

The Knot's TikTok Influencer Contest
OFFICIAL RULES

No purchase required to enter or win. A purchase will not increase your chances of winning.

The Knot's Next Influencer Contest (the "Contest") is sponsored and administered by The Knot Worldwide Inc., 2 Wisconsin Circle, 3rd Floor, Chevy Chase, MD 20815 ("Sponsor" or "Administrator").

1. ELIGIBILITY: The Contest is open to legal residents of the continental United States who are 18 years of age or older as of the Entry Period (defined below), who are registered and confirmed The Knot account holders, who have a public TikTok account, and who are members of a couple with a wedding date on or after May 1, 2021 (each, a "Participant"). Employees of Sponsor, Administrator, their respective affiliates, subsidiaries, advertising and promotion agencies, and their immediate family members and/or those living in the same household of each are not eligible. This Contest is void where prohibited or restricted by law. All federal, state, and local laws and regulations apply.

2. AGREEMENT TO OFFICIAL RULES: Participation in the Contest constitutes the Participant's full and unconditional agreement to and acceptance of these Official Rules and the decisions of the Sponsor and Administrator, which are final and binding. Winning a prize is contingent upon fulfilling all requirements set forth herein.

3. ENTRY PERIOD: The Contest begins at 12:00am ET on December 8, 2020 and ends at 11:59pm ET on January 15, 2021 (the "Entry Period"). Entries that are submitted before or after the Entry Period will be disqualified. Administrator's computer will be the official timekeeping device for this Contest. Administrator reserves the right to end Contest at any time, including prior to the expiration of the Entry Period.

4. HOW TO ENTER: Go to the URL www.theknot.com/m/tiktok-influencer-crew and complete the instructions found there for the Contest ("Entry"). Entry includes the following post-winning obligations:

- Follow/Like @TheKnot on all social media channels on Instagram
- Create an account on The Knot, including a wedding website and registry
- Monthly Instagram timeline posts through the end of 2021 sharing key moments from wedding journey and/or wedding day mentioning and tagging @TheKnot and using hashtag #TheKnotApp
- Monthly Instagram Story updates on wedding planning (3 cards each) tagging @TheKnot
- 1 Instagram timeline post from each The Knot-sponsored event attended tagging @TheKnot and using hashtag #TheKnotApp
- Instagram Story from each The Knot-sponsored event attended (3 cards each) tagging @TheKnot
- Use the hashtag #sponsored with all Promotional Deliverables and any other social media post or other public promotion

One Entry per person. There will be no credit for multiple, bot, automated, or spam Entries, each as determined by Sponsor or Administrator in its sole discretion. Sponsor and Administrator are not responsible for lost, late, incomplete, invalid, illegible, or misdirected Entries, which will be disqualified, or for any error, whether human, technical, or otherwise. Sponsor and Administrator each reserve the right in their sole discretion to disqualify any Participant found to be tampering with the operation of the Contest or to be acting in violation of these Official Rules. In the event of a dispute as to the identity of a Participant, the authorized account holder of the email address used to submit the Entry will be deemed to be the Participant. The "authorized account holder" is the natural person who is assigned to 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 email address.

By entering the Contest, you represent and warrant that you are the owner or licensee of any and all materials and information, including photos, videos, and personal information, submitted by you to the Contest and you

automatically grant, and you represent and warrant that you have the right to grant, to Sponsor and Administrator an irrevocable, perpetual, non-exclusive, transferable, fully-paid-up, royalty-free, worldwide license (with the right to sublicense at multiple levels) to use, copy, publicly perform, publicly display, reformat, translate, excerpt (in whole or in part), transfer, distribute any such materials for any purpose and in any format on or in connection with the digital property where this Contest Entry form is published or its affiliated or partner sites, the Administrator's or Sponsor's respective businesses, or the promotion thereof, prepare derivative works, incorporate into other works, and/or grant and authorize sublicenses of the foregoing. Submissions must not, in the sole and unfettered discretion of the Sponsor and/or Administrator, contain obscene, provocative, defamatory, sexually explicit, or otherwise objectionable or inappropriate content, and Submissions must not infringe any intellectual property rights of third parties. You furthermore represent and warrant that all persons and entities connected with the materials and information submitted in connection with the Contest, and all other persons and entities whose names, voices, photographs, likenesses, works, services and materials have been used in such materials/information or its/their exploitation, have authorized the use of their names, voices, photographs, likenesses, performances, and biographical data in connection with the advertising, promotion, trade and other exploitation of the materials and information and the rights granted herein.

5. JUDGING: On or about January 15, 2021 three (3) Participants from all eligible Entries received during the Entry Period ("Finalist Drawing Date") shall be selected as "Finalist" by a panel of judges established by Administrator ("Panel"), who will choose the winner based on certain judging criteria, including without limitation, the following: most compelling story. Decisions of judges are final on all matters relating to the Contest. On or about January 15 - January 19, 2021, the Panel will reach out to each Finalist with a phone call and additional questionnaire in order to select a winner ("Winner") from the Finalists chosen on the Finalist Drawing Date ("Winner Drawing Date").

