

OFFICIAL RULES

Firstrust Bank Eagles Brotherly Shove for Business Spotlight Rules I 2024 Season

NO PURCHASE, ACCOUNT RELATIONSHIP OR TRANSACTION WITH FIRSTRUST BANK NECESSARY TO ENTER OR WIN. A PURCHASE, ACCOUNT RELATIONSHIP OR TRANSACTION DOES NOT INCREASE YOUR CHANCES OF WINNING. Void outside Pennsylvania, New Jersey, and Delaware, and where prohibited or restricted by law. The Contest is subject to applicable federal, state and local laws and regulations and is void where prohibited or restricted.

Sponsor: Firstrust Bank, 1 Walnut Grove Dr, Horsham, PA 19044

Administrator: Firstrust Bank

This Contest is in no way sponsored, endorsed, or administered by the Philadelphia Eagles (“Eagles”). Any questions, comments or complaints regarding the Contest must be directed to the Sponsor, and not to the Eagles.

- 1. Eligibility:** The Firstrust Bank Eagles Brotherly Shove for Business Spotlight (“Contest”) is open only to privately owned, for profit small businesses that are eligible to enter this Contest (“Entrants, you or your”). Small businesses that are eligible to enter the Contest are those which are: 1) located and/or operate in Pennsylvania, New Jersey or Delaware; 2) have gross annual revenues of more than \$1 million and less than \$50 million; 3) have been in operation for at least three (3) years prior to the Contest Period; and 4) have at least five (5) full-time and/or part-time employees (“Entrants”). Entrants which are business entities must be entered by an individual with the authority to bind Entrant to these Official Rules and other terms and conditions of the Contest.

Employees, officers and directors of Firstrust Bank and its subsidiaries, Philadelphia Eagles, LLC (“Eagles”), and their immediate families (parent, child, sibling & spouse, and their respective spouses, regardless of where they reside) and persons living in the same households as such individuals (whether related or not) are not eligible to participate in the Contest. Companies in businesses or industries that conflict or compete with a sponsor of Eagles, as determined by Eagles and/or Firstrust in their sole discretion, are not eligible to enter or win this Contest. A non-exhaustive list of such excluded types of business/industries, which list may be amended at any time, can be found at <https://www.philadelphiaeagles.com/footer/partners>.

- 2. Timing:** Contest will begin on September 3, 2024 at 9:00 a.m. Eastern Time (ET) and end on October 15, 2024 at 11:59 p.m. ET (“Contest Period”).
- 3. How to Enter:** At the start of the Contest Period, Firstrust Bank will post via social media on the Firstrust Bank Instagram profile (@FirstrustBank) and Firstrust Facebook page (Firstrust Bank), as well as via email to Firstrust Bank customers promoting the Contest and providing a link to an entry form (https://www.firstrust.com/program/eagles_small_business_contest). To enter the Contest, Entrants must complete the online entry form either from the email link or at the link on Firstrust Bank Instagram profile @FirstrustBank and Firstrust Facebook page. The link will ask recipients to complete an entry form to enter the Contest by providing the following information: name, address, phone number and email address, gross annual revenue and industry. In addition, Businesses will be asked to provide answers to the following questions: 1) How would your business benefit from winning the Brotherly Shove Business Spotlight? 2) How do you incorporate the Eagles spirit into your business? 3) Explain your commitment to the community or impact your business has on the community. Entrants will agree to the official rules

and confirm that they are located in PA, NJ, or DE. Limit one entry per business (email address). Entries will also be accepted by mail, with the following information (name, address, phone number and email address) sent to: **Firstrust Bank Eagles Brotherly Shove for Business Spotlight Contest** c/o Firstrust Bank, 1 Walnut Grove Drive, Horsham, PA 19044, ATTN: Eagles Brotherly Shove for Business Spotlight Contest. Entries must be received prior to the end date of the Contest Period and include Entrant's name, address, phone number and email address, business's name, address gross annual revenue and industry. Entrants will agree to the official rules and confirm that they are located in PA, NJ, or DE. Businesses will be asked to provide answers to the following questions: 1) How would your business benefit from winning the Brotherly Shove Business Spotlight? 2) How do you incorporate the Eagles spirit into your business? 3) Explain your commitment to the community or impact your business has on the community. Limit one entry per business. Entrants must agree to these Official Rules.

4. Entry Guidelines: To be eligible, the entry form must be complete. No information regarding entries, other than as otherwise set forth in these Official Rules will be disclosed.

Use of computer programs and other automatic means to enter the Contest is prohibited and will result in disqualification. Normal internet access and phone/usage charges imposed by your online/phone service may apply. Standard data usage rates may apply. See your wireless provider for pricing plan details. Entries generated by script, macro or other automated means and entries by any means which subvert the entry process are void.

