



**DETROIT’S BIGGEST FAN PRESENTED BY COMERICA BANK
CONTEST & SWEEPSTAKES**

**Detroit’s Biggest Fan Presented by Comerica Bank
Contest (“Contest”) Official Rules**

NO PURCHASE OR PAYMENT OF SPONSOR’S PRODUCT IS NECESSARY TO ENTER, VOTE OR WIN. A PURCHASE OF SPONSOR’S PRODUCT WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED. BY ENTERING IN THE CONTEST, ENTRANT AGREES TO BE BOUND BY THESE OFFICIAL RULES AND THE DECISIONS OF THE PANEL (DEFINED IN SECTION 5), WHICH SHALL BE FINAL IN ALL RESPECTS.

- 1. ELIGIBILITY:** The Contest is open only to legal residents of the United States (excluding residents from Florida and New York) who are eighteen (18) years of age or have reached the age of majority (whichever is older in state of residence) at the time of participation. The following persons are not eligible to participate: employees, contractors, directors, officers, agents and representatives of Comerica Incorporated (“Sponsor”) and Genesco Sports Enterprises, Inc. (“Administrator”) (collectively, “Promotion Parties”); their parent, subsidiary and affiliated companies, distributors, Web design, advertising, fulfillment, judging and promotion agencies involved in the administration, development, fulfillment and execution of this Contest; and their respective immediate family members (spouse, parent, child, sibling, grandparent, and/or “step”) of each and those living in their same households. All federal, state and local laws and regulations apply. Void in Puerto Rico and other U.S. Commonwealths, Territories and jurisdictions (including overseas military installations) and where prohibited or restricted by law.
- 2. CONTEST PERIOD:** Contest begins at 12:00:00 PM Eastern Time (“ET”) on Friday, October 25, 2019 and ends at 11:59:59 PM ET on Monday, October 19, 2020 (“Contest Period”) and consists of various entry, voting, and winner announcement stages as follows (“Contest Entry Period”):

Entry Period	Start Date at 12:00:00 PM ET	End Date at 11:59:59 PM ET	Public Voting Period (start 12:00:00 PM ET; end 11:59:59 PM ET)	Date Finalist Determined
1	October 25, 2019	December 31, 2019	January 6, 2020 – January 20, 2020	January 22, 2020
2	January 1, 2020	March 31, 2020	April 6, 2020 – April 20, 2020	April 22, 2020
3	April 1, 2020	September 30, 2020	October 5, 2020 – October 19, 2020	October 21, 2020

The three (3) finalists, one (1) from each Entry Period, will be eligible for the Grand Prize, determined by a **public vote from November 2, 2020 (12:00:00 PM ET) through November 16, 2020 (11:59:59 PM ET) (“Final Voting Period”)**. Non-winning entries will NOT carry-over into subsequent Entry Period contests but individuals may enter again during subsequent Entry Periods. The time clock of the computer administering this Contest is the official clock for this Contest.

3. **HOW TO ENTER:** To earn a Contest entry, there are four (4) ways for an eligible entrant (“Entrant”) to enter:
- a. **Twitter Method:** To participate, log in to your Twitter account (must be made public) and tweet/post why you are Detroit’s biggest fan. In the tweet/post, use the hashtags #Detroit’sBiggestFan OR #ComericaBank. After user submission is approved by the Sponsor and/or Administrator, based on compliance with the “Requirements of Entries” listed below, you will receive one (1) entry into the Contest.
 - b. **Instagram Method:** To participate, log in to your Instagram account and find the Detroit’s Biggest Fan post under Comerica Bank’s official account. Follow the instructions in the post, which will lead you to the Website. After you complete an entry through the Website via Instagram, you will receive one (1) entry into the Contest.
 - c. **Facebook Method:** To participate, log in to your Facebook account and find the Detroit’s Biggest Fan post under Comerica Bank’s official account. Follow the instructions in the post, which will lead you to the Website. After you complete an entry through the Website via Facebook, you will receive one (1) entry into the Contest.
 - d. **Landing Page:** To participate, visit www.detroitbiggestfan.com (“Website”) and follow the online instructions to complete and submit the entry form including, but not limited to, his/her first and complete last name (no initials), email address, birth date and either upload a video or photo showcasing your fandom or telling us why you are Detroit’s biggest fan. After you complete the entry form, you will receive one (1) entry into the Contest.

LIMIT: There is a limit of one (1) Entry per platform per person per day during the Contest Period, i.e., up to four (4) entries per day if enter through each platform. If an Entrant enters more than one (1) time per day on each platform, only the first Entry on that platform for such day will be included in the Contest.

Message and data rates may apply if an Entrant enters this Contest on his/her mobile device. Not all mobile telephone/wireless providers carry the service necessary to participate in this Contest. Entrants should consult their wireless provider’s pricing plans. Mobile entry is not required to enter or win a prize in this Contest.

By submitting an Entry, you hereby grant permission for your Entry to be posted on Website or other websites. You agree that Promotion Parties are not responsible for any unauthorized use of Entries by third parties. Promotion Parties do not guarantee the posting of any Entry.

By submitting an Entry, you represent and warrant that the work submitted is original to you and that neither it nor its contents infringes upon or violates the rights of any third party. If your Entry includes likenesses of third parties or contains any elements not owned by you (such as, but not limited to, company logos), you must be able to provide legal releases for each such use in a form satisfactory to Sponsor or your Entry will be disqualified. Entries may not defame or invade the publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person’s personal or proprietary rights.

