

The State Farm Neighborhood Quest Contest begins 12:00 a.m. Eastern Time (“**ET**”) on June 7, 2022 and ends 11:59 p.m. ET on June 9, 2022. Void where prohibited or restricted by law. Open to legal residents of the United States who are of majority age in their state of residence as of the start of the promotion and are “State Farm Employees” as defined in these Rules. Sponsored by State Farm Mutual Automobile Insurance Company, visit <http://www.sfneighborhoodquest.com/rules>.

STATE FARM NEIGHBORHOOD QUEST CONTEST OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING A PRIZE. THIS CONTEST IS ONLY OPEN TO STATE FARM EMPLOYEES (AS DEFINED HEREIN) IN THE UNITED STATES. DO NOT PARTICIPATE IF YOU DO NOT RESIDE IN THE UNITED STATES OR THE DISTRICT OF COLUMBIA AT THE TIME OF ENTRY AND ARE NOT A STATE FARM EMPLOYEE. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. SUBJECT TO ALL APPLICABLE FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS.

ARBITRATION NOTICE: TO THE EXTENT PERMITTED BY LAW AND EXCLUDING ANY PARTICIPANTS RESIDING OR WORKING WITHIN THE STATES OF CALIFORNIA, NEW JERSEY OR NEW YORK, BY ENTERING THE CONTEST, YOU AGREE THAT DISPUTES BETWEEN YOU AND ANY CONTEST ENTITY (AS DEFINED HEREIN) WILL BE RESOLVED BY BINDING, INDIVIDUAL ARBITRATION AND YOU WAIVE YOUR RIGHT TO PARTICIPATE IN A JURY TRIAL, CLASS ACTION LAWSUIT OR CLASS-WIDE ARBITRATION. SEE DISPUTES/ARBITRATION PROVISION CONTAINED HEREIN.

- 1. GENERAL:** The State Farm Neighborhood Quest Contest (the “**Contest**”) is sponsored by State Farm Mutual Automobile Insurance Company (“State Farm” or “**Sponsor**”). The administrators of the Contest are Infinity Marketing Team, LLC and vAtom, Inc. (hereinafter collectively referred to as “**Administrators**”). The Contest is subject to these Official Rules and to all applicable federal, state, and local laws.
- 2. PROMOTION PERIOD:** The Contest begins 12:00 a.m. Eastern Time (“**ET**”) on June 7, 2022 and ends 11:59 p.m. ET on June 9, 2022 (the “**Promotion Period**”). Eligible participants will be able to register for the Contest at any time during the Promotion Period. Administrators' computer is the official time-keeping device for the Contest.
- 3. ELIGIBILITY:** The Contest is open only to legal residents of the fifty (50) United States and the District of Columbia, who, as of the start of the Promotion Period, are the age of majority or older in their state of residence (19+ in AL and NE, 18+ in all other states) and are a non-executive (below AVP-level) State Farm or State Farm Fire & Casualty Company employee (excluding all temporary or leased employees) (“**State Farm Employees**”). Do not enter if you are not a State Farm Employee and are not located in the United States or District of Columbia at the time of entry. Employees of Administrators and their immediate family members (i.e., spouses, parents, children, and siblings and their spouses) and household members of each (whether related or not), the immediate family members of State Farm Employees and household members of each (whether related or not), and State Farm Independent Contractor Insurance and Financial Services Agents and team members, are not eligible to participate in the Contest or win a prize. Void where prohibited or restricted by law. All federal, state and local laws and regulations apply. Participation in the Contest is strictly voluntary and shall not constitute compensable work time. State Farm Employees are solely responsible for all costs or expenses associated with participation in the Contest.
- 4. HOW TO ENTER:** During the Promotion Period, eligible participants (“you” or “your”) may enter the Contest by visiting www.sfneighborhoodquest.com (the “**Website**”) on any internet-connected device and filling out the on-screen registration form using your State Farm email address. Once completed, you will receive an email at on your State Farm email from support@vatominc.com, which will contain a code to return to the Website and enter to confirm registration. Normal internet access or device usage charges imposed by mobile carriers may apply to registrations submitted via your personal mobile device only (i.e., no State Farm equipment may be used to access the Contest Website or participate in the Contest). **Messaging and data rates apply to internet access via mobile devices, which shall be your sole responsibility.** The authorized account holder of the mobile number or email address indicated on the entry form will be deemed to be the participant who entered. The authorized account holder of a mobile number or email address shall mean the natural person assigned to such account by the access provider, service provider, or other organization responsible for assigning the mobile number or email addresses for the network or domain associated with such account. To enter and participate in the Contest

