

2024 STRIKE KING BIG BASS CHALLENGE USA

TOURNAMENT DATES: SEPTEMBER 1st – 30th, 2024

DIGITAL TOURNAMENT RULES SHEET, AGREEMENT AND LIABILITY RELEASE

ENROLLMENT & PARTICIPATION

- Event entry requires Team Strike King membership via the Fishing Chaos platform.
- Contest is open to the public. There are no minimum age limits; however, all competitors under age 18 must adhere to the event participation requirements outlined below in the AGREEMENT AND RELEASE OF LIABILITY portion of this agreement.
- To register, each participant must create a profile and purchase a ticket for the tournament.
- Competition is separated by region: Northeast, Southeast, West/Central and The BIG 3.
- Tournament dates are September 1st- 30th, 2024. Participants may register for the event at any time before September 27th, 2024. All Participants have until September 30th to score fish catches.
- Tickets are non-refundable after competition begins at 12:00:01am EST on September 1st, 2024

REGIONS

- NORTHEAST: Is made up of ME, VT, NH, CT, MA, MD, VA, WV, PA, NY, NJ, OH, DE, RI
- SOUTHEAST: is made up of AR, LA, MS, AL, GA, SC, NC, TN
- CENTRAL/WEST: is made up of Canada plus ND, SD, MN, WI, MI, IN, IL, IA, NE, KS, OK, MO, KY. OR, WA, ID, MT, UT, NV, WY, CO, NM, AZ
- THE BIG 3: is made up of FL, TX, CA

SUBMITTING CATCHES

- Permitted species: Black Bass (largemouth bass, smallmouth bass, spotted bass, shoal bass, meanmouth bass)
- Minimum length requirement to qualify as a catch: 14"
- Submitted catches must be caught by the registered angler.
- Catches must be submitted via the Fishing Chaos mobile app. Photo must show the fish laying straight on an approved measure board with mouth closed and touching the "bump" end of the measure board with tail lying flat.
- The Identifier Code must be legibly written and clearly visible in your photo.

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- Closed mouth preferred. Judges may deduct ¼" to ½" if the mouth being open results in increased length.
- Fish may only be entered once. Each fish submitted must be a different fish.
- Fish are to be caught in a sporting manner, using rod/reel and artificial lures or baits from ANY LEGALLY ACCESSED BODY OF WATER (Stream, river, pond, or lake). No live or dead bait is permitted.
- No traps, snares, set lines, or other methods of fishing other than rod, reel, and line are permissible, even if legal under state game laws.
- Any body of water that requires special permission is not eligible for competition.
- If a lake/pond has posted use times, it is eligible only during the hours permitted by the regulatory body.
- Use of private access to fish in any public waters is not permitted.

APPROVED MEASURE DEVICES

Measuring devices must be of the "bump board" style, with a vertical lip on the left side of the measure board to push the tip of the fish's mouth up against. Measure markers must be clearly visible in inches. If the board only shows whole inches, scoreable measurement must be rounded down the nearest inch. Only catches 14" and longer are scoreable. Boards with 1/4" measure increments are recommended. Tape measures are not valid.

- **Suggested** measure boards:
 - Gator Grip Golden Rule Measuring Board (available at Bass Pro, Academy Sports)
 - Ketch board
 - Cabela's Aluminum Fish Measuring Board (available at Cabela's)
 - Frabill Fishing Bump Board Fish Measuring Ruler (available at Walmart)
 - Check-It Stik (available at Academy Sports)
 - Hawg Trough

5 LONGEST BASS CHALLENGE

In total, no more than ninety-two (92) prizes will be awarded based on the top 20 standings in each region. 20 participants will be awarded prizes in each region as determined by event judges. The 20 individuals eligible to be awarded prizes in each region is based on the total combined length of the longest 5 bass submitted by individual participants.