Requirements of Contest Entries: Entries may not contain, as determined by the Sponsor, in its sole discretion, any content that:

- Contains copyrighted materials owned by others (including music, songs, photographs, sculptures, paintings and other works of art or images published on or in websites, television, movies or other media), without permission;
- Is sexually explicit; unnecessarily violent; derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic; contains nudity;
- Promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); promotes any activities that may appear unsafe or dangerous; promotes any particular political agenda or message;
- Is obscene or offensive; endorses any form of hate or hate group;

- Appears to duplicate any other submitted contest entries;
- Defames, misrepresents or contains disparaging remarks about other people or companies;
- Contains trademarks, logos or trade dress (such as distinctive packaging or building exteriors/interiors) owned by others, without permission (with the exception of Detroit Red Wings, Detroit Lions, or Detroit Tigers trademarks on officially licensed products);
- Contains any sensitive personal identification, such as license plate numbers, personal names, email addresses or street addresses;
- Contains any individual other than you and/or any materials embodying the names, likenesses, voices or other indicia identifying any person, including, without limitation, celebrities and/or public or private figures, living or dead, without providing legal releases for such use in a form satisfactory to Sponsor;
- Contains look-alikes of celebrities or other public or private figures, living or dead;
- Communicates messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate; and/or
- Violates any law.

By submitting an Entry, you represent and warrant that neither it nor its contents infringe upon or violates the rights of any third party, including any copyrights, trademarks, rights of privacy, publicity or other intellectual property. By submitting an Entry, you represent and warrant that you consent to the submission and use of the Entry in the Contest and to its use as otherwise set forth herein.

- 4. ENTRY RESTRICTIONS:** Any acknowledgment of receipt of an Entry does not constitute any representation as to the eligibility of the Entry. Except for a third party taking the photo (or recording the video) of Entrant, the Entry must be solely the original work of the Entrant. Joint, group or team Entries are NOT permitted. Any representations, statements and/or claims made in the video or photo and accompanying caption must be truthful and Sponsor reserves the right to establish the truth and accuracy of such representations/statements/ claims. Failure to timely provide such substantiation, or if materials furnished by Entrant in an attempt to substantiate representations/statements/claims made in his/her Entry are determined by Sponsor or Administrator to be inadequate or unreliable, will result in disqualification. Once submitted, Entrant cannot supplement, modify or alter their Entry. Entry must have been created specifically for this Contest and cannot have been previously published or have won an award or prize in any other contest or competition.

Sponsor makes the final determination as to what Entries are eligible to take part in this Contest. By participating, Entrant grants Sponsor and its agents the unconditional, irrevocable, worldwide right to publish, use, adapt, edit and/or modify such Entry in any way, in any and all media, without limitation, and without consideration to the Entrant. By submitting the original entry, such Entrant represents and warrants that he/she has all right, title and interest necessary to grant the Released Parties (defined in Section 11) the worldwide, irrevocable and unrestricted right and license to adapt, publish, use, edit and/or modify such Entry in any way and post the original Entry on the Internet and use the original Entry in any other way and agrees to indemnify, defend and hold Released Parties harmless from any claims to the contrary. In addition, if at any time during the Entry Periods or at any time thereafter Sponsor determines that there are not enough or no eligible entries exist from which to determine the winners for the Contest, then Sponsor may in its sole and absolute discretion determine that not enough or no eligible entries exist, and then may either suspend or terminate the Contest or modify the Contest (or any parts thereof) in any equitable manner that Sponsor deems appropriate in its sole and absolute discretion, including, without limitation, by not awarding the prizes set forth in these Official Rules.

Sponsor may (but is in no way obligated to) post Entries on the Website or other websites. Such posting is intended for entertainment and informational purposes only. For the avoidance of doubt, such posting does not constitute any representation by Sponsor or Administrator as to the eligibility of an Entry or notification that the corresponding Entrant has been selected as a prize winner in the Contest. If posted, Entries represent solely the views/opinions of the individual Entrant but do not

reflect the views/opinions of Sponsor. Sponsor is acting as a passive conduit for the posting of Entries and disclaims any responsibility for screening, monitoring or reviewing Entries prior to posting of same.

5. **WINNER SELECTION:** During each Entry Period, a judging panel comprised of members of Sponsor will review all eligible Entries based on the following criteria: Creativity (60%); Originality (25%); Compelling Story (15%). The Entrants who submitted the top five (5) Entries in each Entry Period will potentially advance to the Voting Period Round of the respective Entry Period, subject to verification. In case of a tie, tied Entries will be broken by cumulative points awarded for "Creativity". If the tie continues, then tie(s) will be broken by the Entry receiving the highest cumulative point score in the second Judging Criteria, continuing thereafter to the next Judging Criteria until the tie is broken.

The Entrants who submitted the top five (5) Entries in each Entry Period as determined by the judging panel will be contacted by the Administrator by private message, email, and/or telephone on or about January 1, 2020, April 1, 2020, and October 1, 2020, respectively. Each potentially advancing Entrant must, within two (2) days of notification complete and return an Affidavit of Eligibility/Liability Release. Those potentially advancing Entrants who timely sign, complete and return the form are Semi-Finalists, provided that Sponsor determines in its sole discretion that allowing such person to proceed in the Contest will not bring Sponsor into disrepute or reflect adversely upon the Sponsor's business reputation or its goodwill.

During the Voting Period of each Entry Period, the five (5) Semi-Finalists will go up against each other in a public vote to determine the Finalist of each Entry Period. Persons may vote once per day (one person/email address). Subject to all eligibility and Contest non-interference rules stated herein, the Semi-Finalist who receives the most votes at the end of their respective Voting Period is a potential Finalist, subject to verification.