by mail, send a letter or postcard with your valid email address, name, address, city, state, ZIP code, and phone number, to Infinity Marketing Team, LLC, c/o State Farm Neighborhood Quest Contest, 8575 Higuera Street, Culver City, CA 90232. After receipt of one (1) mail-in game play entry, Sponsor will send you one (1) prize token to the email address provided for participating. Mail-in game play entries must be hand-written and original. Limit one (1) mail-in game play entry per outer envelope, with a maximum of four (4) game play entries per person. Mail-in game play entries must be post-marked by the end of the Promotion Period and received by the deadlines set forth below. The Administrators and Sponsor and their respective parents, subsidiaries, divisions, affiliates, suppliers, distributors and advertising, promotional and judging agencies (collectively, the "**Contest Entities**") are not liable for any lost, late, misdirected, incomplete, illegible, undelivered, or destroyed game play entries, regardless of cause or the person responsible, including, but not limited to, any problem or technical malfunction of any computer, online system, or server or technical problem. Any form of entry other than those provided in this section is void.

5. DETERMINATION OF WINNER: Once registered, participants will use a personal mobile device or tablet to search, find, and collect digital State Farm logos that are placed throughout the United States in augmented reality ("**game play**"), with the opportunity to achieve Level 1 by collecting 5 logos, Level 2 by collecting 10 logos, and Level 3 by collecting 15 logos. Participants who collect the requisite number of logos will become a potential "**Winner**" (subject to verification under Section 7) for each Level achieved (e.g., a participant will be a Level 1 Winner if they collect 5 logos), and will be eligible to receive a prize. Prize awards are subject to verification of eligibility and compliance with these Official Rules. After achieving at least Level 1, you can achieve Level 4 in Contest game play by sharing the Website URL with other eligible participants, and upon entry into the Contest by at least ten (10) persons through the shared URL, you will be a Level 4 potential Winner and will be eligible to receive a prize. Your registered account and profile, including your wallet, will be deleted on or before January 31, 2023 unless you update your registered profile with your personal email address.

All game play must be completed by 11:59 p.m. ET on June 9, 2022. All game play becomes the property of Administrators. Use of bots, computer scripts or programs and other automatic methods of game play are prohibited and will void your eligibility to win a prize.

6. PRIZES: Each verified Winner will receive one (1) prize token that corresponds with the Level achieved by the Winner's game play, which when opened will reveal the specific prize awarded to such Winner. Prize information is provided in the table below. Reaching a specific Level of game play does not guarantee an award of any specific prize. The odds of winning a specific prize depend on the number of actual Winners in each Level.

Hub and Bloomington employees assigned to a Bloomington (Corporate, Corporate South, MRSF, ILOC, Oakland Ave, Airport Hanger, SF Park, Research Lab, Flex Storage Facility) or hub location (Cityline 1-4, Citylink, Marina Heights 2-5, Marinalink, Park Center 2/3) will be eligible to win swag and digital prizes. Swag prizes must be redeemed at one of the onsite block parties (6/15, 6/23, 6/28) in your assigned location. Register [here](#) to attend. Redemption of swag prizes will **ONLY** be offered during the onsite block parties. Digital prizes will be redeemed through Vatom wallet.

Non hub/non Bloomington employees (prior operation centers, Regent Commons, ISCs, CLCs, proximity) will be eligible to win digital prizes which will be redeemed through Vatom wallet.

