied warranties of any kind with respect to the Grand Prize or a component thereof, including but not limited to the safety, appearance or performance related thereto.

HOW TO WIN

- 10) News Stories will be reviewed by an independent judging panel appointed by Calgary Stampede Limited (the "**Judging Panel**"). The News Story will be reviewed and evaluated by the Judging Panel based on the News Story's originality, creativity, uniqueness, appropriateness and relevance to the subject matter of the content, all of which will be equally weighted, other than in the case of a tie in which case the News Story (from among all such tied News Stories) with the higher score for creativity will be selected.
- 11) On **May 24, 2024**, in Calgary, Alberta, at approximately 12:00 p.m. MT, up to ten (10) eligible Entries will be selected by the Judging Panel based upon the criteria set out above. Odds of an entrant's News Story being selected by the Judging Panel depend on the number and calibre of News Stories received. The parent or legal guardian of the entrant will be notified by telephone after 5:00 p.m. MT on **May 24, 2024**, and will be notified of an audition time for **May 28, 2024**. If the parent or legal guardian of a selected entrant cannot be contacted by telephone within two (2) business days of **May 28, 2024**, the selected entrant's Entry can be declared void, and the next highest scoring Entry will be selected.
- 12) All selected entrants will have an audition held after 6:00 p.m. MT on **May 28, 2024** at Stampede Headquarters ("**Audition**"). The Audition will be recorded and will last for approximately 15 minutes, where the selected entrant will be required to read their News Story. The selected entrants are responsible for all costs related to attending the Audition. Selected entrants must attend the Audition with their parent or legal guardian. If a selected entrant, together with their parent or legal guardian,

cannot attend the Audition for any reason, then the selected entrant's Entry can be declared void, and Calgary Stampede Limited reserves the right, in its sole discretion, to select the next highest scoring Entry. By entering the Contest, submitting the Entry and attending the Audition, the parent or legal guardian of the entrant, on their own behalf and on behalf of the entrant: (a) grants to the Calgary Stampede Limited, in perpetuity, a non-exclusive license to publish, display, reproduce, modify, edit or otherwise use the Audition, in whole or in part, for advertising or promoting the Contest or for any other reason; and (b) waives all moral rights in and to the Audition, in favour of the Calgary Stampede Limited.

- 13) Each Audition will be evaluated by the Judging Panel based on the selected entrant's confidence, comfortableness, and message delivery. All criteria are weighed equally. In the event of a tie, the Audition from among all such tied Auditions with the highest score on message delivery will be selected.
- 14) Based upon the Auditions the Judging Panel will select two (2) potential winners (each a "**Winner**" and collectively the "**Winners**"), on **May 29, 2024**. The parents or legal guardians of the Winners will be contacted on **May 29, 2024**, by 5:00 p.m. MT and provided with Calgary Stampede Limited's standard form of Declaration, Release and Waiver (the "**Release**") and they will be required to return that Release (as well as information as to the branch selected by the parent/legal guardian for the RESP component of the Grand Prize) within three (3) business days of receipt of the Release. If a parent or legal guardian of a Winner fails to sign and return the properly executed Release (as well as information as to the branch the parent/legal guardian selected for the RESP component of the Grand Prize) within three (3) business days of its receipt, Calgary Stampede Limited can, in its sole and absolute discretion, disqualify the Winner and Calgary Stampede Limited shall be entitled to select the next highest scoring Audition.
- 15) Winners, together with their parents or legal guardians, must be available to attend and participate in the BMO Centre Grand Opening Junior Reporter activities on June 8, 2024, and BMO Kids' Day Junior Reporter activities on Wednesday, July 10, 2024 at the Calgary Stampede.