PRIZES - 5 LONGEST BASS CHALLENGE		
FINISH	PER REGION	
	CASH PRIZE	GIFT CARD-STRIKE KING + LEW'S
1st	\$1,500.00	\$1,000.00
TOP BOATER BONUS	\$500.00	-
TOP KAYAKER BONUS	\$500.00	-
TOP BANK ANGLER BONUS	\$500.00	-
2nd	\$500.00	\$500.00
3rd	\$400.00	\$400.00
4th	\$300.00	\$300.00
5th	\$200.00	\$200.00
6th	-	\$200.00

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(4 total, 1 per region) \$1,500 Cash Prize (Visa gift card) + \$1000 Product Gift Card

Awarded to the 1st place participant in each region with the largest total combined length of their longest 5 certified submissions.

(4 total, 1 per region) \$500 Cash Prize (Visa gift card) + \$500 Product Gift Card

Awarded to the 2nd place participant in each region with the 2nd largest total combined length of their longest 5 certified submissions.

(4 total, 1 per region) \$400 Cash Prize (Visa gift card) + \$400 Product Gift Card

Awarded to the 3rd place participant in each region with the 3rd largest total combined length of their longest 5 certified submissions.

(4 total, 1 per region) \$300 Cash Prize (Visa gift card) + \$300 Product Gift Card

Awarded to the 4th place participant in each region with the 4th largest total combined length of their longest 5 certified submissions.

(4 total, 1 per region) \$200 Cash Prize (Visa gift card) + \$200 Product Gift Card

Awarded to the 5th place participant in each region with the 5th largest total combined length of their longest 5 certified submissions.

(60 total, 15 per region) \$200 Product Gift Card

Awarded to participants finishing in places 6th -20th in each region based on the total combined length of their longest 5 certified submissions.

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(4 total, 1 per region) \$500 Cash Prize (Visa Gift Card)

Awarded to the top finishing participant in each region that scored their top 5 fish while fishing from a kayak.

(4 total, 1 per region) \$500 Cash Prize (Visa Gift Card)

Awarded to the top finishing participant in each region that scored their top 5 fish while fishing from the bank.

(4 total, 1 per region) \$500 Cash Prize (Visa Gift Card)

Awarded to the top finishing participant in each region that scored their top 5 fish while fishing from a boat- based on the total combined length of their longest 5 certified submissions.

5-FISH LIMIT CHALLENGE

Tournament entrants that score 5 individual fish of at least 14" in length during the month of September will be entered for a chance to win 1 of 20 prize packs, each with an approximate retail value of \$500. Each prize pack includes a new Lew's product and Strike King product that was announced at ICAST 2024.

In total, no more than twenty (20) prizes will be awarded. 5 winners will be selected from each region. Prize winners are selected at the sole discretion of the tournament operations staff.

BIG BASS BONUS CHALLENGE

Each certified entry of a fish 20" or longer will count as an entry into the Big Bass Bonus pool. The more certified entries an individual submits of fish 20" or longer, the better the odds that individual will have of winning the Ultimate Angler Prize Pack. This prize pack includes prizes from event sponsors with a combined retail value of over \$3,000. No more than one (1) winner will be selected to win the Ultimate Angler Prize Pack.

LEW'S WEEKLY WINNER CHALLENGE

No more than thirty-six (36) participants will be awarded prizes as a part of the Weekly Winner Challenge.

To be eligible to win, participants must share a photo of a fish catch submission during the month of September to Facebook or Instagram. Participants must also tag the official accounts for Strike King Lure Company and Lew's Fishing. They must also include the hashtag #BIGBASSUSA in their social post.

Winners will be selected based on submissions made during the following time periods:

- Week 1: September 1st - 8th | Winners Announced on September 9th
- Week 2: September 9th - 15th | Winners Announced on September 16th
- Week 3: September 16th - 22nd | Winners Announced on September 23rd
- Week 4: September 23rd - 29th | Winners Announced on September 30th

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During each of the four (4) time periods, nine (9) winners will be selected based on the following submission categories:

1. Three (3) winners selected each week- from all eligible social posts.
2. Three (3) winners selected each week- from all eligible social posts featuring Strike King product in photo with fish catch submission.
3. Three (3) winners selected each week- from all eligible social posts featuring Lew's product in photo with fish catch submission.