Semi-Finalists will be notified of selection as a potential Finalist via email on or about January 22, 2020, April 22, 2020, and October 21, 2020, respectively. In order to be confirmed as a Finalist, potential Finalist must agree to accept the Grand Prize. If potential Finalist will not agree to accept the potential Grand Prize, Finalist Prize will be forfeited and an alternate potential Finalist will be selected (i.e., the Semi-Finalist with the next highest vote total in their Entry Period/Voting Period will instead be a potential Finalist), time permitting.

After confirmation, Finalists will be publicly announced between October 23, 2020 and October 31, 2020 as determined by Sponsor. Between November 2, 2020 and November 16, 2020, the three (3) Finalists will go up against each other in a public vote to determine the Grand Prize Winner. Persons may vote once per day (one person/email address). Subject to all eligibility and Contest non-interference rules stated herein, the Finalist who receives the most votes at the end of the Final Voting Period is a potential Grand Prize Winner, subject to verification.

Each Semi-Finalist and Finalist warrants that they will not offer any compensation or other benefit of any kind in exchange for a given person to vote for them or engage in other activities intended to subvert or manipulate the public vote. Sponsor and Administrator reserve the right in their sole discretion to discount votes received (and, in egregious circumstances, disqualify a Semi-Finalist or Finalist altogether) if Sponsor or Administrator determines that the integrity of the public voting procedure has been comprised in any manner, without liability or notice of any kind. **ANY ATTEMPT TO TAMPER WITH THE VOTING WILL RESULT IN AUTOMATIC DISQUALIFICATION, AND THE PROMOTION PARTIES MAY AND RESERVE THE RIGHT TO PURSUE OTHER AVAILABLE LEGAL REMEDIES AGAINST PERSONS BELIEVED TO BE ENGAGED IN SUCH CONDUCT.**

6. **PRIZES (4; three (3) Finalist Prizes; one (1) Grand Prize):** A total of four (4) Prizes will be awarded in this Sweepstakes.
 - a. **Finalist Prize (3):** The three (3) Finalists will potentially be awarded the Finalist Prizes (subject to verification), which will be determined on or about January 22, 2020, April 22, 2020 and October

21, 2020. Each Finalist Prize will include game tickets for a future game, team apparel, and/or team memorabilia. Approximate Retail Value: up to \$3,000.

- b. Grand Prize (1):** After the voting period has concluded on November 16, 2020, the Grand Prize winner will be determined on or about November 17, 2020 and awarded the Grand Prize (subject to verification). The Grand Prize will include two (2) season tickets to the team of your choice (Detroit Red Wings, Detroit Lions, or Detroit Tigers), team apparel, and/or team memorabilia. Approximate Retail Value: up to \$15,000.

All other expenses not specified herein are solely the responsibility of the prize winners. If game tickets are awarded, seating assignments shall be determined at Sponsor's sole discretion. All minors (under the age of 18) must be accompanied by an adult at all times. No responsibility is assumed by Sponsor or Administrator for cancelled, delayed, suspended or rescheduled events. Tickets are subject to venues' raincheck policy, if venues have such policy. Winners and guests must abide by all venue policies. Venues reserve the right to revoke tickets from any winner or winner's guest who they or venue personnel deem, in their sole discretion, may be intoxicated, be a safety risk or have violated any venue policy or law or may bring the Sponsor or venue into disrepute.

In no event will more than four (4) Prizes be awarded during the Contest Period. If, for any reason, more Prize notifications are sent (or more claims are received) than set forth in these Official Rules, Sponsor reserves the right to award the intended number of Prizes to the highest cumulative scores from among all eligible prize claims received. No Prize substitution, exchange or cash equivalent will be allowed, except by Sponsor, who reserves the right to substitute the Prize, or component thereof, of equal or greater value in case of unavailability of the Prize or a Prize component. Any difference between stated value and actual value will not be awarded.

- 7. WINNER NOTIFICATION:** Potential winners are subject to verification by Sponsor and Administrator, whose decisions are final and binding in all matters related to the Contest. Potential winners will receive notification through social media or via email or phone call. Winner must accept within two (2) days of receiving notification. The potential winner will also be sent an Affidavit of Eligibility/Liability Release. All forms must be completed, signed, notarized and returned within three (3) days of date of issuance. Potential winners may be subject to a background check. The potential winner then and only then becomes the "winner." If such potential winner cannot be contacted within a reasonable time period, if a potential winner is ineligible, if any notification is returned undeliverable, or if a potential winner otherwise fails to fully comply with these Official Rules, he/she will forfeit and an alternate winner may be chosen at the sole discretion of the Sponsor. Sponsor and Administrator are not responsible for any undelivered emails, including without limitation, emails that are not received because of a winner's privacy or spam filter settings which may divert any Contest email, including the winner notification email, to a spam or junk folder.
- 8. GENERAL CONDITIONS:** Each winner hereby expressly grants to the Promotion Parties and their respective designees all rights to use and publish his/her name, likeness (photographic or simulated), voice and province of residence for all purposes, including without limitation, advertising, marketing, promotional and publicity purposes in connection with this Contest ("Advertising"), in any and all media now or hereafter devised, worldwide in perpetuity, without any form of notice or any amount or kind of compensation or permission, except where prohibited by applicable law. All copyright, trademark or other intellectual property rights in such Advertising shall be owned by the respective team and league and/or its licensors, and each winning participant hereby waives disclaims and waives any claim of right to such Advertising. The Promotion Parties do not assume any responsibility for any disruption in the Contest, including but not limited to the failure or interruption of any internet service provider. In the event there is a discrepancy or inconsistency between disclosures and other statements contained in any Contest materials and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern and control. In no event will winner be entitled to more prizes than those listed in Section 6 of these Official Rules. All federal, state and local laws and regulations apply. All decisions as to these Official Rules and interpretations thereof are exclusively within the sole discretion of the Promotion Parties and may be changed from time to time without notice. The Promotion Parties

reserve the right to cancel or modify the Contest at any time without notice. A potential winner may be requested to provide Administrator with proof that the potential winner is the authorized account holder of the email address associated with the winning Entry. If, in Administrator's sole determination, a dispute cannot be resolved, the Entry will be deemed ineligible. Entries generated by a script, macro or other automated means will be disqualified. Entries that are incomplete, garbled or corrupted are void and will not be accepted.

