

CONTEST SUBMISSION RELEASE

This Contest Submission Release (the “**Release**”) contains the terms and conditions upon which Crayola Properties, Inc. d/b/a Crayola Studios (“**Crayola Studios**” or “**Company**”) agrees to accept my idea submission for evaluation as participation in the contest referred to as the “Crayola Studios Kids Content Development Award” (the “**Contest**”). By submitting my Submission (as defined below) on the corresponding online portal, I acknowledge that I have read and accept all of the terms and conditions of this Release.

- Eligibility:** The Contest, sponsored by Company and the Bentonville Film Festival (“**BFF**”), is open to individuals who are, as of the date of entry, 18 years of age or older and of the legal age of majority in the jurisdiction in which they reside. Persons who at any time during the Contest are a member of the immediate family or household (whether or not related) of any employee of Company or BFF or any of each of Company’s or BFF’s respective parent companies, subsidiaries, or affiliates are not eligible. In connection with the Contest, each eligible participant must submit a one-page written document summarizing a potential audiovisual project of any length which outlines the concept, audience, and why the project fits the Crayola brand (the “**Submission**”). Submissions must not include: (i) references to or visual depictions of graphic violence or depictions of harm; sexual content or suggestive themes; profanity or explicit language; drug, alcoholic, or tobacco use; and/or illegal behavior; (ii) content that is hateful, discriminatory, or derogatory toward any individual or group based on race, ethnicity, religion, gender, sexual orientation, disability, and/or other protected characteristics; (iii) promotion of specific political agendas, candidates, public policy positions, and/or religious doctrines; (iv) branding, advertising, and/or promotion of any products, services, or third-party intellectual property; or (v) the use of any artificial intelligence (including, without limitation, generative AI) in the preparation thereof.
- Contest Period:** The Contest begins at 12:01AM Eastern Standard Time on April 13, 2026. Submissions will be accepted through and until 11:59PM Eastern Standard Time on May 18, 2026 (“**Submissions Period**”), with the Winner to be selected as and on the date set forth below (the “**Contest Period**”). All times will be determined using Company’s computer, which will be the official clock for the Contest.
- Contest Process:** Following receipt of valid entries during the Submissions Period, a panel of four judges selected by Company in its sole discretion will (i) evaluate all eligible Submissions based on the following criteria: creativity and originality (e.g., uniqueness of concept and distinctiveness of voice); alignment with the Crayola brand (e.g., relevance to Crayola Studios’ values, audience, and creative direction); storytelling strength (e.g., clarity of concept, character appeal, and narrative potential); and franchise/commercial potential (e.g., scalability, audience appeal, and adaptability across formats or platforms); (ii) choose up to five (5) finalists (“**Finalists**”) to pitch their Submissions to a new panel of three (3) judges, selected by Company in its sole discretion, in-person at the BFF (currently scheduled to take place on June 15-21, 2026 in Bentonville, Arkansas) for final consideration of being selected as the winner (“**Winner**”) of the Contest; and (iii) select a Winner of the Contest and for the Grand Prize. The Finalists and Winner will be notified via email by a representative of BFF regarding the judges’ selections, and each of the Finalists and Winner will have five (5) days to respond to confirm their continued participation in the Contest and acceptance of the applicable prizes. Selection of the Finalists and Winner, and all prize awards are subject to verification of eligibility and compliance with the rules of the Contest as stated herein. All Finalists must sign an assignment of all right, title, and interest of every kind, whether now or hereafter known or created, throughout the universe and in perpetuity, in their respective Submissions (including, without limitation, all material submitted as part of the Submissions) to Crayola Studios based on a form to be determined by Company in its sole discretion. Such executed assignment will be a condition of winning the Contest and receiving the Grand Prize. If the required document is not returned within the specified time period, a prize notification is returned as undeliverable, or a potential Finalist or Winner is not in compliance with any rules, the applicable prize will be forfeited.

