

## **American Dairy Association North East Chief Ice Cream Officer Campaign Terms and Conditions**

**1. Eligibility:** To be eligible to participate in the American Dairy Association North East (ADANE) Chief Ice Cream Officer Campaign ("Campaign"), individuals must:

- Be at least 18 years of age at the time of entry.
- Be a legal resident of Pennsylvania, New York, New Jersey, Maryland, Delaware, District of Columbia, or Virginia, USA.
- Possess a valid driver's license, have access to a reliable vehicle, and carry active car insurance.
- Agree to produce and provide social media content, including photographs and videos, under the terms set forth herein.

**2. Campaign Period:** The Campaign will accept applications from April 9, 2024, until May 20, 2024. Any applications submitted before or after this period will not be considered.

**3. How to Apply:** Applicants must submit a video demonstrating why they should be selected for this campaign. For more information, visit [www.chieficecreamofficer.com](http://www.chieficecreamofficer.com) or ADANE's official social media accounts on Facebook, Instagram, TikTok, and YouTube.

**4. Content Creation and Ownership:** The selected Chief Ice Cream Officer will be responsible for creating and delivering a predetermined number of social media posts, which include photographs and videos related to ADANE products and initiatives. All content created during the Campaign period shall become the exclusive property of ADANE, and the selected individual will grant ADANE the irrevocable, perpetual, worldwide right to use, reproduce, modify, display, distribute, and create derivative works of the content in any media now known or hereafter developed, without further compensation, notification, or permission.

**5. Engagement and Compensation:** The selected candidate will be engaged as an independent contractor and will receive payment in the amount of \$5,000. Proper tax forms must be filled out and returned to ADANE prior to the beginning of the campaign. The selected candidate will also be asked to sign an independent contractor agreement, which will set forth the terms of the engagement in more detail.

**6. Selection Process:** Candidates will be evaluated based on criteria established by ADANE, which may include creativity, originality, and alignment with ADANE's brand and values. The decision of ADANE's selection committee will be final and binding.

**7. General Conditions:** Participation in the Campaign constitutes agreement to these Terms and Conditions. ADANE reserves the right to cancel, suspend, or modify the Campaign or any part of it for any reason, including if fraud, technical failures, or any other factor beyond ADANE's control impairs the integrity or proper functioning of the Campaign.

**8. Privacy:** Personal information collected from applicants will be used by ADANE for the purpose of administering the Campaign and for other purposes as specified in ADANE's privacy policy, available on ADANE's website.