

VISIT NEW BRAUNFELS

TikTok Video Contest

Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. This is a skill-based contest; winners are chosen by judges based on the criteria below, not by chance. Void where prohibited. By entering, you agree to these Official Rules, including granting Visit New Braunfels the right to use winning videos in paid advertising (Section 10). This Contest is in no way sponsored, endorsed, administered by, or associated with TikTok.

1. Sponsor

The Visit New Braunfels TikTok Video Contest (the "Contest") is sponsored by Visit New Braunfels, the Convention and Visitors Bureau of the Greater New Braunfels Chamber of Commerce, 390 S. Seguin Ave. New Braunfels, Texas 78132 ("Sponsor"). Sponsor's decisions on all matters relating to the Contest are final and binding.

2. Eligibility

The Contest is open to legal residents of the fifty (50) United States who are at least eighteen (18) years of age at the time of entry and who have a public TikTok account or Instagram account in good standing. Employees of the Convention & Visitors Bureau, advertising and promotion agencies, prize providers, and Contest judges, as well as their immediate family members (spouse, parents, siblings, children, and each of their spouses) and persons living in the same household, are not eligible.

3. Contest Period

The Contest begins at 9:00 a.m. Central Standard Time ("CST") on October 1, 2026, and ends at 11:59 p.m. CST on October 25, 2026. (the "Contest Period"). Sponsor's computer is the official timekeeping device. Entries posted or submitted outside the Contest Period will not be considered.

4. How to Enter

To enter, complete all of the following:

- Create an original video between 15 and 60 seconds long that meets the Content Requirements in Section 5 and features the theme Girls' Trip, Couple's Getaway or Family Getaway in New Braunfels, TX.
- Post the video to your public TikTok or Instagram account and tag **@visitnbtx TikTok handle** in the caption. Your account and video must remain public through the end of the judging period.
- Complete the entry form at VisitNBTX.com/tiktok-contest-ad including your name, email, phone number, and a link to your video, and accept these Official Rules.

An entry is not complete until all steps are finished. Limit 3 entries per person and per TikTok account during the Contest Period; additional entries do not increase your chance of winning. Use of multiple accounts, automated systems, or any other method to exceed this limit will result in disqualification. Entries that are

late, incomplete, or not received for any reason are void. The authorized account holder of the TikTok account used to enter will be deemed the entrant.

5. Content Requirements

By entering, you confirm that your video:

- Is your own original work, created by you.
- Was filmed in New Braunfels, Texas, and features a New Braunfels location, attraction, event, business, or experience.
- Contains only people who have given permission to appear in it. Any identifiable person under 18 may appear only with the written consent of a parent or legal guardian, which Sponsor may require before selecting a winner.
- Uses only music or audio you have the right to use for commercial purposes, such as original audio or tracks from TikTok's Commercial Music Library. Sponsor may remove, replace, or edit the audio of any winning video before using it in advertising.
- Does not include third-party trademarks, logos, artwork, or copyrighted material as a prominent feature, other than incidental background appearances of New Braunfels businesses and landmarks.
- Does not depict unsafe, illegal, or reckless activity (including unsafe river, tubing, or water behavior, drone use in violation of law, underage drinking, or excessive alcohol consumption), and contains no nudity, profanity, hate speech, harassment, or content that is defamatory or invades anyone's privacy or publicity rights.
- Complies with TikTok's Terms of Service and Community Guidelines, and any applicable laws, including laws governing property access and local rules at parks and attractions.

Sponsor reserves the right, in its sole discretion, to disqualify any entry it determines does not comply with these rules or is otherwise inappropriate or inconsistent with Sponsor's brand.

6. Judging

After the Contest Period, all eligible entries will be evaluated by a panel of qualified judges selected by Sponsor using the following criteria:

- **Creativity and originality** — [30]%
- **How well the video showcases New Braunfels as a travel destination** — [30]%
- **Adherence to the Contest theme** — [20]%
- **Video quality and storytelling** — [20]%

Engagement metrics such as views, likes, comments, and shares will not be considered in judging. In the event of a tie, the entry with the highest score in "How well the video showcases New Braunfels" will prevail. Judging will be completed on or about November 1, 2026. The three (3) highest-scoring eligible entries will be named potential winners: first, second, and third place.

7. Winner Notification and Verification

Potential winners will be notified on or about November 6, 2026 by phone or email and/or TikTok direct message using the information provided on the entry form. Each potential winner must sign and return, a

Liability and Publicity Release, confirming the rights described in Section 10. Sponsor may also require signed releases from any identifiable person appearing in the winning video (and from a parent or guardian for any minor).

If a potential winner cannot be reached, does not respond or return required documents on time, is found ineligible, or does not comply with these Official Rules, the prize may be forfeited and awarded to the next-highest-scoring eligible entrant. Sponsor is not responsible for notifications that are missed due to spam filters, account settings, or inactive accounts.