PRIZES LEW'S WEEKLY WINNER CHALLENGE		
PRODUCT	EST. VALUE	TOTAL TO BE AWARDED
SPINNING REELS		
NEW CUSTOM SPINNING REEL	\$99.99	2
NEW CUSTOM PRO SPINNING REEL	\$139.99	2
NEW SPEED SPIN CRX SPINNING REEL	\$79.99	2
NEW MACH 1 SPINNING REEL	\$69.99	1
MACH 2 SPINNING REEL	\$89.99	1
NEW CUSTOM LITE SS SPINNING REEL	\$159.99	2
CUSTOM LITE SPINNING REEL	\$159.99	1
CASTING REELS		
MACH 2 CASTING REEL	\$149.99	1
CUSTOM LITE SS CASTING REEL	\$299.99	1
NEW CUSTOM PRO CASTING REEL	\$279.99	2
NEW CUSTOM CASTING REEL	\$179.99	2
HYPERMAG CASTING REEL	\$349.99	1
NEW SPEED SPOOL LFS CASTING REEL	\$99.99	2
RODS		
NEW LEW'S LFS ROD - SPINNING	\$139.99	1
NEW LEW'S LFS ROD - CASTING	\$139.99	1
CUSTOM LITE ROD - SPINNING	\$169.99	1
CUSTOM LITE ROD - CASTING	\$169.99	1
SIGNATURE SERIES ROD - SPINNING	\$189.99	1
SIGNATURE SERIES ROD - CASTING	\$189.99	1
NEW TP2 ROD - SPINNING	\$99.99	1
NEW TP2 ROD - CASTING	\$99.99	1
COMBOS		
NEW SPEED SPOOL LFS COMBO	\$169.99	1
MACH JACKED SPINNING COMBO	\$249.99	1
MACH JACKED CASTING COMBO	\$259.99	1
NEW SPEED SPIN CRX COMBO	\$139.99	2
NEW MACH 1 SPINNING COMBO	\$119.99	2
NEW MACH 1 CASTING COMBO	\$169.99	1
EVENT TOTAL		36

PRIZES WILL BE DRAWN FROM THIS LIST OF AVAILABLE PRODUCT EACH WEEK.

WINNERS WILL NOT CHOOSE THE PRODUCT, AS IT IS DETERMINED BY RANDOM DRAW OF ALL AVAILBLE PRODUCT EACH WEEK

The prize winner will be notified by phone, email, or the Fishing Chaos ap messenger approximately 14-21 days after submissions and results have been verified by event operations staff. If the potential winner cannot be contacted within five (5) days after the date of the first attempt to contact him/her,

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the Sponsor may select an alternate potential winner in his/her place from the remaining eligible entries. The Prize winner will be required to sign and return affidavits, releases, tax forms or other documentation in the sole discretion of Sponsor. Failure to comply may result in disqualification at the sole discretion of Sponsor.

To be eligible to receive a Prize, Prize winners must have an address or email address on file with the Sponsor or have provided an address or email address when prompted at the time of entry. In the event that an Entrant has an incomplete address or email address, or is otherwise deemed ineligible by the Sponsor in its sole discretion, the Entrant will be disqualified and an alternate winner will be selected based on requirements.

PRIZE RESTRICTIONS

Noncash Prizes are non-transferable and may not be assigned or substituted or redeemed for cash, in each case except with Sponsor's prior written consent. All Sponsor terms and conditions on its website with respect to use of its web and media platforms are incorporated herein by reference. The Prize winner is solely responsible for all applicable federal, state and local taxes, including taxes imposed on his/her income, in connection with the Prize and the fair market value thereof.