6. PRIZE EXPLANATION: The Winner shall receive the following ("Prize"):

- Experiences
 - An All-Expenses Paid Trip for Two to spend time as a couple, build your relationship and capture some amazing content (up to \$4,000 per couple)¹
- Social
 - 1 guaranteed wedding day post on The Knot Instagram by TK with exposure to our audience of 1.4M followers (est. \$3,500 value)
 - 1 guaranteed wedding planning post on The Knot Instagram by TK with exposure to our audience of 1.4M followers (est. \$3,500 value)
- Print + Digital
 - Coverage of wedding and/or wedding planning journey on TheKnot.com (est. \$200 value)
 - Placement in The Knot Magazine as a part of the Most Influential Weddings in-book feature (est. \$500 value)
- A Full Suite of Wedding Stationery including save-the-dates, invitations, programs, menus and more (est. \$2,000 value)
- A Photographer to Capture Content - \$250 photographer stipend per quarter for those Insta-worthy moments
- Partners + Products
 - A discount code for 60% off a purchase of up to \$500 on items from The Knot Shop (up to \$300 value)

The total value of this Prize will not exceed approximately \$14,250. No transfer, cash equivalent, or Prize substitution allowed, except at Sponsor's sole discretion. Any and all Prize-related expenses, including without limitation any and all federal, state, and/or local taxes shall be the sole responsibility of the Winner.

¹ May be subject to additional terms and conditions, and current COVID-19 travel advisories at time of trip.

7. PRIZE NOTIFICATION AND FULFILLMENT: The Winner may be contacted by Sponsor or Administrator on or about the Winner Drawing Date and may be asked for further explanation based on their initial answers submitted online. Each potential Winner will be required to respond to such message and execute and return an Affidavit of Eligibility and Liability/Publicity Release (where required and/or permitted) within seventy-two (72) hours of notification attempt. In the event a potential Winner is determined to be ineligible in accordance with these Official Rules (including by failure to respond to any notification attempt within the specified time), such Prize may be forfeited and may be awarded to an alternate Winner in a drawing from among all remaining Entries received. Each Winner may be required to supply Sponsor or Administrator with his/her social security number for tax purposes. Subject to the foregoing requirements, the Prize will be sent to Winner and Sponsor may contact Winner if more information is needed.

8. CONSENT AGREEMENT: By entering this Contest, Participant: (1) agrees to be bound by these Official Rules; (2) consents to the use of his/her name, voice, picture, and likeness for advertising and promotional purposes in any medium throughout the world in perpetuity without additional compensation unless prohibited by law, and (3) agrees that Sponsor and Administrator may send Participant information, promotions, or special offers that Sponsor and/or Administrator determines may be of interest to Participant but from which Participant may opt out of receiving.

9. INDEMNIFICATION AND LIMITATION OF LIABILITY: By entering, each Participant agrees to defend, indemnify and otherwise hold Sponsor, Administrator, and their respective parents, subsidiaries, affiliated companies, the agents, officers, directors, and/or employees (collectively, the "Released Parties") harmless from and against any and all liability of any nature whatsoever arising out of or relating to (a) unauthorized human intervention in the Contest by or directed by Participant; (b) breaches of or inaccuracies in any representations or warranties of, or license grants by, Participant or any other terms and conditions contained herein; and/or (c) injury, death, or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Participant's participation in the Contest or receipt or use of any prize, including any such claim by the Released Parties' employees or agents or any third parties.

By entering this Contest, each Participant (1) agrees to release Sponsor, Administrator, and each of the Released Parties from any and all liability for any loss, harm, damages, costs, and/or expenses, including without limitation property damages, personal injury and/or death, arising out of participating in this Contest or the acceptance, possession, use, or misuse of any prize, (2) waives any and all claims against Sponsor, Administrator, and each of the Released Parties based on publicity rights, defamation, invasion of privacy, or any other intellectual property or privacy right, and (3) acknowledges that neither the Sponsor nor Administrator have made or are responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to any prize, including but not limited to its quality, mechanical condition, or fitness for a particular purpose.

Neither Sponsor nor Administrator shall be liable for any damages whatsoever related to or arising from (a) any technical errors that may prevent any Participant from participating in any way; (b) unauthorized human intervention in the Contest; and/or (c) errors in the administration of the Contest.

Participant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. Participant further agrees that in any cause of action, the Released Parties' aggregate liability for all claims will be limited to the cost of entering and participating in the Contest, and in no event shall the Released Parties be liable for attorneys' fees.

10. DISPUTES: Except where prohibited by law, each Participant agrees that any and all disputes, claims, and causes of action arising out of, or connected with, the Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the State of Maryland. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, Participant's rights and obligations, or the rights and obligations of the Sponsor and Administrator in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Maryland without giving

effect to any choice of law or conflict of law rules (whether of Maryland or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than Maryland.

11. GENERAL CONDITIONS: In the event that the operation, security, or administration of the Contest is impaired in any way for any reason, including, but not limited to fraud, virus, or other technical problem, the Sponsor or Administrator may, in its sole discretion and at any time, (a) suspend the Contest to address the impairment and then, at Sponsor's or Administrator's sole discretion, resume the Contest in a manner that best conforms to the spirit of these Official Rules (b) award the prize from among the eligible Entries received up to the time of the impairment and/or c) terminate the Contest. Any attempt by any person to undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, each of the Sponsor and Administrator reserves the right to seek damages from any such person to the fullest extent permitted by law. Failure or delay by the Sponsor or Administrator to enforce any provision of these Official Rules shall not constitute a waiver of that provision.

This Contest is in no way sponsored, endorsed or administered by Instagram or similar social media sites.

Questions or comments regarding the Contest can be submitted by email to help@theknot.com