GENERAL

- 16) By entering the Contest, the parent or legal guardian of the entrant, on their own behalf and on behalf of the entrant agrees to abide by these Contest Rules. This Contest is subject to all applicable federal, provincial and municipal laws. Void where prohibited by law. The decisions of Calgary Stampede Limited and, where applicable, the Sponsor, with respect to all aspects of this Contest are final and binding on all entrants without right of appeal.
- 17) By entering the Contest, the parent or legal guardian of the entrant, on their own behalf and on behalf of the entrant, agrees to hold harmless Calgary Stampede Limited, the Sponsor and each of their respective subsidiaries, affiliates, directors, officers, governors, agents, and their advertising and promotional agencies, including the Judging Panel (collectively, the "**Released Parties**") against any and all liability, damages or causes of action (however named or described) with respect to or arising out of: (i) entrant's participation in the Contest (including, without limitation, participation in the Audition or any of the Junior Reporter

activities), (ii) the receipt or use/misuse of the Grand Prize (or any component thereof) awarded therein; and (iii) the administration of the Contest and distribution of the Grand Prize.

- 18) Before being declared a winner and awarded the Grand Prize, the parent or legal guardian of the entrant, on their own behalf and on behalf of the entrant, must sign the Release, releasing the Released Parties from any and all liability arising from, among other things: (a) participation in the Contest; and (b) acceptance of the Grand Prize (or any component thereof) awarded therein; and (c) the administration of the Contest and distribution of the prizes awarded therein.
- 19) By entering the Contest, the parent or legal guardian of the entrant, on their own behalf and on behalf of the entrant, consents, irrevocably and in perpetuity, to the publication, and/or other use of the entrant's name, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by Calgary Stampede Limited or the Sponsor in any manner whatsoever, including digital media, print, broadcast or the internet and the publication and the display of their News Story, at Stampede Park, for the duration of the Calgary Stampede (**July 5-14, 2024**) and possibly beyond.
- 20) Calgary Stampede Limited and the Sponsor reserves the right to cancel, withdraw or suspend this Contest or amend these Contest Rules in any way, without prior notice or obligation, in the event of any technical problem, computer virus, tampering, bugs, viruses unauthorized intervention, fraud, accident, printing, administrative or any other cause beyond the reasonable control of the Calgary Stampede or the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Contest Rules or for any other reason whatsoever. 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 Calgary Stampede Limited reserves the right to seek remedies and damages to the fullest extent permitted by law.
- 21) Calgary Stampede Limited and the Sponsor do not assume any responsibility and will not be liable for any failure of the website during the Contest, tampering, theft, defects, viruses, human errors including negligence, deletions, technical or telephone, computer line, network, server, access providers, computer equipment or software problems, undeliverable messages, computer errors, lost, misdirected, late or incomplete entries or inaccurate capture of information or any online difficulties that may result in computer damage or malfunction or the failure of Calgary Stampede Limited to receive or process any entry and otherwise award the Grand Prize. Calgary Stampede Limited and the Sponsor are not responsible for printing errors appearing in these Contest Rules or related Contest materials.
- 22) In addition, Calgary Stampede Limited and the Sponsor will not assume any responsibility of any nature whatsoever in all cases where their inability to hold the Contest or to remit the Grand Prize to the Winner results from a cause beyond their control, including Acts of God, weather conditions, strike, lock-out or other labour dispute.
- 23) Without limiting the generality of paragraph 19 above, by entering this Contest, the

parent or legal guardian of the entrant, on their own behalf and on behalf of the entrant (and the entrant as well if they are 13 years of age) expressly consents to Calgary Stampede Limited and the Sponsor, their agents and/or representatives, storing, sharing and using the personal information submitted with their Entry for the purpose of administering and promoting the Contest. Any usage of such personal information by Calgary Stampede Limited shall be in accordance with Calgary Stampede Limited's Privacy Policy (available at: cs.calgarystampede.com/basics/general-info/about-us/privacy.html). Any usage of such personal information by the Sponsor shall be in accordance with the Sponsor's Privacy Policy (available at bmo.com/privacy).