PRIZES ARE AWARDED "AS IS" WITH NO GUARANTEE. ALL WARRANTIES, WHETHER EXPRESS OR IMPLIED, INCLUDING THE WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE, ARE HEREBY DISCLAIMED BY THE SPONSOR AND RELATED ENTITIES. ALL PRIZE DETAILS ARE AT SPONSOR'S SOLE DISCRETION. ANY COSTS AND EXPENSES ASSOCIATED WITH PRIZE ACCEPTANCE AND USE NOT SPECIFIED HEREIN AS BEING PROVIDED ARE WINNER'S SOLE RESPONSIBILITY.

COMMUNICATIONS & DATA USAGE

Sponsor (Strike King Lure Company) will be collecting personal data about Entrants online, in accordance with its privacy policy. Here is a link to the privacy policy:

<https://www.strikeking.com/en/privacy-policy#:~:text=Strike%20King%20may%20disclose%20any,be%20causing%20injury%20to%20or>

By participating in the Strike King Big Bass Challenge USA, each Entrant hereby agrees to the Sponsor's collection and usage of their personal information and acknowledges that such Entrant has read and accepted Sponsor's Privacy Policy.

POLYGRAPH ADMINISTRATION

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Tournament operations staff for the 2024 Strike King Big Bass Challenge USA maintains the right to request that a polygraph be administered to participants of this event. By registering for this event, you agree to the following:

- Participant agrees to submit for a third-party administered polygraph examination and agrees to provide truthful and honest responses as to be determined by the third-party polygraph examiner.
- Refusing to take a polygraph examination for any reason will result in immediate disqualification.
- Any Participant taking medication should notify the polygraph examiner prior to examination.
- Any Participant determined by the polygraph examination and/or other Event Officials to be intoxicated and/or under the influence of any type of illegal drug(s) at the time said Participant is required to take the polygraph examination or in violation of the Rules, may be disqualified from this Event and all future events.
- Participants acknowledge and agree that we may disclose the results of the polygraph exam. Whether disclosure occurs is in our sole discretion.
- By his/her signature on the Event entry form and/or other required documents or entering the Event online, each Participant agrees to submit for a third-party administered polygraph examination. Each Participant shall abide by the conclusion reached by the third-party administrator administering the polygraph examination and, specifically, whether the Participant provided honest and truthful responses. Participants must successfully pass the polygraph examination or be removed from competition.

AGREEMENT AND RELEASE OF LIABILITY

This Agreement and Release of Liability ("**Agreement**") is given to and for the benefit of Rather Outdoors Corporation and all its subsidiaries and affiliates (collectively, "**Rather Outdoors**") and the employees, staff, volunteers, agents, contractors or other personnel of Rather Outdoors (collectively, "**Staff**").

I voluntarily desire to participate in one or more competitions or other events sponsored or operated by Rather Outdoors, including boating, fishing, shooting, hunting or other competitions or events (each, an

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“Event”), and I am providing this Agreement in consideration for the opportunity to participate in one or more Events. This Agreement applies to each Event in which I participate.

I also represent and agree as follows:

- I will participate in the Event in a lawful, safe and reasonable manner.
- I will respect the Staff, by listening and following their instructions to the group or to me personally.
- I violate this Agreement, if, for example, I am disrespectful, disruptive, disorderly, using profanity, using or in possession of, or under the influence of, alcohol or drugs (whether legal or illegal drugs), being a danger to myself or to others, or involved in any behavior which could be offensive, demeaning or unsafe to myself or others, all as determined by any Staff.
- Any Staff may stop my participation in the Event if I violate this Agreement.
- This Agreement applies to all activities occurring as part of the Event, including when I am not directly involved in the Event.
- I am 18 years of age or older, or, if higher, at least the age of majority in the State in which the Event will be held.
- If I am under the age of 18, I will be supervised at all times during competition by either a parent or guardian or by an adult designee. I understand that I must have a parent or legal guardian execute the release waiver and accept the prize on my behalf, including any and all tax requirements.
- I understand that I am solely responsible for any and all taxes, fees, or other expenses associated with acceptance, receipt, or use of any prizes awarded in connection with the event. By participating in the event, I agree to comply with all tax reporting and payment obligations associated with their receipt of prizes. Rather Outdoors shall not be responsible for any taxes, fees, or penalties imposed on participants as a result of their participation in the event or acceptance of prizes. This provision shall survive the termination or expiration of the Strike King Big Bass Challenge – USA and the conclusion of the event.
- I understand and agree that Rather Outdoors reserves the right, in its sole discretion, to modify, suspend, or terminate the Strike King Big Bass Challenge-USA or the terms and conditions at any time, for any reason, without prior notice or liability to participants. In the event of modification, suspension, or termination, Rather Outdoors may, at its discretion, award prizes based on eligible entries received prior to the action taken. I agree that Rather Outdoors shall not be liable to myself or any third party for any modification, suspension, or termination of the event or the terms and conditions. This provision shall survive the termination or expiration of the event and the conclusion of the event.
- I consent to the use by Rather Outdoors of any videos, photographs and other images of me in any commercial, promotional or other materials, including in print, via TV or the Internet or in any form of social media.
- *I understand the Event involves numerous risks, including sickness or emotional or physical injury, which could be serious, or death, and loss of or damage to my property. The risks include, depending on the type of Event, drowning or being shot and health risks from adverse weather or terrain conditions. There are also risks that are unknown and cannot be foreseen. I also understand that there may be other participants in the Event, and that neither Rather Outdoors nor any Staff is responsible for any actions or omissions (including any negligence) or statements by others. I accept all known and unknown risks, including catching a virus or other illness or sickness from any Staff or other participants or from using gear, equipment or facilities used by any Staff or other participants.*
- *I fully waive and release Rather Outdoors and its Staff from any and all liability and suits, actions, proceedings or claims (of any type) for any sickness or injuries to me, loss of life, loss of or damage to any of my property or any other liabilities, claims, losses or damages. My release includes any sickness, injury, death, loss or damage in any way caused by any medical treatment provided by Rather*

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Outdoors or any Staff, by the condition of the outdoor or other facilities used in the Event, or by any negligence, recklessness or other act or omission of Rather Outdoors, any Staff or any participant in the Event. I understand this is a full and complete waiver of all legal rights. This waiver and release are additional and cumulative to any other waivers or releases that I may at any time give to Rather Outdoors or any Staff or that might otherwise exist at law.

- I will defend (at Rather Outdoors's request), indemnify and hold Rather Outdoors and all Staff harmless from and against, and shall otherwise be liable and responsible for, any and all suits, actions, proceedings, claims, counterclaims, demands, allegations, losses, liabilities, damages, costs or expenses (including court costs and attorneys' fees), and all other amounts, that in any way relate to, arise from or are connected with any breach of this Agreement by me or any act or omission by me during or otherwise in connection with the Event.
- I acknowledge and agree that I have reviewed, understand, and will abide by the Rules. I willingly agree to comply with the Rules for participation in the Event.
- This Agreement shall bind me and my heirs and representatives.
- This Agreement sets out our entire agreement, and this Agreement cannot be changed except in a writing that is signed by Rather Outdoors.
- This Agreement is governed by the laws of the State in which the Event is held.
- If any term of this Agreement is held to be invalid or unenforceable, the remaining terms shall remain in full force and effect and the invalid or unenforceable term shall be deemed to be revised to the extent necessary to make the term valid and enforceable.
- I understand that by participating in the Strike King Big Bass Challenge USA, I acknowledge that I have read and agreed to the rules, agreement, and release of liability as stated herein.

I waive any right to a jury trial with respect to this Agreement.

Sponsor reserves the right, at its sole discretion, to modify, amend, or update any event rules, information, agreement terms, and the release of liability.