



SPRITE STEP OFF™ QUALIFYING ROUND EVENT OFFICIAL RULES AND REGULATIONS

SAN FRANCISCO

AS OF JANUARY 29, 2010

No purchase or payment is necessary to enter. Void where prohibited by law.

1. HOW IT WORKS

The Sprite Step Off is the largest college Greek stepping tournament in history featuring thirty (30) events in over twenty (20) cities. Beginning September 12, 2009, Qualifying Round Events (each a "Qualifying Event") will be held for entry into the Sprite Step Off Tournament. The last Qualifying Round Event will be held in San Francisco, California on February 5, 2010. For more information, please visit the Sprite Step Off website (www.spritestepoff.com/schedule).

Any step team (a "Team") who meets the eligibility requirements may pre-register online for a Qualifying Event or through same-day registration on the day of the Qualifying Event, if space is available. To sign up, visit the Sprite Step Off website (www.spritestepoff.com/teamreg) to pre-register online or see the "How to Register Your Team" section below for more details.

2. HOW TO FORM YOUR TEAM

Each Team must meet the following requirements.

TEAM MEMBER ELIGIBILITY

All Team members must:

- Be a legal resident of the United States, 18 years of age or older at the time of competition.
- Be an active member, in good standing of an undergraduate chapter of a nationally-recognized, service oriented fraternity or sorority affiliated with an accredited four (4) year institution (a "Chapter").
- Be currently enrolled as an undergraduate student in good academic standing at an accredited four (4) year institution.
- Have a valid school ID.
- Have a valid government-issued ID (i.e. passport, state issued driver's license, state issued identification card, or military ID).

Employees of The Coca-Cola Company, Coca-Cola Bottlers, Sprite Step Off sponsors, as listed on the Sprite Step Off website (www.spritestepoff.com) and their respective affiliates, subsidiaries, advertising and promotion agencies and suppliers that are involved in this promotion and each of their immediate family members (mother, father, sister, brother, husband, wife, daughter, son, step-father, step-mother, step-daughter, step-son, step-brother, step-sister, half-brother and half-sister) and/or those living in the same household of each will not be considered an "eligible Team member" and may not compete in the Sprite Step Off.

Also, Teams who have already won a scholarship prize or advanced to the Regional competitions for the *Sprite Step Off* are not eligible to participate in a Qualifying Round Event.

TEAM REQUIREMENTS

- Every Team member must meet the Team member eligibility requirements.
- Every Team member must be of the same gender and from the same Chapter.
- A Team must have a minimum of three (3) performing Team members and no more than fifteen (15) performing Team members.
- A Team may also choose to have up to two (2) alternates for a maximum Team roster of seventeen (17) eligible Team members. Teams may use alternates to serve as substitute performers or to assist with the Team's performance, e.g. managing music.
- Each Team must designate one (1) Team Captain and two (2) Alternate Team Captains (who also must be among the seventeen (17) eligible Team members). The Team Captain

and the Alternate Team Captains will serve as the primary point of contact for registration and communication between the Sprite Step Off staff and the Team.

TEAM RESTRICTIONS

- Only one Team per Chapter may compete in the *Sprite Step Off*.
- A Team may compete in one or more Sprite Step Off Qualifying Events until that Team has qualified for the Sprite Step Off Tournament. If a Team advances to the Regional Semi-finals that Team must compete in the Region where they qualified. For example, if a Team from a school in the Southern Region wins in the Mid-Atlantic Qualifying Event, the Team must continue to compete in the Mid-Atlantic Region.
- No weapons, alcohol, drugs or other controlled substances will be allowed at any Sprite Step Off events.

3. HOW TO REGISTER YOUR TEAM FOR THE SAN FRANCISCO QUALIFYING EVENT

A maximum of twelve (12) Teams may compete during the San Francisco Qualifying Event. Six (6) competition slots will be reserved exclusively for sororities and six (6) competition slots will be reserved exclusively for fraternities. There are two (2) ways to register for a competition slot for a Qualifying Event – ONLINE PRE-REGISTRATION OR SAME-DAY REGISTRATION.

OPTION ONE -- ONLINE PRE-REGISTRATION

Step One – Complete Online Pre-Registration Go online to www.spritestepoff.com and follow the directions to complete the online pre-registration for your Team. Pre-registration will **end at 11:59:59 PM (ET) on the Tuesday night before the selected Qualifying Event or when all twelve (12) competition slots have been reserved, whichever comes first.** The Schedule of Events can be found on the Sprite Step Off website (www.spritestepoff.com/schedule).