- 9. CONDUCT:** By participating in this Contest, you agree to be bound by these Official Rules and the decisions of the Promotion Parties, which shall be final, binding and non-appealable in all respects. Failure to comply with these Official Rules may result in disqualification. The Promotion Parties reserve the right at their sole discretion to disqualify any individual found to be tampering with the participation process or the operation of the Contest, or to be acting in any manner deemed by the Promotion Parties to be in violation of the Contest Official Rules, or to be acting in any manner deemed by the Promotion Parties to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person and void all associated Entries and/or registrations. **CAUTION: ANY ATTEMPT BY A USER, YOU OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, THE PROMOTION PARTIES RESERVE THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING REASONABLE ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.**
- 10. LIMITATIONS OF LIABILITY:** The Promotion Parties assume no responsibility or liability for (a) lost, late, stolen, undelivered, inaccurate, incomplete, delayed, misdirected, damaged or garbled registrations, Entries, URLs, or emails; (b) any incorrect or inaccurate Entry information, or for any faulty or failed electronic data transmissions; (c) any unauthorized access to, or theft, destruction or alteration of Entries or registrations at any point in the operation of this Contest; (d) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, cable, satellites, servers, computers or providers utilized in any aspect of the operation of the Contest; (e) inaccessibility or unavailability of the Internet or the Website or any combination thereof or for computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing of Entries, social networking posts, or registrations, the announcement of the prizes, or in any other Contest-related materials; or (f) any injury or damage to participants or to any other person's computer which may be related to or resulting from any attempt to participate in the Contest, including, but not limited to, any injury or medical condition sustained as a result of participating in any challenge(s). If, for any reason, the Contest (or any part thereof) is not capable of running as planned for reasons which may include, without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, then the Promotion Parties reserve the right at their sole discretion to cancel, terminate, modify or suspend the Contest in whole or in part. If terminated, the Promotion Parties will award the prizes from among all non-suspect, eligible Entries received for the Contest up to the time of such action. **WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS CONTEST, INCLUDING THE PRIZES, IS 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 DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL OR OTHER DAMAGES; AS A RESULT, THE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU.**
- 11. RELEASES:** All participants, as a condition of participation in this Contest, agree to release, hold harmless and indemnify the Promotion Parties, Telescope, Inc., Detroit Red Wings, Detroit Lions,

Detroit Tigers, Inc., National Hockey League Enterprises, LP, National Football League, Major League Baseball Advanced Media, LP, and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, agencies, wireless carriers, website providers, Web masters and their respective officers, directors, employees, representatives, designees and agents (“Released Parties”) from and against any and all liability, claims, damages or actions of any kind whatsoever for injuries, damages or losses to persons or property which may be sustained, in whole or in part, directly or indirectly, in connection with (i) participation in any aspect of the Contest, (ii) the receipt, ownership or use of the prize awarded, including any travel associated with any prize, (iii) participant’s registration material on any related website, or (iv) any typographical or other error in these Official Rules.

- 12. CHOICE OF LAW AND JURISDICTION:** The Contest Official Rules and the Contest are governed by United States law and are subject to all applicable federal, state and local laws and regulations. All issues and questions concerning the construction, validity, interpretation and enforceability of the Contest Official Rules, or the rights and obligations of Entrant and Sponsor in connection with Contest, shall be governed by, and construed in accordance with, the laws of the State of Texas, U.S.A., without giving effect to the conflict of laws rules thereof, and any matters or proceedings which are not subject to arbitration as set forth above in these Official Rules and/or for entering any judgment on an arbitration award, shall take place in the State of Texas, in the City of Dallas.
- 13. PRIVACY:** Except as noted in these Official Rules, information collected for this Contest is used only for the purpose of Contest administration and winner notification and will not be reused, sold or shared in any manner by the Promotion Parties or any third parties unless you have elected to receive additional information or promotional material from Sponsor or a third party. By participating in the Contest, participant agrees to all of the terms and conditions of the Sponsor’s Privacy Policy, which is available at www.comerica.com/privacy. In the event of any discrepancy between Sponsor’s Privacy Policy and these Official Rules, these Official Rules shall control and govern.
- 14. TAXES:** All federal, state, local and other taxes on prizes and any other costs and expenses associated with prize acceptance and use not specified herein as being provided, are the sole responsibility of the applicable winner. A 1099 tax form will be issued to any winners who receive a prize of \$600 or more.
- 15. WINNERS LIST:** To receive the list of winners of prizes, send a self-addressed, stamped envelope for receipt by January 1, 2021 to: Detroit’s Biggest Fan Presented by Comerica Bank Contest, Attn: Carly Salczynski, 5944 Luther Lane, Suite 500, Dallas, TX 75225.
- 16. SPONSOR:** Comerica Incorporated, 1717 Main Street, MC 6404, Dallas, TX 75201.
- 17. ADMINISTRATOR:** Genesco Sports Enterprises, Inc. 5944 Luther Lane, Suite 500, Dallas, TX 75225.