4. **Prizes:** The Finalists will be offered the following: (i) travel and ground transportation to and from the BFF; (ii) accommodations and meals in Bentonville, Arkansas during participation in the Contest; and (iii) the opportunity of being selected by the judges for the Grand Prize. The Winner of the Contest will be offered the following Grand Prize: (x) Ten Thousand U.S. Dollars (\$10,000); and (y) the possibility of the Winner's Submission being further developed into a potential project by Crayola Studios if Crayola Studios elects to do so in its sole discretion. All federal, state, and local taxes on the value of each prize are the responsibility of the respective Finalists and Winner, as applicable.
5. **General Rules:** Company has the right, in its sole discretion, to modify these rules (including, without limitation, any of the dates and/or timeframes stipulated) and to cancel, modify, or suspend this Contest at any time in its discretion. In the event of termination of the Contest, a notice will be posted on the portal, and Company can elect in its sole discretion whether to select the Finalists and/or the Winner (if any) in accordance with Section 3 based on the data available as of the time of termination. Company has the right, in its sole discretion, to disqualify or prohibit from participating in the Contest any individual who, in Company's discretion, Company determines or believes (i) has tampered with the entry process or has undermined the legitimate operation of the portal or the Contest by cheating, hacking, deception, or other unfair practices, (ii) has engaged in conduct that annoys, abuses, threatens, or harasses any other participating individuals or any representative of Company, (iii) has attempted or intends to attempt any of the foregoing, or (iv) is in breach or alleged breach of any of the terms hereunder. Company makes no promises relative to its acceptance of the Submission(s), and except for the prizes set forth herein, there shall be no remuneration whatsoever associated with the Submission, nor is there any promise of employment associated with the Submission or Contest, either during Crayola Studios' development of such Submission (if any) or during actual production should such Submission develop into a bona fide audiovisual program. All federal, state, and local laws and regulations apply. By participating in this Contest, I agree to be bound by these General Rules and the decisions of Company, which are final and binding in all respects. These General Rules may not be reprinted or republished in any way without the prior written consent of Company.
6. I understand that: (i) because of Company's position in the entertainment industry, Company receives numerous unsolicited submissions of ideas, formats, stories, suggestions, and the like; further, I understand that many such submissions are similar or identical to ideas, formats, stories, suggestions, and the like developed by Company and its affiliated entities or their respective employees or to those otherwise available to Company and/or its affiliates; (ii) it is Company's policy that Company's acceptance, consideration, or review of my Submission is expressly conditioned on my acceptance of each and all provisions of this Release, and that my Submission to Company and Company's acceptance, consideration, and/or review thereof is sufficient consideration to cause this Release to be legally binding and enforceable; and (iii) there is no fiduciary or confidential relationship between me and Company.
7. Company has the right to make copies of the Submission in connection with its review. I have retained at least one copy of the Submission, and I agree that Company has no obligation to return to me the copy I submitted, and Company will not be responsible to me, financially or otherwise, for any loss or damage thereto.
8. I understand and agree that Company will have the same rights to, or rights to acquire, such material which members of the public may have and/or which Company now has or may acquire hereafter. I acknowledge that Company's use of other material containing elements similar to or identical with those contained in my Submission shall not obligate Company to negotiate with me or entitle me to any compensation if Company has or acquires an independent right to use such other materials. I agree that Company shall have the right to use any portion of the Submission which is not legally protectable under the laws of copyright, or that is not sufficiently "novel" as that term is defined by the laws of those jurisdictions that recognize novelty as an element of an implied contract or breach of confidence claim, or that is not sufficiently detailed, without any liability or obligation to me. Neither my submission of the Submission to Company nor anything in this Release shall be deemed

to limit or restrict Company's freedom, or obligate Company to me in any regard, nor prohibit Company's use, without obligation to me, of materials submitted to, acquired, or created by Company prior to or after my submission of the Submission to Company.

9. I hereby represent and warrant that: (i) I have not previously submitted or disclosed the Submission to Company; (ii) Company has not made any prior inducements, promises, or representations to me regarding the Submission; (iii) I am the sole owner and author of the Submission, that the Submission is my own wholly original work, and that I have the exclusive right and authority to submit the same to Company upon the terms and conditions stated herein; (iv) there are no third parties having any proprietary or other interest in the Submission, and the Submission is not the subject of any lien or encumbrance; and (v) the Submission does not infringe on or violate the rights of any third party. I agree to indemnify and hold harmless Company from and against any claim, loss, obligation, liability, or expense (including attorney's fees) that may be asserted arising in connection with (a) the Submission or any authorized use by Company thereof; and/or (b) any breach or alleged breach of my representations and warranties in this Release. For the avoidance of doubt, the foregoing representations and warranties must be true and accurate throughout the Contest Period including at the time that the Grand Prize is awarded and received.
10. By entering the contest, to the fullest extent permitted by applicable law, I, on behalf of myself and my heirs and successors-in-interest, irrevocably release each of Company, Crayola, LLC, and Hallmark Media United States, LLC , other BFF sponsors, and BFF, their respective parent companies, subsidiaries, and affiliates, the successors and assigns of each of the foregoing, and the respective directors, officers, employees, and agents of each of the foregoing, and the judges from and against any and all claims, demands, and liabilities of every kind whatsoever, known or unknown, that may arise in relation to the Submission and/or my participation in the Contest, including, without limitation, (i) by reason of any claim now or hereafter made by me that Company has used the Submission or any elements of the Submission in any book, television program, movie, greeting card, advertising or promotional materials, website or social media content, and/or other print, audio/visual, digital, or interactive media, content, and/or materials subsequently published or distributed by Company; (ii) based upon any allegation of infringement of copyright, trademark, trade dress, patent, trade secrets, moral rights, or any intellectual property right; and (iii) relating to any personal injury, death or property damage or loss sustained by me or any person in connection with the Contest. Further, I irrevocably waive any right or remedy in equity including, without limitation, the right to seek and/or obtain rescission and/or equitable and/or injunctive relief in connection with any controversy or claim arising out of or relating to this Release.
11. This Release constitutes our entire understanding, and no other agreement, written or oral, express, or implied, exists between us with respect to the Submission. This Release shall be construed in accordance with the laws of the state of New York. The invalidity of any provision hereof is not to affect the remaining provisions.

I HAVE READ AND UNDERSTAND AND AGREE TO ALL OF THE FOREGOING TERMS AND CONDITIONS.

Sign Here: _____

Print Name: _____