To pre-register: (i) identify your school, (ii) the Greek organization with which your Team is affiliated, (iii) your Chapter's name, (iv) the total number of Team members who will be performing, and (v) a Team Captain (to serve as the primary point of contact) and two (2) Alternate Team Captains (to serve as secondary contacts).

The Team Captain and Alternate Team Captains will receive an email confirmation when your Team has been successfully pre-registered.

Step Two – Registration Confirmation Each Team that reserves a competition slot via online pre-registration MUST complete its registration by confirming its participation through the Registration Confirmation process.

All Team Members must attend Registration Confirmation on Friday with the Team Captain between 2:00 PM and 4:59 PM and complete all of the required registration documents (the “Registration Documents”).

All Team members must complete all of the following steps for Registration Confirmation:

- Read and sign the full Qualifying Rules
- Sign a competition affidavit/waiver/release form
- Show a valid, government issued photo ID
- Provide a valid school ID

The Team Captain must also provide the following:

- The “Official Team Roster” (NOTE: If a Team earns a spot in the Regional Rounds of the Sprite Step Off Tournament, the Team members who continue to participate in the Sprite Step Off Tournament, are limited to those whose names appear on the Official Team Roster. In the event a team member(s) is deemed ineligible, the Team Captain may amend the Official Team Roster to include new team members that meet the eligibility requirement.)
- Music Declaration Form and recorded music for Team’s performance (on CD or MP3 player)
- All props and backdrops for inspection and approval

NOTE: A TEAM MAY NOT COMPETE IN THE QUALIFYING EVENT UNTIL ALL OF THE STEPS OF REGISTRATION CONFIRMATION ARE COMPLETED.

OPTION TWO – SAME-DAY REGISTRATION

If there are any unclaimed competition slots, your Team may complete Same-Day Registration on a first-come, first-served basis beginning at 2:00 PM on the day of Qualifying Event. The entire Team must (i) be present, (ii) complete all of the Registration

Documents and approvals (props and music) outlined in the Registration Confirmation process above and (iii) be prepared to perform. THERE IS NO GUARANTEE THERE WILL BE COMPETITION SLOTS ON THE DAY OF THE QUALIFYING EVENT. TEAMS ARE STRONGLY ENCOURAGED TO PRE-REGISTER ONLINE.

NOTE: ONLY TEAM MEMBERS THAT SUCCESSFULLY COMPLETE REGISTRATION WILL BE INCLUDED ON THE OFFICIAL TEAM ROSTER (INCLUDING ALTERNATES) AND BE ELIGIBLE TO COMPETE.

4. QUALIFYING EVENT TEAM CHECK-IN

Once a Team has successfully completed Registration, a performance time will be assigned. Teams must report to the designated staging location at the time provided. Performance times may vary and may be changed at the sole discretion of the Sprite Step Off staff.

5. PERFORMANCE CRITERIA/ SPRITE STEP OFF CODE OF CONDUCT

Performance

Teams should ensure that their performance is suitable for viewing by people of all ages. No portion of the performance should reflect negatively upon The Coca-Cola Company or the Team's fraternity or sorority or subject them to public scandal or ridicule. Prohibited performance conduct includes, but is not limited to, the following:

- Use of prohibited calls or hand signals;
- Ridiculing other fraternities or sororities;
- Any dance or step routine that includes nudity, partial nudity, gyrating or simulating sexual activity, or sexually suggestive movements;
- Profanity, including any word, expression, gesture or other behavior that is socially construed or interpreted as insulting, rude, vulgar, or disrespectful;
- Use of any music and/or videos that are in poor taste or contain profanity or sexually explicit language or connotations; and
- Performing under the influence of alcohol or drugs.

Attire/Appearance

Each Team member is expected to wear appropriate attire. All clothing should be clean, properly fitting, in good repair and meet the following requirements:

- Clothing cannot expose the midsection or abdominal area.
- All undergarments (including briefs/boxers and sports bras) should be properly covered by your outer clothing.
- Strapless, halter or tube tops, low cut clothing, transparent clothing, and very short skirts, shorts or dresses are inappropriate.
- Attire must not display obscene, profane, illegal, inappropriate or offensive images or words, including references to alcohol, tobacco, drug usage or violence.
- Team members shall not wear any items reflecting what appears to be pledge line names and/or numbers.
- No advertising slogans or corporate logos shall appear on the clothing of Team members.