Twitter is a registered trademark of Twitter, Inc. All rights reserved.
Instagram is a registered trademark of Instagram, Inc. All rights reserved.
Facebook is a registered trademark of Facebook, Inc. All rights reserved.

This Contest is in no way sponsored, endorsed or administered by, or associated with, Twitter, Instagram or Facebook. You understand that you are providing your information to Sponsor and not to Twitter, Instagram or Facebook. Any questions, comments or complaints regarding this Contest shall be directed to Sponsor and not to Twitter, Instagram or Facebook.

**Detroit’s Biggest Fan Presented by Comerica Bank
Sweepstakes (“Sweepstakes”) Official Rules**

NO PURCHASE OR PAYMENT OF SPONSOR’S PRODUCT IS NECESSARY TO ENTER OR WIN. A PURCHASE OF SPONSOR’S PRODUCT WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED. BY ENTERING IN THE SWEEPSTAKES, ENTRANT AGREES TO BE BOUND BY THESE OFFICIAL RULES.

- 1. ELIGIBILITY:** The Sweepstakes is open only to legal residents of the United States (excluding residents from Florida and New York) who are eighteen (18) years of age or have reached the age of majority (whichever is older in state of residence) at the time of participation. The following persons are not eligible to participate: employees, contractors, directors, officers, agents and representatives of Comerica Incorporated (“Sponsor”) and Genesco Sports Enterprises, Inc. (“Administrator”) (collectively, “Promotion Parties”); their parent, subsidiary and affiliated companies, distributors, Web design, advertising, fulfillment, judging and promotion agencies involved in the administration, development, fulfillment and execution of this Sweepstakes; and their respective immediate family members (spouse, parent, child, sibling, grandparent, and/or “step”) of each and those living in their same households. All federal, state and local laws and regulations apply. Void in Puerto Rico and other U.S. Commonwealths, Territories and jurisdictions (including overseas military installations) and where prohibited or restricted by law.

- 2. SWEEPSTAKES PERIOD:** Sweepstakes Period begins at 12:00:00 PM Eastern Time (“ET”) on Friday, October 25, 2019 and ends at 11:59:59 PM ET on Tuesday, December 29, 2020 (“Sweepstakes Period”) and consists of various entry and winner announcement stages as follows (“Sweepstakes Entry Period”):

Entry Period	Start Date at 12:00:00 PM ET	End Date at 11:59:59 PM ET	Date Winner Drawn	Potential Prize Won
1	October 25, 2019	November 14, 2019	November 15, 2019	Tier 1
2	November 15, 2019	November 29, 2019	November 30, 2019	Tier 2
3	November 30, 2019	December 14, 2019	December 15, 2019	Tier 1
4	December 15, 2019	December 29, 2019	December 30, 2019	Tier 2
5	December 30, 2019	January 14, 2020	January 15, 2020	Tier 1
6	January 15, 2020	January 29, 2020	January 30, 2020	Tier 2
7	January 30, 2020	February 14, 2020	February 15, 2020	Tier 1
8	February 15, 2020	February 28, 2020	February 29, 2020	Tier 2
9	February 29, 2020	March 14, 2020	March 15, 2020	Tier 1
10	March 15, 2020	March 29, 2020	March 30, 2020	Tier 2
11	March 30, 2020	April 14, 2020	April 15, 2020	Tier 1
12	April 15, 2020	April 29, 2020	April 30, 2020	Tier 2
13	April 30, 2020	May 14, 2020	May 15, 2020	Tier 1
14	May 15, 2020	May 29, 2020	May 30, 2020	Tier 2
15	May 30, 2020	June 14, 2020	June 15, 2020	Tier 1
16	June 15, 2020	June 29, 2020	June 30, 2020	Tier 2
17	June 30, 2020	July 14, 2020	July 15, 2020	Tier 1
18	July 15, 2020	July 29, 2020	July 30, 2020	Tier 2
19	July 30, 2020	August 14, 2020	August 15, 2020	Tier 1

20	August 15, 2020	August 29, 2020	August 30, 2020	Tier 2
21	August 30, 2020	September 14, 2020	September 15, 2020	Tier 1
22	September 15, 2020	September 29, 2020	September 30, 2020	Tier 2
23	September 30, 2020	October 14, 2020	October 15, 2020	Tier 1
24	October 15, 2020	October 29, 2020	October 30, 2020	Tier 2
25	October 30, 2020	November 14, 2020	November 15, 2020	Tier 1
26	November 15, 2020	November 29, 2020	November 30, 2020	Tier 2
27	November 30, 2020	December 14, 2020	December 15, 2020	Tier 1
28	December 15, 2020	December 29, 2020	December 30, 2020	Tier 2

Non-winning entries will carry-over into subsequent Entry Period sweepstakes. The time clock of the computer administering this Sweepstakes is the official clock for this Sweepstakes.

