

**2016 MLS CUP SEASON SEAT HOLDER RENEWAL CONTEST
OFFICIAL CONTEST RULES AND REGULATIONS ("Official Rules")**

NO PURCHASE NECESSARY. THIS CONTEST IS SUBJECT TO ALL APPLICABLE FEDERAL, PROVINCIAL AND MUNICIPAL LAWS AND REGULATIONS AND IS VOID WHERE PROHIBITED BY LAW. PARTICIPATION IN THIS CONTEST CONSTITUTES FULL AND UNCONDITIONAL AGREEMENT WITH AND ACCEPTANCE OF THESE OFFICIAL RULES.

(1) CONTEST PERIOD:

The 2016 MLS Cup Road Trip Contest (the "**Contest**") begins at 12:00 a.m. ET on September 19, 2016 and ends at 11:59 p.m. ET on October 7, 2016 (the "**Contest Period**"). The Contest will be further divided into "**Entry Period(s)**" as further outlined in Sections 3 and 4 below.

(2) ELIGIBILITY:

The Contest is only open to existing 2016 Toronto FC Season Seat Holders of record who: (a) are eighteen (18) years of age or older at the time of entry; or (b) are entrants, other than individuals, who have offices in Canada (each an "**Entrant**").

Employees and the immediate families (including those with whom they are domiciled) Maple Leaf Sports & Entertainment Partnership ("**MLSE**") (the "**Contest Sponsor**") and its member teams, Soccer United Marketing, L.L.C., MLS Canada ULC, Pizza Pizza Limited ("**Pizza Pizza**"), Canadian Tire Corporation, Limited ("**Canadian Tire**"), Microsoft Canada Inc. ("**Microsoft**") and each of their respective parents, governors, subsidiaries, affiliates, directors, officers, shareholders, employees and agents and their advertising and promotional agencies (altogether the "**Released Parties**") are not eligible to enter the Contest. For purposes of these Official Rules, "immediate family members" include: the spouse, son, daughter, brother, sister, mother or father of an individual.

(3) HOW TO ENTER:

NOTE: In order to be eligible for a particular Prize associated with a particular Entry Period (as outlined in Section 4 below), your Season Seats must be renewed prior to the applicable Entry Period Closing Date (see chart below).

There are two (2) ways to enter the Contest (each a "**Method of Entry**", resulting in an "**Entry**" or "**Entries**" depending on the method chosen):

- (a) **METHOD 1: TORONTO FC SEASON SEAT RENEWAL:** During any Entry Period or the Contest Period, renew your Season Seats for the 2017 Toronto FC Season ("**Season Seats**") by following the renewal instructions on the Toronto FC website at www.torontofc.ca/seasonseats (the "**Website**") or by telephone at 416-360-GOAL (4625).

Each Entrant must review their individual Renewal Invoice (for specific costs), carefully read the renewal instructions on the Website and complete the Online Renewal Form on the Website.

For any of the Methods of Entry listed below, if you renew your Season Seats online via your Account Manager, you will receive two (2) Entries into the applicable Draw. If you renew your Season Seats by telephone at the number listed above, you will receive only one (1) Entry into the applicable Draw.

Entrants may complete their Season Seat renewal by one (1) of the following three (3) methods:

- i. Payment in full (100%) of the cost of your Season Seats by credit card. You must select the "Single Payment" option when renewing your Season Seats. By signing up for payment in full by credit card, you authorize MLSE to charge your credit card for all 2017 Toronto FC home games. **You will obtain two (2) Entries into the Draw using this Method of Entry.**

- ii. Payment in full (100%) of the cost of your Season Seats by cheque.
 You must send in the following two cheques prior to the end of the Contest Period:
 - a. the first non-refundable cheque for fifty percent (50%) of the cost your Season Seats must be received by no later than October 7, 2016 (i.e. the end of the Contest Period); and
 - b. a second post-dated cheque to January 15, 2017 for the remaining fifty percent (50%) of the cost of your Season Seats must also be included. Cheques must be made out to Maple Leaf Sports & Entertainment and mailed to 50 Bay St, Suite 500, Toronto, ON, M5J 2L2, Attention: Ticketing Service Team.