Additionally, no tattoos or brands may be visible during the Team's performance.

Music

Music for your performance cannot contain profanity or sexually explicit language. The Sprite Step Off staff will review and approve all music and will determine, in its sole discretion, whether a Team may use its music.

Each Team must have the music for its performance on a CD or an MP3 player. A Team member must be assigned to instruct the sound person for your Team's performance.

Behavior

- All Team members shall follow the instructions and directions of the judges and Sprite Step Off staff at all times.
- Team members shall not engage in any acts or behavior that are obscene, offensive, immoral, or that would reflect negatively upon their fraternity or sorority or The Coca-Cola Company.
- Team members shall abide by all rules, policies and procedures of their fraternity or sorority including its Constitution and Bylaws and Protocol manual.
- Team members shall abide by all rules, policies and procedures of their academic institution.

6. JUDGING

Each Team's performance is scored on the Sprite Step Off 100 point scale which is divided into four (4) different criteria:

- Creativity - Performing new and innovative steps and utilizing a creative introduction and exit (23 points)
- Show Theme - The overall storyline of the performance (23 points)
- Execution - Carrying out precise rhythmic syncopation of beats (31 points)
- Showmanship - Overall manner of Team's performance (23 points)

Deductions and Disqualification

Teams are expected to conduct themselves in a professional manner and represent their organizations in a positive light. Failure to adhere to the Performance Criteria/Sprite Step Off Code of Conduct, by the Team or individual Team members, before, during or after the Team's performance, may result in a five (5) point deduction (a "Deduction"), for each infraction, from the Team's overall score.

Deductions may be assessed against a Team in the sole discretion of the judges, The Coca-Cola Company and/or Sprite Step Off staff, whose decisions are final, for any of the following:

- Failure to report to staging area on time
- Exceeding allotted time for performance
- Use of unauthorized props or music
- Violation of the Performance Criteria/Sprite Step Off Code of Conduct

Egregious violations of the Performance Criteria/Sprite Step Off Code of Conduct may result in immediate disqualification in the sole discretion of the judges, The Coca-Cola Company and/or Sprite Step Off staff, whose decisions are final.

7. QUALIFYING EVENT

Confirmed Teams that have successfully completed Team Check-In will compete in the Qualifying Event for entrance into the Regional Rounds of the Sprite Step Off Tournament.

Each Team will have one (1) minute for prop setup, ten (10) minutes performance time including introduction and exit, and one (1) minute for prop removal. Each Team may occupy the stage for a maximum of twelve (12) minutes, unless otherwise directed by the Sprite Step Off staff. Only

performing Team members will be allowed on stage. The average score of the three (3) Sprite Step Off judges will determine each Team's final score based on the Sprite Step Off 100 point scale, less any Deductions. The four (4) fraternity Teams and four (4) sorority Teams with the highest scores (a total of eight (8) Teams) will advance to the Regional Semi-Final Round of the Sprite Step Off Tournament.

There will be a total of three (3) judges for the Qualifying Event. Each judge will score the performing Team based on the criteria set forth above. The average score of the judges will determine each Team's final score. **The decisions of the Sprite Step Off judges are final.**

In the event of a tie, the judges will vote, by a show of hands, for the tied Team that best meets the performance criteria. The Team with the majority of the judges' votes will win.

8. PRIZES

Entry in the Regional Rounds of the Sprite Step Off Tournament

- The 1st place fraternity Team and sorority Team will receive a "Bye" allowing them to compete in the Regional Finals of the Sprite Step Off Tournament, bypassing the Regional Semi-Finals.
- The 2nd, 3rd and 4th place fraternity Teams and sorority Teams will compete in the Regional Semi-Finals of the Sprite Step Off Tournament.

Team Scholarships The 1st, 2nd and 3rd place fraternity Teams and sorority Teams will also receive the following Qualifying Round prizes.

1st Place Prize - \$5,500 Team Scholarship

2nd Place Prize - \$3,000 Team Scholarship

3rd Place Prize - \$1,500 Team Scholarship

The Team Scholarship will be divided evenly amongst all Team members listed on the Official Team Roster, including the alternates even if they did not perform. Payment of the scholarship funds will be made directly to the accredited U.S. College or university designated by the winner. Payments will not be made directly to individuals and may not be transferred or redeemed for cash. The scholarship may be used only for the payment of tuition, fees, books and other educational expenses. Other educational expenses may include costs related to attendance, including computers, supplies, required equipment and extra-curricular activities. The scholarships will be awarded to the winning Team

members listed on the Official Team Roster beginning no later than March 31, 2010, and are subject to additional, separate terms and conditions.