Level 1 – All	5 Digital State Farm Logos	Value
Prize 1	Common NFT Minted on Polygon	\$3.00
Level 2 – Hub and Bloomington employees	10 Digital State Farm Logos	Value

Prize 2	Jingle buttons (TCS)	\$5.95
	Jake mug (Zorch)	\$7.43
	Surprise and Delight Prizes	TBD
Level 2 – Non hub/ non Bloomington employees	10 Digital State Farm Logos	
Prize 2	Starbucks	\$7.00
	Surprise and Delight Prizes	TBD
	Less Common NFT (Once other 3 prizes are taken)	\$5.00
Level 3 – Hub and Bloomington employees	15 Digital State Farm Logos	Value
Prize 3	12 oz Cece tumbler	\$8.33
	New Hire Kit (Zorch)	\$13.94
	Urban Peak water bottle (C&E)	\$26.95
	Acacia Cutting Board and Cheese Tools Set (Zorch)	\$29.89
	Swiggy bottle gift set (TCS)	\$36.95
	Stoneware limited edition mug (C&E)	\$39.95
	Sherpa blanket (C&E)	\$53.45
	Surprise and Delight Prizes	TBD
Level 3 – Non hub/ non Bloomington employees	15 Digital State Farm Logos	Value
Prize 3	\$10 Amazon Gift cards	\$10.00
	Surprise and Delight Prizes	TBD
	Rare NFT (Once other prizes are taken)	\$20.00
Level 4 - Share	10 Fellow-Employee Shares	

S LVL 1	SF Custom Jerseys	\$150.00
	Surprise and Delight Prizes	TBD
	Jake Bobbleheads	TBD
	Common NFT (Once other 3 prizes are taken)	\$3.00
Surprise and Delight	Available prizes that will be given out on the Surprise and Delight win.	Value
	Visa or Amazon Gift Card	\$100.00
	Cameo Gift Card	\$100.00
	Ticketmaster	\$150.00
	Restaurant.com gift card	\$100.00
	Experience Gift Card	\$500.00

- 7. CLAIMING THE PRIZE:** All potential Winners are subject to confirmation, verification of eligibility by Administrators, and compliance with these Official Rules in Administrator's sole discretion. Winners must be State Farm Employees at the time the prize is awarded in order to receive the prize. If the potential Winner is deemed by Administrators to be ineligible or not to have complied with these Official Rules then the prize will be forfeited by the potential Winner. All digital prizes will be sent to the participant's wallet and may be redeemed directly through the participant's wallet. **ALL PHYSICAL PRIZES MUST BE REDEEMED AT GOOD NEIGHBOR FEST celebrations by scanning a QR code that will be sent to the participant's wallet. Any employee may play to win various prizes! Employees located in Bloomington or a hub must pick up their prizes during the Good Neighbor Fests in June. If an employee is outside of a Hub or Bloomington, they are eligible to receive gift cards and other digital prizes (NFTs).** All prizes must be redeemed no later than December 31, 2022. Your registered account and profile, including your wallet, will be deleted on or before January 31, 2023 unless you update your registered profile with your personal email address. Participants may also transfer from their wallet any NFTs minted on Polygon to another Polygon-compatible wallet (e.g., Metamask). Contest Entities are not responsible for any undelivered or stolen packages, or for any emails, messages or any other communications, including but not limited to those that are not received because of the potential Winner's privacy or spam filter settings that may divert any email, message or other Contest related email to a spam or junk folder.
- 8. TAXES:** Winners are solely responsible for any and all federal, state, municipal and local taxes, fees and other government assessments associated with receipt and use of a prize or participation in this Contest. The value of any prize may be reported as a wage on the winner's State Farm Form W-2. If this occurs, the winner will see reference to it on their paycheck along with an increase in wages for any tax withholding the Company has paid on your behalf.
- 9. GENERAL:**
- a. Administrators reserve the right in their discretion to disqualify any participant who: (i) tampers or attempts to tamper with the operation of the Contest, including the entry process or the Website; (ii) violates the Official Rules; or (iii) acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. In the event a participant attempts to deliberately damage the website or platform, undermine the operation of the Contest, or otherwise violate any applicable laws in connection with such participant's participation in the Contest, Administrators reserve the right to pursue all legal remedies available to Administrators against such participant.
 - b. Contest Entities are not responsible for any incorrect or inaccurate information, whether caused by Website users, human error, tampering, hacking or by any of the equipment or programming associated with or utilized in the Contest

and assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission (including availability or accessibility of the internet), incompatibility, communications failure, theft, loss or destruction of entries, nor for the failure to capture an entry or other information. Contest Entities are not responsible for injury or damage to participants' or to any other person's phone, tablet, computer or other device related to or resulting from downloading materials from or use of any Website or otherwise as a result of your participation in the Contest. If, for any reason, the Contest or any element thereof is not capable of running as planned by reason of, but not limited to, tampering, unauthorized intervention, fraud, force majeure, technical or other failures or errors, or any other causes similar or dissimilar which Administrators deem, in their opinion, could corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest or any element thereof, Contest Entities reserve the right at their discretion to cancel, terminate, modify or suspend the Contest or any element thereof and select Winners from non-suspect, eligible entries received prior to the action or as otherwise may be deemed fair and equitable by Administrators. In the event of any discrepancy, ambiguity, inconsistency, printing or any other error or miscommunication in any communications, announcements, advertising or promotional materials relating to this Contest, these Official Rules shall govern. Contest Entities shall have no responsibility or obligation to a potential Winner who is ineligible for the prize, or is unable to or who does not accept the prize, for any reason.

- c. **During game play, please be aware of your surroundings and play safely. You agree that your play and participation in the Contest is at your own risk. While participating in the Contest, you also agree not to violate any applicable laws, inflict emotional distress on other people, humiliate other people (publicly or otherwise), assault or threaten other people, enter onto private property without permission, operate heavy machinery, impersonate any other person or misrepresent your affiliation, title, or authority, or otherwise engage in any activity that may result in injury, death, property damage, or liability of any kind.**
- d. Prizes are awarded "as is" without any express or implied warranty or guarantee from Contest Entities, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose and non-infringement. Only the prizes as described herein are available to be awarded, and in no event will the Contest Entities be responsible for awarding more or different prizes than stated herein. Prizes cannot be assigned, transferred, or substituted, except by Administrators who may, at their discretion, substitute a prize or any part thereof with a prize of equal or greater value. Prizes are not redeemable for cash; any difference between the actual value and ARV of the prize will not be awarded as cash, or otherwise unless otherwise stated.

10. PRIVACY: The account created and used to participate in the Contest is created through vAtom, Inc. ("vAtom"), and any information submitted by you and collected by vAtom in connection with the Contest will be subject to vAtom's Privacy Policy and Terms of Service. State Farm does not control vAtom's collection and or use of your information.

11. INDEMNIFICATION AND RELEASE OF LIABILITY: BY PARTICIPATING, YOU AGREE TO THE FULLEST EXTENT PERMITTED BY LAW TO RELEASE, DISCHARGE AND HOLD HARMLESS THE CONTEST ENTITIES AND THEIR RESPECTIVE PARENT, AFFILIATES AND SUBSIDIARY COMPANIES, ADVERTISING AND PROMOTION AGENCIES, AND THEIR RESPECTIVE OFFICERS, MANAGERS, DIRECTORS, EMPLOYEES, INDEPENDENT CONTRACTORS, REPRESENTATIVES AND AGENTS ("RELEASED PARTIES") FROM AND AGAINST ANY AND ALL ALLEGED OR ACTUAL CLAIMS, CAUSES OF ACTION, DEMANDS, LOSSES, SETTLEMENTS, LIABILITIES AND DAMAGES OF ANY KIND WHATSOEVER EXISTING NOW OR ARISING IN THE FUTURE (INCLUDING, WITHOUT LIMITATION, BODILY INJURY, PERSONAL INJURY, DEATH, DISABILITY AND PROPERTY DAMAGE, VIOLATION OF PROPRIETARY, PUBLICITY, PRIVACY OR ANY OTHER RIGHT), COSTS AND EXPENSES (INCLUDING, WITHOUT LIMITATION, REASONABLE ATTORNEYS' FEES, COURT COSTS, SETTLEMENT AND DISBURSEMENTS) DIRECTLY OR INDIRECTLY ARISING OUT OF USE OF YOUR ENTRY INTO THE CONTEST IN WHOLE OR IN PART, THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF A PRIZE, PARTICIPATION IN ANY CONTEST OR PRIZE RELATED ACTIVITY, ACCESS TO THE WEBSITE, OR OTHER PARTICIPATION IN THIS CONTEST. By entering or accepting a prize, you covenant to the fullest extent permitted by law not to sue any Released Party or cause them to be sued regarding any matter released above, and not to disaffirm, limit or rescind this release. A waiver by one or more of the Contest Entities of any term in these Official Rules does not constitute a waiver of any other provision. SOME JURISDICTIONS DO NOT ALLOW CERTAIN LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE FOREGOING MAY NOT APPLY TO EVERY PARTICIPANT. Any provision adjudged to be invalid shall be struck from these Official Rules and the remainder shall continue in full force and effect.