- 3. HOW TO ENTER:** To earn a Sweepstakes entry, there are five (5) ways for an eligible entrant (“Entrant”) to enter:
- a. Twitter Method:** To participate, log in to your Twitter account (must be made public) and tweet/post why you are Detroit’s biggest fan. In the tweet/post, use the hashtags #Detroit’sBiggestFan OR #ComericaBank. After user submission is approved by the Sponsor and/or Administrator, based on compliance with the “Requirements of Entries” listed below, you will receive one (1) entry into the Sweepstakes.
 - b. Instagram Method:** To participate, log in to your Instagram account and find the Detroit’s Biggest Fan post under Comerica Bank’s official account. Follow the instructions in the post, which will lead you to the Website. After you complete an entry through the Website via Instagram, you will receive one (1) entry into the Sweepstakes.
 - c. Facebook Method:** To participate, log in to your Facebook account and find the Detroit’s Biggest Fan post under Comerica Bank’s official account. Follow the instructions in the post, which will lead you to the Website. After you complete an entry through the Website via Facebook, you will receive one (1) entry into the Sweepstakes.
 - d. Landing Page:** To participate, visit www.detroitbiggestfan.com (“Website”) and follow the online instructions to complete and submit the entry form including, but not limited to, his/her first and complete last name (no initials), email address, birth date and either upload a video or photo showcasing your fandom or telling us why you are Detroit’s biggest fan. After you complete the entry form, you will receive one (1) entry into the Sweepstakes.
 - e. Voting:** To participate via voting starting January 6, 2020 through November 16, 2020, you may visit Website and follow the online instructions to vote for Detroit’s Biggest Fan in each Contest Entry Period and/or the Final Voting Period in the Contest and select the option to opt-in to enter the Sweepstakes. You may only vote once (1) per day. After you vote and opt-in, you will receive one (1) entry into the Sweepstakes.

LIMIT: There is a limit of one (1) Entry per platform per person per day during the Sweepstakes Period, i.e., up to five (5) entries per day if enter through each platform. If an Entrant enters more than one (1) time per day on each platform, only the first Entry on that platform for such day will be included in the Sweepstakes.

Message and data rates may apply if an Entrant enters this Sweepstakes on his/her mobile device. Not all mobile telephone/wireless providers carry the service necessary to participate in this Sweepstakes. Entrants should consult their wireless provider’s pricing plans. Mobile entry is not required to enter or win a prize in this Sweepstakes.

By submitting an Entry, you hereby grant permission for your Entry to be posted on Website or other websites. You agree that Promotion Parties are not responsible for any unauthorized use of Entries by third parties. Promotion Parties do not guarantee the posting of any Entry.

By submitting an Entry, you represent and warrant that the work submitted is original to you and that neither it nor its contents infringes upon or violates the rights of any third party. If your Entry includes likenesses of third parties or contains any elements not owned by you (such as, but not limited to, company logos), you must be able to provide legal releases for each such use in a form satisfactory to Sponsor or your Entry will be disqualified. Entries may not defame or invade the publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or proprietary rights.

Requirements of Sweepstakes Entries: Entries may not contain, as determined by the Sponsor, in its sole discretion, any content that:

- Contains copyrighted materials owned by others (including music, songs, photographs, sculptures, paintings and other works of art or images published on or in websites, television, movies or other media), without permission;
- Is sexually explicit; unnecessary violent; derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic; contains nudity;
- Promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); promotes any activities that may appear unsafe or dangerous; promotes any particular political agenda or message;
- Is obscene or offensive; endorses any form of hate or hate group;
- Appears to duplicate any other submitted sweepstakes entries;
- Defames, misrepresents or contains disparaging remarks about other people or companies;
- Contains trademarks, logos or trade dress (such as distinctive packaging or building exteriors/interiors) owned by others, without permission (with the exception of Detroit Red Wings, Detroit Lions, or Detroit Tigers trademarks on officially licensed products);
- Contains any sensitive personal identification, such as license plate numbers, personal names, email addresses or street addresses;
- Contains any individual other than you and/or any materials embodying the names, likenesses, voices or other indicia identifying any person, including, without limitation, celebrities and/or public or private figures, living or dead, without providing legal releases for such use in a form satisfactory to Sponsor;
- Contains look-alikes of celebrities or other public or private figures, living or dead;
- Communicates messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate; and/or
- Violates any law.

By submitting an Entry, you represent and warrant that neither it nor its contents infringe upon or violates the rights of any third party, including any copyrights, trademarks, rights of privacy, publicity or other intellectual property. By submitting an Entry, you represent and warrant that you consent to the submission and use of the Entry in the Sweepstakes and to its use as otherwise set forth herein.

- 4. ENTRY RESTRICTIONS:** Any acknowledgment of receipt of an Entry does not constitute any representation as to the eligibility of the Entry. Except for a third party taking the photo (or recording the video) of Entrant, the Entry must be solely the original work of the Entrant. Joint, group or team Entries are NOT permitted. Any representations, statements and/or claims made in the video or photo and accompanying caption must be truthful and Sponsor reserves the right to establish the truth and accuracy of such representations/statements/ claims. Failure to timely provide such substantiation, or if materials furnished by Entrant in an attempt to substantiate representations/statements/claims made in his/her Entry are determined by Sponsor or Administrator to be inadequate or unreliable, will result in disqualification. Once submitted, Entrant cannot supplement, modify or alter their Entry. Entry must

have been created specifically for this Sweepstakes and cannot have been previously published or have won an award or prize in any other competition.

By participating, Entrant grants Sponsor and its agents the unconditional, irrevocable, worldwide right to publish, use, adapt, edit and/or modify its Entry in any way, in any and all media, without limitation, and without consideration to the Entrant. By submitting the original entry, such Entrant represents and warrants that he/she has all right, title and interest necessary to grant the Released Parties (defined in Section 11) the worldwide, irrevocable and unrestricted right and license to adapt, publish, use, edit and/or modify such Entry in any way and post the original Entry on the Internet and use the original Entry in any other way and agrees to indemnify, defend and hold Released Parties harmless from any claims to the contrary. In addition, if at any time during the Entry Periods or at any time thereafter Sponsor determines that there are not enough or no eligible entries exist from which to determine the winners for the Sweepstakes, then Sponsor may in its sole and absolute discretion determine that not enough or no eligible entries exist, and then may either suspend or terminate the Sweepstakes or modify the Sweepstakes (or any parts thereof) in any equitable manner that Sponsor deems appropriate in its sole and absolute discretion, including, without limitation, by not awarding the prizes set forth in these Official Rules.