8. Prizes

Three (3) prizes will be awarded:

- **First Place (1):** One night stay at the Faust Hotel with dinner Downtown and a \$250 gift card. Approximate Retail Value ("ARV"): \$650.
- **Second Place (1):** Dinner for two in Gruene. show at Gruene Hall and an adventure at The Stoke Factory. ARV: \$280.
- **Third Place (1):** 2: Tickets to Wurstfest, Sip N Putt and Stars & Stripes. ARV: \$150.

Total ARV of all prizes: \$1,080. Prizes are awarded "as is" and are non-transferable. No cash or prize substitution is permitted, except that Sponsor may substitute a prize of equal or greater value if an advertised prize becomes unavailable. Any travel, lodging, attraction, or dining components are subject to availability, blackout dates, and the terms of the prize provider, and must be used by May 2027.

9. Ownership of Entries

You keep ownership of your video. However, by entering, you grant Sponsor a non-exclusive, royalty-free license to repost, share, or feature your entry, on Sponsor's organic and paid social media channels and website during and after the Contest. Entries that do not win will not be used by Sponsor in paid advertising without your separate written permission.

10. Use of Winning Videos in Paid Advertising

As a condition of receiving a prize, each winner grants Sponsor and its agents, partners, and advertising vendors an irrevocable, worldwide, royalty-free license, for [a period of [two (2)] years from the date of the winner announcement / in perpetuity], to use, reproduce, edit, adapt, crop, add text, graphics, logos, captions, or calls to action to, replace or remove the audio of, publish, distribute, and display the winning video in any media now known or later developed, including without limitation paid social media advertising (such as TikTok Spark Ads, Meta, YouTube, and other platforms), digital and display advertising, streaming and connected TV, broadcast, websites, email, out-of-home, print, and trade and convention sales materials, for the purpose of promoting New Braunfels and Visit New Braunfels, without further compensation, notice, or approval beyond the prize awarded.

Each winner agrees to provide, upon request, a TikTok Spark Ads authorization code (or comparable permission) for the winning video, valid for no less than [90] days, and to keep the original post public and unaltered during that time. Sponsor may identify each winner by name, TikTok handle, and city/state in connection with the advertising. Sponsor is not obligated to use any video in advertising.

11. Publicity

Except where prohibited by law, acceptance of a prize constitutes consent for Sponsor to use each winner's name, TikTok handle, likeness, voice, city and state of residence, statements about the Contest, and the winning video for promotional and advertising purposes, in any media, without additional compensation.

12. Entrant Representations and Indemnification

By entering, you represent and warrant that your entry complies with these Official Rules; that you own or have obtained all rights, licenses, and permissions needed for your entry and for Sponsor's uses described above, including from every person who appears in it; and that the entry and its use by Sponsor will not infringe or violate the rights of any third party. You agree to indemnify and hold harmless Sponsor and the Released Parties (defined below) from any claims, damages, or expenses, including reasonable attorneys' fees, arising from your entry or breach of these representations.

13. General Conditions

Sponsor reserves the right to disqualify any individual it finds tampering with the entry process or the operation of the Contest, acting in violation of these Official Rules, or acting in an unsportsmanlike or disruptive manner, including using purchased followers or engagement. If the Contest cannot run as planned because of technical failures, fraud, unauthorized intervention, or any cause beyond Sponsor's reasonable control, Sponsor may cancel, modify, or suspend the Contest and, if it chooses, award prizes from among eligible entries received before the action was taken. Sponsor's failure to enforce any term of these rules does not waive that term. If any provision is found invalid, the remaining provisions remain in full force and effect.

14. Release and Limitation of Liability

By entering, entrants agree to release and hold harmless Sponsor, the Greater New Braunfels Chamber of Commerce, Visit New Braunfels, prize providers, TikTok, and each of their respective officers, directors, employees, and agents (the "Released Parties") from any and all liability for injuries, losses, or damages of any kind arising from participation in the Contest, including activities undertaken to create an entry, or from the acceptance, possession, or use of any prize. The Released Parties are not responsible for lost, late, incomplete, or misdirected entries; technical, network, or platform malfunctions; changes to TikTok's features or policies; or printing or typographical errors in any Contest materials.

15. TikTok & Instagram Disclaimer

This Contest is in no way sponsored, endorsed, or administered by, or associated with, TikTok or Instagram. By entering, entrants release TikTok & Instagram from any and all liability associated with the Contest. Information collected is provided to Sponsor, not to TikTok or Instagram.

16. Privacy

Personal information collected in connection with the Contest will be used to administer the Contest and award prizes and as described in Sponsor's privacy policy at <https://www.visitnbtx.com/tiktok-contest-ad>. [If you opt in on the entry form, Sponsor may also send you Visit New Braunfels travel news and offers; you may unsubscribe at any time.]

17. Disputes and Governing Law

These Official Rules and the Contest are governed by the laws of the State of Texas, without regard to conflict-of-law principles. Any dispute arising from the Contest shall be resolved individually, without resort to any class action, exclusively in the state or federal courts located in Comal County, Texas. Any recovery is limited to actual out-of-pocket costs of entering, and in no event will entrants be entitled to attorneys' fees or punitive, incidental, or consequential damages.