

NORWEGIAN CRUISE LINE + CLIA ALASKA + TRAVEL JUNEAU

ESSAY CONTEST

OFFICIAL RULES

1. Sponsor & Eligibility: Sponsor is NCL (Bahamas) Ltd. (“**Sponsor**”), 7665 Corporate Center Drive, Miami FL 33126. This essay contest (the “**Contest**”) is open to 7th and 8th grade students in Juneau, Alaska, and who are legal residents of the United States. The contest is not open to children of Sponsor, CLIA Alaska, or Travel Juneau (collectively, “**Co-Sponsors**”) employees, and each of their affiliates employees. By entering this Contest, entrants and their parents or legal guardians agree to all terms and conditions set forth in these Official Rules.

2. Promotion Period: The Contest begins on April 25, 2018 and ends at 11:59 PM ET on May 14, 2018 (the “**Promotion Period**”).

3. To Enter: No purchase or payment is required to enter. To enter the Contest, answer the question “How does the visitor industry positively impact Juneau” (the “**Entry**”). Each entry must include all information (child name, parent/guardian name, school name, parent contact information and parental consent). Submissions must be with parental approval. Entry must be an original, unpublished essay written by the child of no more than 250 words in English. Essays may be submitted to the entrant’s Advisory Teacher, or electronically at mtibbles@cruising.org. Limit one (1) entry per child. No other form of entry permitted.

4. Submission Guidelines: Entries should be no more than 250 words. Sponsor reserves the right to disqualify any Entry for any reason, in its sole and absolute discretion. If Sponsor disqualifies all Entries, prizes will not be awarded. Sponsor is not obligated to use, publish, display or broadcast any of the Entries. Entry may not contain, include, or involve any of the following, as interpreted by Sponsor:

- a. Obscenity, crude, vulgar or offensive language;
- b. Violence, explicit sexual language, or illegal drug or alcohol references;
- c. Social security numbers, phone numbers, personal addresses or any personal, identifiable information;
- d. Derogatory characterizations of any ethnic, racial, sexual or religious groups, humiliate other people (publicly or otherwise), any assault or threatening of others;
- e. Trespass or the violation of other people’s rights or property;
- f. Illegal (e.g., discriminatory, harassing) or inappropriate activity, behavior or conduct (e.g., inflicting emotional distress);
- g. Conduct or activities in violation of these Official Rules;
- h. Communicates messages or images inconsistent with the positive images and/or good will to which Sponsor wishes to associate;
- i. Any content that is otherwise or could be considered inappropriate, unsuitable, or offensive;
- j. Content that contains material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, including copyright infringement; or

- k. Content that disparages Sponsor, or any other person or party affiliated with the promotion and administration of this Contest.

5. Winner Selection, Judging and Notification:

- a. 25 winners will be selected.
- b. Essays must be the student's own work.
- c. All essays submitted must have parental approval.
- d. Essays will be judged on the following criteria: relevance to responding to the topic question, use of proper grammar, and creativity.
- e. Judging will take place between May 14, 2018 and May 21, 2018.
- f. Winners will be notified by their Advisory Teachers, email and/or phone on or about May 21, 2018.

6. Prize. The winners will visit the Norwegian Bliss while in Juneau. Winners may try the race track (must be over 48 inches in height and be in good physical condition), go on a short tour and have a pizza lunch. There is no retail value for this prize. No substitution, transfer, or cash redemption in lieu of prizes. Sponsor reserves the right to substitute prizes of comparable or greater value in the event of unavailability, at its sole discretion.

7. Privacy Policy: No personal information of children will be maintained after the conclusion of this Promotion.

8. Inquiries: All inquiries regarding these Official Rules or execution of the Contest may be directed to CLIA Alaska at mtibbles@cruising.org

9. Winners List: For a winners list or a copy of these Official Rules, send an e-mail to mtibbles@cruising.org Requests must be received by May 30, 2018.