- iii. Payment in nine (9) equal installments for the cost of your Season Seats by credit card.
 Each equal installment of approximately 11 percent (11%) of the cost of your Season Seats will be due and payable by no later than the following dates:
 - 11% payment – October 14, 2016
 - 11% payment – November 15, 2016
 - 11% payment – December 15, 2016
 - 11% payment – January 16, 2017
 - 11% payment – February 15, 2017
 - 11% payment – March 15, 2017
 - 11% payment – April 17, 2017
 - 11% payment – May 15, 2017
 - 11% payment – June 15, 2017

Please note that, for each of the Methods of Entry listed above, every payment is non-refundable.

- (b) **METHOD 2: NO PURCHASE MAIL-IN ENTRY:** Mail an original 250-word essay about your favourite 2016 Toronto FC moment to: "2016 MLS Cup Season Seat Holder Contest", 50 Bay St, Suite 500, Toronto, Ontario, M5J 2L2, Attention: Toronto FC Ticketing. You must also include your name, address, daytime telephone number and email address with your essay. Limit of one (1) no purchase mail-in Entry per person, during the Contest Period. **You will obtain two (2) Entries into the Draw using this Method of Entry.**

There is a maximum of two (2) Entries per person during the Contest Period, regardless of the Method of Entry used, the number of Season Seats purchased, or the number of mail-in no purchase Entries submitted.

All Entrants must renew their Season Seats prior to the end date of the Contest Period (or any other Entry Period Closing Date) in order to be eligible to win the respective applicable Prize. No purchase mail-in Entries and cheques must therefore be mailed with sufficient time to be received by the Contest Sponsor prior to the end date of the Contest Period (or any other Entry Period Closing Date) in order to be eligible for the respective applicable Prize.

Entries associated with any of the following shall be declared null and void and shall not be eligible to win a Prize: (i) payment for renewal of Season Seats made with an NSF cheque; (ii) payment for renewal of Season Seats via unauthorized credit card payments; or (iii) payment for renewal of Season Seats made with lost, stolen or fraudulent credit cards. All Season Seat renewal charges (including, without limitation, Ticketmaster charges and service charges) and ticket terms of use and conditions shall apply and must be paid in full and/or complied with in order to renew your Season Seats.

All Entries will be declared invalid if they are late, illegible, incomplete, damaged, irregular, forged, garbled or mechanically or electronically reproduced. The Contest Sponsor accepts no responsibility for Entries that are lost, misdirected or delayed for any reason. Proof of sending an Entry does not constitute proof of its receipt by the Contest Sponsor.

If it is discovered by the Contest Sponsor (using any evidence or other information made available to, or otherwise discovered by, the Contest Sponsor) that any Entrant has attempted to use (or attempt to use) multiple names, identities, email addresses and/or any automated, macro, script, robotic or other system(s) or program(s) to enter or otherwise participate in or disrupt this Contest, that person may be disqualified from the Contest, and any future contests of the Contest Sponsor, in the sole discretion of the Contest Sponsor.

The Contest Sponsor reserves the right, in its sole discretion, to require proof of identity and/or eligibility (in a form acceptable to the Contest Sponsor – including, without limitation, government issued photo identification): (i) for the purposes of verifying an Entrant's eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of an Entry entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Contest Sponsor deems necessary, in its sole discretion, for the purposes of administering this Contest in accordance with these Official Rules. Failure to provide such proof to the satisfaction of the Contest Sponsor in a timely manner may result in disqualification of the Entrant in the sole discretion of the Contest Sponsor.

Each potential winner of a Prize (a "**Selected Entrant**") may also be requested to provide the Contest Sponsor with reasonable proof that he/she is the Authorized Account Holder of the Season Seat Holder Account associated with the potentially winning Entry. In the event of a dispute regarding the identity of the person submitting an Entry, the Entry will be deemed to be submitted by the Authorized Account Holder in whose name the email account associated with the Season Seat Holder Account is registered, provided that person meets all other eligibility criteria of this Contest. "**Authorized Account Holder**" shall mean the natural person assigned to an email address and/or telephone number by an Internet access provider, online service provider, telephone service provider or other organization that is responsible for assigning email addresses for the domain associated with the submitted email address.