Sponsor may (but is in no way obligated to) post Entries on the Website or other websites. Such posting is intended for entertainment and informational purposes only. For the avoidance of doubt, such posting does not constitute any representation by Sponsor or Administrator as to the eligibility of an Entry or notification that the corresponding Entrant has been selected as a prize winner in the Sweepstakes. If posted, Entries represent solely the views/opinions of the individual Entrant but do not reflect the views/opinions of Sponsor. Sponsor is acting as a passive conduit for the posting of Entries and disclaims any responsibility for screening, monitoring or reviewing Entries prior to posting of same.

5. **WINNER SELECTION:** On or about each Date Winner Drawn (as defined in the chart in Section 2) during each Entry Period, Administrator will select one (1) entry for either a Tier 1 Prize (if drawn on the 15th) or a Tier 2 Prize (if drawn on the 30th or 29th) in a random drawing from among all valid entries (combined from social media and landing page entries) received during the various Entry Periods and Sweepstakes Period. Odds of winning depend on the number of entries received. Potential winners will be notified via their social media account (must be public) or email address or phone number and may be awarded the prize (subject to verification of eligibility and compliance with the terms of these rules). Sponsor and Administrator's decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Winner may not substitute or transfer prize.
6. **PRIZES (28):** A total of twenty-eight (28) Prizes will be awarded in this Sweepstakes.
 - **Tier 1 Prizes:** Fourteen (14) of the Prizes awarded will be drawn on the 15th of each month during the Sweepstakes Period and will potentially win a Tier 1 Prize (subject to verification). A Tier 1 Prize will include game tickets, team apparel, team memorabilia, and/or team experiences. Approximate Retail Value: ranging from \$200-\$550 per Tier 1 Prize.
 - **Tier 2 Prizes:** The other fourteen (14) Prizes awarded will be drawn on either the 30th (or February 29) of each month during the Sweepstakes Period and will potentially win a Tier 2 Prize (subject to verification). A Tier 2 Prize will include team memorabilia and/or team apparel. Approximate Retail Value: up to \$199 per Tier 2 Prize.

All other expenses not specified herein are solely the responsibility of the prize winners. If game tickets are awarded, seating assignments shall be determined at Sponsor's sole discretion. All minors (under the age of 18) must be accompanied by an adult at all times. No responsibility is assumed by Sponsor or Administrator for cancelled, delayed, suspended or rescheduled events. Tickets are subject to venues' raincheck policy, if venues have such policy. Winners and guests must abide by all venue policies. Venues reserve the right to revoke tickets from any winner or winner's guest who they or venue personnel deem, in their sole discretion, may be intoxicated, be a safety risk or have violated any venue policy or law or may bring the Sponsor or venue into disrepute.

In no event will more than twenty-eight (28) Prizes be awarded during the Sweepstakes Period. If, for any reason, more Prize notifications are sent (or more claims are received) than set forth in these Official Rules, Sponsor reserves the right to award the intended number of Prizes through a random drawing from among all eligible Prize claims received. No Prize substitution, exchange or cash equivalent will be allowed, except by Sponsor, who reserves the right to substitute the Prize, or component thereof, of equal or greater value in case of unavailability of the Prize or a Prize component. Any difference between stated value and actual value will not be awarded.

- 7. WINNER NOTIFICATION:** Potential winners are subject to verification by Sponsor and Administrator, whose decisions are final and binding in all matters related to the Sweepstakes. Potential winner will receive notification through social media or via email or phone call. Winner must accept within two (2) days of receiving notification. The potential winner will also be sent an Affidavit of Eligibility/Liability Release. All forms must be completed, signed, notarized and returned within three (3) days of date of issuance. Potential winners may be subject to a background check. The potential winner then and only then becomes the “winner.” If such potential winner cannot be contacted within a reasonable time period, if a potential winner is ineligible, if any notification is returned undeliverable, or if a potential winner otherwise fails to fully comply with these Official Rules, he/she will forfeit and an alternate winner may be chosen at the sole discretion of the Sponsor. Sponsor and Administrator are not responsible for any undelivered emails, including without limitation, emails that are not received because of a winner’s privacy or spam filter settings which may divert any Sweepstakes email, including the winner notification email, to a spam or junk folder.
- 8. GENERAL CONDITIONS:** Each winner hereby expressly grants to the Promotion Parties and their respective designees all rights to use and publish his/her name, likeness (photographic or simulated), voice and province of residence for all purposes, including without limitation, advertising, marketing, promotional and publicity purposes in connection with this Sweepstakes (“Advertising”), in any and all media now or hereafter devised, worldwide in perpetuity, without any form of notice or any amount or kind of compensation or permission, except where prohibited by applicable law. All copyright, trademark or other intellectual property rights in such Advertising shall be owned by the respective team and league and/or its licensors, and each winning participant hereby waives disclaims and waives any claim of right to such Advertising. The Promotion Parties do not assume any responsibility for any disruption in the Sweepstakes, including but not limited to the failure or interruption of any internet service provider. In the event there is a discrepancy or inconsistency between disclosures and other statements contained in any Sweepstakes materials and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern and control. In no event will winner be entitled to more prizes than those listed in Section 6 of these Official Rules. All federal, state and local laws and regulations apply. All decisions as to these Official Rules and interpretations thereof are exclusively within the sole discretion of the Promotion Parties and may be changed from time to time without notice. The Promotion Parties reserve the right to cancel or modify the Sweepstakes at any time without notice. A potential winner may be requested to provide Administrator with proof that the potential winner is the authorized account holder of the email address associated with the winning Entry. If, in Administrator’s sole determination, a dispute cannot be resolved, the Entry will be deemed ineligible. Entries generated by a script, macro or other automated means will be disqualified. Entries that are incomplete, garbled or corrupted are void and will not be accepted.
- 9. CONDUCT:** By participating in this Sweepstakes, you agree to be bound by these Official Rules and the decisions of the Promotion Parties, which shall be final, binding and non-appealable in all respects. Failure to comply with these Official Rules may result in disqualification. The Promotion Parties reserve the right at their sole discretion to disqualify any individual found to be tampering with the participation process or the operation of the Sweepstakes, or to be acting in any manner deemed by the Promotion Parties to be in violation of the Official Rules, or to be acting in any manner deemed by the Promotion Parties to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person and void all associated Entries and/or registrations. **CAUTION: ANY ATTEMPT BY A USER, YOU OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE OR**

UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, THE PROMOTION PARTIES RESERVE THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING REASONABLE ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

- 10. LIMITATIONS OF LIABILITY:** The Promotion Parties assume no responsibility or liability for (a) lost, late, stolen, undelivered, inaccurate, incomplete, delayed, misdirected, damaged or garbled registrations, Entries, URLs, or emails; (b) any incorrect or inaccurate Entry information, or for any faulty or failed electronic data transmissions; (c) any unauthorized access to, or theft, destruction or alteration of Entries or registrations at any point in the operation of this Sweepstakes; (d) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, cable, satellites, servers, computers or providers utilized in any aspect of the operation of the Sweepstakes; (e) inaccessibility or unavailability of the Internet or the Website or any combination thereof or for computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of Entries, social networking posts, or registrations, the announcement of the prizes, or in any other Sweepstakes-related materials; or (f) any injury or damage to participants or to any other person's computer which may be related to or resulting from any attempt to participate in the Sweepstakes, including, but not limited to, any injury or medical condition sustained as a result of participating in any challenge(s). If, for any reason, the Sweepstakes (or any part thereof) is not capable of running as planned for reasons which may include, without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, then the Promotion Parties reserve the right at their sole discretion to cancel, terminate, modify or suspend the Sweepstakes in whole or in part. If terminated, the Promotion Parties will award the prizes from among all non-suspect, eligible Entries received for the Sweepstakes up to the time of such action. WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING THE PRIZES, IS 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 DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL OR OTHER DAMAGES; AS A RESULT, THE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU.
- 11. RELEASES:** All participants, as a condition of participation in this Sweepstakes, agree to release, hold harmless and indemnify the Promotion Parties, Telescope, Inc., Detroit Red Wings, Detroit Lions, Detroit Tigers, Inc., National Hockey League Enterprises, LP, National Football League, Major League Baseball Advanced Media, LP, and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, agencies, wireless carriers, website providers, Web masters and their respective officers, directors, employees, representatives, designees and agents ("Released Parties") from and against any and all liability, claims, damages or actions of any kind whatsoever for injuries, damages or losses to persons or property which may be sustained, in whole or in part, directly or indirectly, in connection with (i) participation in any aspect of the Sweepstakes, (ii) the receipt, ownership or use of the prize awarded, including any travel associated with any prize, (iii) participant's registration material on any related website, or (iv) any typographical or other error in these Official Rules.
- 12. CHOICE OF LAW AND JURISDICTION:** The Sweepstakes Official Rules and the Sweepstakes is governed by United States law and are subject to all applicable federal, state and local laws and regulations. All issues and questions concerning the construction, validity, interpretation and enforceability of the Sweepstakes Official Rules, or the rights and obligations of Entrant and Sponsor

in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Texas, U.S.A., without giving effect to the conflict of laws rules thereof, and any matters or proceedings which are not subject to arbitration as set forth above in these Official Rules and/or for entering any judgment on an arbitration award, shall take place in the State of Texas, in the City of Dallas.

13. **PRIVACY:** Except as noted in these Official Rules, information collected for this Sweepstakes is used only for the purpose of Sweepstakes administration and winner notification and will not be reused, sold or shared in any manner by the Promotion Parties or any third parties unless you have elected to receive additional information or promotional material from Sponsor or a third party. By participating in the Sweepstakes, participant agrees to all of the terms and conditions of the Sponsor's Privacy Policy, which is available at www.comerica.com/privacy. In the event of any discrepancy between Sponsor's Privacy Policy and these Official Rules, these Official Rules shall control and govern.
14. **TAXES:** All federal, state, local and other taxes on prizes and any other costs and expenses associated with prize acceptance and use not specified herein as being provided, are the sole responsibility of the applicable winner. A 1099 tax form will be issued to any winners who receive a prize of \$600 or more.
15. **WINNERS LIST:** To receive the list of winners of prizes, send a self-addressed, stamped envelope for receipt by January 1, 2021 to: Detroit's Biggest Fan Presented by Comerica Bank Sweepstakes, Attn: Carly Salczynski, 5944 Luther Lane, Suite 500, Dallas, TX 75225.
16. **SPONSOR:** Comerica Incorporated, 1717 Main Street, MC 6404, Dallas, TX 75201.
17. **ADMINISTRATOR:** Genesco Sports Enterprises, Inc. 5944 Luther Lane, Suite 500, Dallas, TX 75225.

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