9. COMPETING IN THE SPRITE STEP OFF TOURNAMENT

The winning Teams from the Qualifying Event in San Francisco will be immediately entered into the Regional Rounds of the Sprite Step Off Tournament and will be required to attend a Regional Round briefing. Teams that do not attend the mandatory briefing meeting will be disqualified from the competition.

Background Verification Each winning Team member will be required to go through a thorough screening process after his/her participation in the Regional Rounds of the Sprite Step Off Tournament. In the event any member of a winning Team is not able to pass the background verification process, as determined in the sole discretion of Sponsor, that member will be disqualified and their name removed from the Official Team Roster and he/she will not be eligible to receive any portion of the Team Scholarship. If the Team has three (3) or more remaining members, the Team may continue its participation in the Sprite Step Off Tournament. If any Team has fewer than three (3) members as a result of member disqualifications, that Team will be disqualified and the Team with the next highest score from that Region's Qualifying Event will be selected to participate in the Regional Rounds of the Sprite Step Off Tournament, time permitting, and the designated Team Captains will be contacted via phone and email.

10. GENERAL RULES

SPONSOR RESERVES THE RIGHT TO REVISE, CHANGE, ALTER THESE OFFICIAL RULES AND REGULATIONS AT ANY TIME OR REVISE, CHANGE, ALTER OR ELIMINATE ANY ASPECT OF THE QUALIFYING EVENT, IN ITS SOLE DISCRETION. By participating in a Qualifying Event, each Team member agrees to be bound by the Official Rules and the decisions of the judges, The Coca-Cola Company and/or Sprite Step Off staff. Failure to comply with any of the above rules and regulations may result in immediate disqualification from all Sprite Step Off activities, in the sole discretion of Sponsor and/or Sprite Step Off staff. All materials submitted become the sole property of Sponsor and will not be acknowledged or returned. By entering the Sprite Step Off Qualifying Event, each Team member grants to The Coca-Cola Company a royalty free, unlimited and irrevocable gratis license and exclusive right to use, broadcast, publish, copyright and for any other lawful purposes as further described and set forth in each Team Member's Participant Waiver and Release Form, which is incorporated herein by reference, to use and to allow others to use, Team member's likeness, including name, biographical information, voice, statements, recordings or interviews and

endorsements made by or attributable to him/her, verbatim or otherwise ("Likeness") and participation in the *Sprite Step Off* in perpetuity throughout the universe, and in any language, in any manner it desires, in connection with the production, exhibition, exploitation, merchandising (retail and licensed) and promotion of the *Sprite Step Off*, in whole or in part, in any form, in any and all media, whether now known or hereafter developed worldwide without limitation. All rights set forth herein and any and all materials created incorporating a Team member's Likeness, in whole or part, will be the sole property of The Coca-Cola Company. All Teams will be photographed and filmed and all photos and video are property of The Coca-Cola Company and its affiliates. Each Team member agrees to release and hold Sponsor, the Promotional Participants (i.e., Coca-Cola Bottlers, Sprite Step Off sponsors and their respective affiliates, subsidiaries, advertising and promotion agencies, suppliers and vendors involved in the Sprite Step Off) and their respective directors, officers, employees and assigns of each, harmless against any and all claims, damages, losses, expenses and liability of any kind arising out of participation in this competition. All Team members assume all risks associated with entering and participating in the Sprite Step Off and their performance. All Team members assume all liability for any injury or damage caused, or claimed to be caused, by participation in the Sprite Step Off, including travel to and from the events, attendance at any *Sprite Step Off* Event, the Team's performance and the acceptance or use of any prize. All federal, state and local taxes are the sole responsibility of winners. All federal, state and local laws and regulations apply. The Coca-Cola Company and the Promotional Participants are not responsible for any typographical or other errors in the printing, the offering or the announcement of any prizes or in the administration of the competition. DISPUTES: The Sprite Step Off is governed by, and will be construed in accordance with, the laws of the State of Georgia, and the forum and venue for any dispute shall be in Atlanta, Georgia. THE PARTIES AGREE THAT THE REMEDY FOR ANY CLAIM BROUGHT PURSUANT TO THIS AGREEMENT SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, INCLUDING ATTORNEY'S FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF.

11. SPONSOR - The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.