All Entries shall become the property of the Contest Sponsor and none shall be returned. Each Entrant irrevocably assigns and transfers to the Contest Sponsor any and all rights, title, and interest in the Entry including, without limitation, all copyright in such Entry. Contest Sponsor shall have the right to edit or modify Entries for use in perpetuity and each Entrant waives any and all moral rights that he/she may have in the Entry. Each Entrant irrevocably confirms that no third party was involved in the creation of his/her Entry.

By entering the Contest, each Entrant agrees to be bound by the Official Rules and the decisions of Contest Sponsor, which are final with respect to all matters relating to the Contest.

(4) PRIZES:

There are fifty-four (54) prizes available to be won during the Contest Period (each a "**Prize**"), as further described in the following chart.

Any Entry that is not chosen during a particular Entry Period will carry over and remain eligible for all subsequent Entry Periods until such Entry is either selected to potentially win a Prize or the Contest Period expires, whichever occurs first.

The Entry Periods, Prizes and Draw Dates for this Contest shall be carried out as follows:

ENTRY PERIOD	ENTRY PERIOD OPENING DATE	ENTRY PERIOD CLOSING DATE	PRIZE DESCRIPTION	APPROX. RETAIL VALUE in CAD	DRAW DATE
1 1 prize	September 19, 2016 at 12:00 a.m.	September 23, 2016 at 11:59p.m.	<ul style="list-style-type: none"> Two (2) tickets to the 2016 MLS Cup in the host city arena on December 10, 2017 (specific game and seating to be determined at the sole discretion of the Contest Sponsor). Commercial, economy class, return airfare for two (2) people (the Prize Winner and his/her guest) from Toronto Pearson Airport to the host city (flight dates and times are subject to availability and the Contest Sponsor's sole discretion); and One (1) night standard hotel accommodation (based on one room, double occupancy), at a hotel in or around host city, as selected at the sole discretion of Contest Sponsor. 	\$2000.00	September 26, 2016
2 50 prizes	September 16, 2016 at 12:00 a.m.	October 7, 2016 at 11:59 p.m.	\$50 in BMO Field Bucks (Redeemable for food and non-alcoholic beverages for the 2017 TFC Season. Not redeemable for cash and non-transferrable)	\$50.00 each	October 10, 2016
3 1 prize	September 16, 2016 at 12:00 a.m.	October 7, 2016 at 11:59 p.m.	One (1) gift certificate for \$200.00 CAD to Canadian Tire (Not redeemable for cash and non-transferrable)	\$200.00	October 10, 2016
4 1 prize	September 16, 2016 at 12:00 a.m.	October 7, 2016 at 11:59 p.m.	One (1) Microsoft Xbox One Gaming console (which includes 2 controllers and console)	\$400.00	October 10, 2016
4 1 prize	September 16, 2016 at 12:00 a.m.	October 7, 2016 at 11:59 p.m.	Free Pizza for a Year from Pizza Pizza (One (1) Medium Pizza with 2 toppings once (1 time) per month in a year (12 months))	\$60.00	October 10, 2016

For Prize #1:

- a. All incidental costs and expenses associated with the Prize that are not specifically referred to herein, including (without limitation) sales taxes, ground transportation to and from the airport/arena, meals, travel and medical insurance, gratuities, taxes, airport improvement fees, baggage fees, incidental and personal expenses and items of a personal nature are not included and are the sole responsibility of the respective Prize Winner and his/her guest.
- b. The Prize Winner and his/her guest must be able to travel, together, on the dates and at the times designated by the Contest Sponsor or the Prize will be forfeited and may be awarded to an alternate eligible Entrant at the Contest Sponsor's sole discretion. The Prize Winner and his/her guest must participate in all aspects of the Prize together (i.e. the Prize Winner cannot have a different guest for different aspects of the Prize). All travel arrangements, accommodations, scheduled events and other aspects of the Prize itinerary will be arranged by the Contest Sponsor in its sole and absolute discretion. Once the travel itinerary has been finalized between the Prize Winner and the Contest Sponsor, no changes can be made unless initiated or approved by the Contest Sponsor.
- c. The Prize Winner and his/her guest must follow all directions of the Contest Sponsor with respect to the Prize or any aspect thereof. Failure to do so may result in termination of participation, or continued participation, in the Prize or any aspect thereof.
- d. The Prize Winner and his/her guest must be eighteen (18) years of age or older at the time of Prize execution in order to participate in the Prize. The Prize Winner and his/her guest may not be granted access to any licensed areas affiliated with the Prize, unless they can each show valid identification and proof of legal drinking age, in accordance with the laws in the host city.
- e. The Prize Winner and his/her guest are responsible for all required travel documentation including a valid passport and/or travel visas (where applicable) and must be free from any legal restrictions on their ability to travel or otherwise participate in the Prize that has been awarded. The Prize Selected Entrant (as defined below) his/her guest must hold and present proof of valid passports to the Contest Sponsor within forty-eight (48) hours of Prize win confirmation. Failure to produce such documentation within the forty-eight (48) hour period may result in the disqualification of the Selected Entrant, and the Contest Sponsor may select a new Entrant from the remaining eligible Entries until such time as a Winner is chosen or there are no more eligible Entries, whichever occurs first. Where applicable, the Contest Sponsor is not responsible for any costs and expenses incurred by or inconveniences to the Prize Winner and his/her guest in the event of denied entry into the United States for any reason.
- f. The Prize Winner may be required to present a valid major credit card (in the Prize Winner's name or that of his/her guest) upon arrival at the hotel in order to cover any expenses incurred above and beyond standard hotel room charges, which expenses are the sole responsibility of the Prize Winner.
- g. Flights in connection with the Prize do not qualify for Aeroplan® Mile accumulation or any other loyalty points of any kind.

For Prize #2:

Prize #2 must be accepted as awarded, without substitution, and is not transferrable, refundable, for resale or, where applicable, convertible to cash, except in the sole discretion of the Contest Sponsor. The Contest Sponsor reserves the right, in the event that a Prize, or any component of a Prize, cannot be awarded as described herein for any reason, to substitute the same for another prize or component of equal or greater value, without notice or liability. In the event that a substitute prize is awarded, such prize must be accepted as awarded and cannot be exchanged for cash (where applicable) or otherwise.

(5) WINNER SELECTION:

A series of random draws (each a "**Draw**") will be conducted at the offices of MLSE for the Prize in accordance with the dates and times specified in the Prize Schedule above, from amongst all eligible Entries received prior to each applicable Entry Deadline Date. All Entries not selected in a given Draw will be carried over and eligible for all subsequent Draws.

Each Selected Entrant will be notified of their selection within forty-eight (48) hours of the respective Draw, either by telephone or email, at the telephone number or email address on the Selected Entrant's account of record, or on their no purchase mail-in Entry, as applicable. Attempts will be made to contact each Selected Entrant between 9:00a.m. and 5:00p.m. ET during a period of three (3) days following his/her selection by the Contest Sponsor. If a Selected Entrant cannot be contacted within three (3) days, he/she will be considered to have forfeited the Prize and will be disqualified and another Entrant will be selected from the remaining eligible Entries until such time as contact is made with a Selected Entrant or there are no more eligible Entries, whichever comes first. The Contest Sponsor will not be responsible for failed attempts to contact a Selected Entrant.

No telephone contact or other correspondence in connection with this Contest will be entered into except with the Selected Entrants.

The identity of the Season Seat Account Holder of record may be verified by the Contest Sponsor, in its sole discretion. In cases where the Season Seat Account Holder of record is a corporation or legal entity other than an individual, the Prize will only be released to a party who has the legal authority to bind the corporation or such other legal entity.