10. Intellectual Property. All Entries must be original works, may not have been previously published, and may not have won previous awards. By making an Entry, Entrants represent and agree that the Entry will not infringe upon the intellectual property rights of any third party. Entrants irrevocably grant Sponsor, Co-Sponsors, and their affiliates, assigns, agents and licensees, the unconditional, unlimited and perpetual worldwide right and permission to reproduce, encode, store, copy, transmit, publish, post, broadcast, display, publicly perform, adapt, exhibit and/or otherwise use or reuse the Entry as submitted or as edited/modified in any way by the Sponsor, in its sole discretion) in any and all media without limitation. Entrants understand and agree that although Entrants have granted Sponsor the right to use Entries as stated hereinabove, Sponsor, in its sole discretion, may elect not to use any Entry. EACH ENTRANT REPRESENTS, UNDERSTANDS AND ACKNOWLEDGES THAT HE/SHE WILL NOT BE PAID FOR OR RECEIVE ANY FORM OF COMPENSATION OR ROYALTY OTHER THAN THE PRIZES STATED HEREIN IN EXCHANGE FOR GRANTING SPONSOR THESE RIGHTS OR FOR ANY SUBSEQUENT USE OF SUCH ENTRY BY SPONSOR. Each Entrant waives all intellectual property rights, privacy/publicity rights or other legal or moral rights that might limit or preclude Sponsor's use of the respective Entry and agrees not to sue or assert any claim against Released Parties arising out of or connected to the use of the Entry. If requested, Entrant will sign

any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights Entrant is granting to use the Entry.

11. General Terms & Conditions: Contest is subject to all applicable federal, state, and local laws and regulations and is void outside the United States and where prohibited by law. All prizes being offered are provided “as is” with no warranty or guarantee either express or implied by Sponsor, other than as required by law. By participating, entrants and their parents or legal guardians (a) agree to be bound by these Official Rules and the decisions of Sponsor, which shall be final in all respects, (b) agree that any dispute arising from this Contest will be governed by and construed in accordance with the laws of the State of Alaska, without giving effect to any choice of law or conflict of law rules, and (c) release and hold Sponsor, Co-Sponsors, and their parents, affiliated companies, subsidiaries, advertising, and promotion agencies, and any and all other companies associated with the design and execution of this Contest (the “**Released Parties**”) harmless from and against any and all claims, damages and liability of any kind arising, in whole or in part, directly or indirectly, from or in connection with the acceptance, possession or use/misuse of any prize or participation in the Contest or in any prize-related activities, and assume all liability in connection therewith. Sponsor shall not be responsible for lost, late, illegible, incomplete, inaccurate, misdirected, undelivered, delayed or damaged entries, or for mechanical, technical, typographical, human, or other errors or malfunctions relating to or in connection with the Contest. Sponsor shall not be responsible if the Contest cannot be implemented or if a Prize cannot be awarded due to delays or interruptions due to acts of God, acts of war, strikes, governmental action, natural disasters, weather or acts of terrorism. If for any reason this Contest is not capable of running as planned due to tampering, unauthorized intervention, fraud, or any other causes which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Contest. Sponsor also reserves the right, at its sole discretion, to disqualify any individual (and void his/her entry) who tampers with the entry process or who is otherwise in violation of these rules. ANY ATTEMPT TO UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND MAY RESULT IN DISQUALIFICATION FROM PARTICIPATION IN THE CONTEST. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY FEES) TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION. ANY CLAIMS, JUDGMENTS AND/OR AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS ASSOCIATED WITH ENTERING THIS CONTEST. ENTRANT HEREBY WAIVES ANY RIGHTS OR CLAIMS TO ATTORNEY'S FEES, INDIRECT, SPECIAL, PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES OF ENTRANT, IDENTIFIABLE PERSONS, OR THIRD PARTY PARTICIPANTS, WHETHER FORESEEABLE OR NOT AND WHETHER BASED ON NEGLIGENCE OR OTHERWISE.