5. Finalist/Winner Selection and Notification: Five (5) finalists and one (1) grand prize winner will be selected and will be notified via email and phone by October 31, 2024 at 5:00pm ET. If a potential finalist or grand prize winner cannot be contacted or has not responded within two (2) days of the selection, or he/she refuses his/her prize for any reason, such potential finalist or grand prize winner will be disqualified, and Sponsor will select an alternate potential finalist or grand prize winner from all remaining eligible Entrants. Finalists and grand prize winner will be required to sign any legal documents that Sponsor may request. In the event of a dispute as to any entry, the authorized account holder of the e-mail address or phone number of the address used to enter will be deemed to be the Entrant. Each potential finalist or grand prize winner may be required to show proof of being the authorized account holder of the e-mail address, phone number or physical address used to enter. Entries must be submitted by October 15, 2024 at 11:59PM ET. The entries will be reviewed by a selection committee chosen by the Sponsor and the Eagles. Submissions will be evaluated based on the business profile and answers to a short series of questions that were submitted via the entry form. Selection committee will evaluate all answers to each question to determine the business that best represents the values of Firstrust Bank and the Eagles. Winners will have to meet the eligibility requirements on location, revenue size, industry listed in Section 1 of these rules. A rubric will be used to rate on a scale of 1-5 the submission details for each question listed in Section 3 of these rules. Five finalists and one grand prize winner will then be chosen by the selection committee.

6. Prize: One (1) grand prize is available for this contest. The prize is pre-determined and will consist of marketing assets (i.e., inclusion on digital billboard, social media posts, feature story in the American Community Journal, advertising in the Philadelphia Business Journal, radio spots, a paid media alert in Philadelphia, a Firstrust Bank business checking account with a \$1,000 deposit included, two (2) tickets to three (3) Eagles home games, one (1) event, tour of Lincoln Financial Field, or company outing at Lincoln Financial Field for up to 20 people, \$1,000 gift card to the Eagles Pro Shop and meetings with executives from Firstrust Bank and the Eagles). All prizing will take place during the 30 day window of November 14-December 15, 2024. Approximate value of the grand prize is \$40,000. Sponsor has the right to substitute any prize with one of equal or greater value.

Five (5) finalist prizes will be available for this contest. The prize is pre-determined and will consist of a "Business Spotlight" to be shared via the Firsttrust Bank social media channels, and the opportunity to meet with Firsttrust Bank business advisors. Approximate value of the finalist prize is \$500 each, for a total of \$2,500. Sponsor has the right to substitute any prize with one of equal or greater value.

7. Odds:

Odds of winning the contest will be based on the number of entries received and criteria submitted and evaluated by the selection committee. No cash or other substitution, assignment or transfer of any prizes is permitted, except by Sponsor, who reserves the right to substitute a prize or prize component with cash or another prize of comparable or greater value. Prizes will be awarded "as is" with no warranty or guarantee, either express or implied offered by Sponsor. Winners are responsible for all (if any) federal, state, and local taxes and fees associated with a prize.

By accepting a prize, you grant permission for Sponsor and its designees to use your, and the business', name, address (city and state), photograph, voice and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, notice, review or approval in all media now known or hereafter discovered, worldwide in perpetuity. You acknowledge and agree that your name may be posted on <https://www.facebook.com/FirsttrustBank>. Winners may be required to sign an Affidavit of Eligibility, Liability & Publicity Release when accepting prize.

By entering this Contest and/or receipt of any prize, you agree to indemnify and hold harmless Sponsor, Administrator, Eagles, and their respective subsidiaries, affiliates, suppliers, distributors, advertising agencies, and prize suppliers, and each of their respective parents and affiliate companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any and all liability for losses, damages, rights, claims or causes of action of any kind, including without limitation, property damage, personal injury and/or death that Released Parties may incur in whole or in part, directly or indirectly, out of your participation in the Contest or from your acceptance, possession, use, or misuse of the prize awarded in connection with the Contest.

- 8. General Conditions:** This Contest is governed by the laws of the United States and of the Commonwealth of Pennsylvania, without respect to conflict of law doctrines. All winners are solely responsible for any and all taxes and related expenses on any prize and may receive an IRS Form 1099 for the approximate retail value of such prize. Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures, or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries received up to the time of the impairment. No more than the stated number of prizes in these Official Rules will be awarded. Sponsor, in its sole discretion, reserves the right to disqualify any individual who tampers with the entry process or the operation of the Contest or who acts in violation of these Official Rules or in an unsportsmanlike or disruptive manner, or engages in behavior that is intended to annoy, abuse, threaten or harass any other person.

WARNING: Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

9. Limited Liability: In consideration for entering this Contest, you agree that the Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by you, by printing errors or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including, but not limited, to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any aspect of the Contest; (4) printing, typographical, technical, computer, network or human error which may occur in the announcement of the Winner or prizes or in any Contest-related matter or materials; (5) lost or stolen, garbled, or delayed Entries; or (6) any injury or damage to you or to other persons or property which may be caused from your participation in the Contest and/or your downloading of any materials related to this Contest.

10. Entrant's Personally Identifiable: Information will only be shared as stated in these Official Rules. Firstrust Bank's Privacy Disclosure, including our policy on sharing personal information, can be viewed by clicking [HERE](#), by contacting a Firstrust Banking Specialist at 800-220-BANK or by email to info@firstrust.com.

11. Winners' List: For a winners' list, send a self-addressed stamped envelope with proper postage affixed to "**Firstrust Bank Eagles Brotherly Shove for Business Spotlight Contest** " c/o Firstrust Bank, 1 Walnut Grove Dr, Horsham, PA 19044. Official Rules will be made available for 30 days following the end of the Contest. Winner will only be identified by Company Name.

12. Sponsor: Firstrust Bank, 1 Walnut Grove Dr, Horsham, PA 19044