(6) CLAIMING YOUR PRIZE

To be declared a winner ("**Winner**"), each Selected Entrant must answer correctly, without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question posed either by telephone or email at the telephone number or email address on the account of record for that Selected Entrant. Each Selected Entrant will be required to sign a Declaration, Release and Waiver Form (the "**Release Form**") confirming compliance with the Official Rules, acceptance of the Prize as awarded, without substitution, and releasing the Released Parties from any liability in connection with the Prize or the Contest. For Prize # 1, the chosen guest of the Selected Entrant will also be required to sign the Release form. Each Selected Entrant (and his/her guest, where applicable) must return the signed Release Form within two (2) days of receipt or he/she will be disqualified from receiving the Prize and another Entrant will be selected from the remaining eligible Entries until such time as a Winner is chosen or there are no more eligible Entries, whichever comes first.

If a Selected Entrant does not meet all of the Contest requirements, fails to correctly answer the mathematical skill-testing question or does not sign and return the Release Form to the Contest Sponsor within the time frame outlined above, that Selected Entrant will forfeit his/her Prize and the Contest Sponsor shall be entitled to select another Entrant from the remaining eligible Entries until such time as contact is made with an Entrant or there are no more eligible Entries, whichever comes first. This process may continue until the Prize has been awarded or there is insufficient time to permit the awarding of the Prize. The Contest Sponsor is not responsible, whether as a result of human error or otherwise, for any failure to contact any Selected Entrant.

The Contest Sponsor will contact the Winner following receipt of his/her signed Release Form to arrange for delivery of his/her Prize.

(7) SUPREMACY OF RULES

In the event of a conflict between the Official Rules and any instructions or interpretations of these Official Rules given by an employee of the Contest Sponsor regarding the Contest, these Official Rules shall prevail. In the event of any discrepancy or inconsistency between the terms and conditions of

these Official Rules and disclosures or other statements contained in any Contest-related materials, the terms and conditions of these Official Rules shall prevail, govern and control.

(8) INDEMNIFICATION

By submitting an Entry into this Contest, each Entrant confirms his or her understanding of and compliance with these Official Rules. Each Entrant, and his/her representatives, heirs, next of kin or assignees ("**Entrant's Representatives**"), hereby releases and holds the Released Parties harmless from any and all liability for any injuries, loss or damage of any kind to the Entrant, Entrant's Representatives or any other person, including personal injury, death or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any Prize, participation in the Contest, any breach of the Official Rules, or in any Prize-related activity. The Entrant and Entrant's Representatives agree to fully indemnify the Released Parties from any and all claims by third parties relating to the Contest, without limitation.

(9) LIMITATION OF LIABILITY

None of the Released Parties assumes any liability for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the processing of Entries or for any printing or other errors in any Contest materials. The Released Parties assume no responsibility for any error, omission, tampering, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or authorized access to, or alteration of Entries. The Released Parties are not responsible for any problems, viruses or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of email on account of technical problems or traffic congestion on the Internet or at any website or combination thereof, including injury or damage to Entrant's or to any other person's computer related to or resulting from participating or downloading materials in the Contest.

None of the Released Parties assumes any liability for any personal injury or property damage or losses of any kind, including without limitation, direct, indirect, consequential, incidental or punitive damages which may be sustained to an Entrant's or any other person's computer equipment resulting from an Entrant's attempt to either participate in the Contest or download any information in connection with participating in the Contest or use of any website. Without limiting the foregoing, everything on any website is provided "as is" without any 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.

(10) CONTEST ADMINISTRATION

All decisions regarding the Contest remain with the Contest Sponsor. The Contest Sponsor reserves the right, in its sole discretion, to modify, cancel, suspend and/or terminate any or all parts of the Contest, including the manner in which Prizes are distributed (and also for delays or cancellations of MLS games for which a Prize is awarded), for any reason. In addition, the Contest Sponsor will not assume any responsibility of any nature whatsoever in all cases where Contest Sponsor inability to hold the Contest or to remit the Prize to the Winner results from a cause beyond Contest Sponsor's control, including, but not limited to, Acts of God, weather conditions, strikes, lock-outs or other labour disputes.