- 12. FORCE MAJEURE:** Contest Entities shall not be liable to participants, a potential or verified Winner or any other person or entity for failure to execute the Contest, or supply a prize or any part thereof, by reason of any act of God, any action, regulation, order or request by any governmental or quasi-governmental entity (whether or not the action, regulation, order or request proves to be invalid), equipment failure, terrorist act, cyber-attack, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, epidemics, pandemics, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, cancellation or delay of any event, or any similar or dissimilar event beyond their reasonable control.
- 13. DISCLAIMERS:** Contest Entities are not responsible for lost, late, or misdirected entries, or telecommunication or hardware or software failures, including by reason of any bug or computer virus or other failure. Contest Entities may cancel, modify, or terminate the Contest (including winner selection and prizes) without prior notice if it is not capable of completion as planned, including by reason of infection of computer virus, tampering, unauthorized intervention, force majeure or technical difficulties of any kind.
- 14. ALTERNATIVE DISPUTE RESOLUTION; ARBITRATION:** To the extent permitted by law and excluding any participants residing or working within the States of California, New Jersey or New York, any disputes relating to the terms of these Official Rules or the breach thereof, or connected with the Contest or the prizes awarded, shall be submitted to binding arbitration in Los Angeles, CA in accordance with the Commercial Arbitration rules of the American Arbitration Association (the "AAA"). Each party agrees that any dispute resolution proceedings will be conducted only on an individual basis and not in a class, consolidated or representative action. Each party hereby waives the right to participate in any class action, whether in court or arbitration. In the event that either party desires to arbitrate any such dispute, such party shall so notify the other party and the parties shall endeavor in good faith, for a period of 30 days, to resolve such dispute without arbitration. In the event that the parties cannot resolve the dispute within such 30-day period, then within 10 days thereafter, the parties shall jointly designate a single arbitrator to hear the dispute, or, if the parties are unable to jointly select an arbitrator, an arbitrator shall be chosen according to the rules of the AAA. The arbitration, including the rendering of the award, shall take place in Los Angeles, CA and shall be the exclusive forum for resolving such dispute, controversy or claim. The decision of the arbitrator shall be final and binding upon the parties hereto. The decision of the arbitrator shall be executory, and judgment thereon may be entered by any court of competent jurisdiction. **If for any reason a claim proceeds in court rather than in arbitration, each party waives any right to a jury trial, excluding in any civil matters brought within the States of California, New Jersey or New York.**
- 15. SEVERABILITY:** The invalidity, illegality, or unenforceability of any provision of these Official Rules shall in no way affect the validity, legality, or enforceability of any other provision hereof. Any invalid, illegal, or unenforceable provision shall be deemed severed from these Official Rules and the balance of these Official Rules shall be construed and enforced as if these Official Rules did not contain such invalid, illegal, or unenforceable provision.
- 16. WINNERS' LIST:** To obtain a list of Winners, send an email to info@infinitymarketing.com within thirty (30) days of the end of the Promotion Period. The email should contain "State Farm Neighborhood Quest Contest" in the subject field.
- 17. Sponsor & Prize Provider:** State Farm Mutual Automobile Insurance Company, One State Farm Plaza, Bloomington, Illinois 61710.