The Contest Sponsor reserves the right, in its sole discretion, to disqualify any individual found to be in violation of these Official Rules. The Contest Sponsor reserves the right to refuse an Entry from a person whose eligibility is in question or who has been disqualified or is otherwise ineligible to enter. Any attempt to tamper with the Entry process, interfere with these Official Rules, deliberately damage any website or undermine the administration, security or legitimate operation of the Contest, is a violation of criminal and civil laws, and the Contest Sponsor reserves the right to seek damages and/or other relief (including attorneys' fees) from all persons responsible for such acts to the fullest extent permitted by law, which may include banning or disqualifying Entrants from this and future contests of the Contest Sponsor. In its sole determination, the Contest Sponsor may disqualify any person who acts in any manner to threaten or abuse or harass any person and to void all such

person's associated Entries. The Contest Sponsor reserves the right, in its sole discretion, to terminate or suspend the Contest should fraud, virus, bugs, or other reasons beyond the control of the Contest Sponsor corrupt the security, proper play or administration of the Contest.

(11) PRIVACY AND PUBLICITY RIGHTS

By accepting the Prize, the Winner grants to the Released Parties the perpetual right to use his/her respective name, biographical information, image, photos and/or likeness and statements for programming, promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, worldwide, including but not limited to on television, video, the World Wide Web and Internet, without notice, review or approval and without additional compensation, except where prohibited by law.

The Contest Sponsor respects your right to privacy. Personal information collected from Entrants will only be used by the Contest Sponsor to administer the Contest and, only if consent is actively given at the time of entry, to provide Entrants with information regarding upcoming promotions and/or events from the Contest Sponsor. For more information regarding the manner of collection, use and disclosure of personal information by the Contest Sponsor, please refer to the Contest Sponsor's privacy policy, available at http://www.mlse.com/privacy_policy.aspx.

(12) GOVERNING LAW

The Contest shall be governed by the laws of the Province of Ontario and the federal laws of Canada applicable therein. Without limiting the generality of the foregoing, all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations as between any person and/or Entrant and the Contest Sponsor in connection with the Contest shall be governed by and construed and interpreted in accordance with the internal laws of the Province of Ontario, Canada, including the procedural provisions of those laws, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws. The Contest Sponsor and all Entrants hereby attorn to the jurisdiction of the courts of that Province, sitting in the City of Toronto, Ontario, in respect of the determination of any matter, issue or dispute arising under or in respect of these Official Rules and/or the Contest and agree that any such determination shall be brought solely and exclusively before such courts.

The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in full force and effect and shall be construed in accordance with the terms as if the invalid or illegal provision were not contained herein.

Any words herein importing the masculine gender shall include the feminine gender and vice versa in both the singular and the plural.

(13) SEVERABILITY

The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with the terms as if the invalid or illegal provision were not contained herein.

(14) MISCELLANEOUS

Any words herein importing the masculine gender shall include the feminine gender and vice versa in both the singular and the plural.

(15) PRIZE SUPPLIER:

By entering the Contest, each Entrant acknowledges and agrees that Canadian Tire, Pizza Pizza and Microsoft's sole and exclusive role in the Contest is that of Prize supplier and that Canadian Tire, Pizza Pizza and Microsoft are in no way responsible for the administration of the Contest or the selection of winners and that all such responsibility rests with the Contest Sponsor. By participating in the Contest, each Entrant releases and agrees to indemnify Canadian Tire, Pizza Pizza and Microsoft and hold them harmless from and against any and all costs, claims, damages, (including, without limitation, any special, incidental or consequential damages), or any other injury, whether due to negligence or otherwise, to person(s) or property (including, without limitation, death or violation of any personal rights, such as violation of right of publicity/privacy, libel, or slander), due in whole or in part, directly or indirectly, to participation in the Contest, or arising out of participation in any Contest-related or Prize-related activity, or the receipt, enjoyment, participation in, use or misuse, of any Contest or Prize-related activity, whether hosted by Contest Sponsor or a third party.