



2020 SPOKETOBER CHALLENGE

OFFICIAL RULES

Bike New York (“Organizer”) is holding the 2020 Spoketober Challenge (the “Contest”) from October 1, 2020, to October 31, 2020, dates based on your current time zone. Information on how to enter, the prizes, and other Contest information can be found below (“Official Rules”). By registering for the Contest, you acknowledge that you have read and understood these Official Rules, accept and agree to these Official Rules, and represent and warrant that your participation complies with all requirements set out in these Official Rules. You acknowledge that the Contest is a skill-based contest.

By entering the Contest, you also confirm that you will not breach any applicable law regarding your eligibility of entering and participating in the Contest. The Organizer will not be responsible for any participant entering the Contest unlawfully or otherwise in breach of local law. You are advised to check or seek advice on your local law before entering the Contest.

The Organizer reserves the right, in its sole and absolute discretion (subject to applicable law), to: (a) amend or vary any of the terms at any time without prior notice, and by entering the Contest you agree to any such amended terms; and (b) terminate or disqualify any participant from the Contest or reclaim any prize(s) at any time if it is the opinion of the Organizer that there has been a breach of any of the terms by such entrant (whether discovered during or after the end of the Contest).

WHO MAY ENTER

Participation in the Contest is open to all individuals 18 years of age, as of October 1, 2020, or older. Notwithstanding the above, where your participation in the Contest is prohibited or restricted by law, or your participation in or our promotion of this Contest would violate any applicable law, your registration shall be completely void and no prize will be awarded. Employees of Bike New York and its partners, affiliates, subsidiaries, sponsors, consultants, agents and their employees, officers, directors, and representatives and their immediate family members (spouse, parent, child, sibling and their respective spouses, regardless of where they live) or persons living in the same households of such employees, whether or not related are not eligible. Only participants 18 years of age, as of October 1, 2020, will be eligible to win a prize.

HOW TO ENTER

The registration fee to participate in the Contest is \$15 per person. If you had registered for the 5 Boro Bike Tour your registration fee will be waived. Unlawful or incomplete entries will be disqualified. Limit one entry per person. To register, please follow the following steps:

1. Click [here](#) to register. All you need is a smartphone.



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2. Check your email for your Spoketober Challenge confirmation, which will contain step-by-step instructions for how to get started on Kilter Rewards.
3. Head to your smartphone's app store and download the Kilter Rewards app.
4. Create a free account and select 'Join Event'. The event name is Spoketober Challenge powered by Bike New York. Enter the code BNY001.
5. Now, connect your activity tracker with Kilter Rewards.
6. In the Kilter Rewards app, select Profile.
7. Tap 'Connect Devices'.
8. Choose your preferred app and tap 'Connect'.
9. You're all set and ready to ride!

CONTEST PRIZES

During the contest, each day you ride 5 or more miles or log at least 30 minutes of active cycling time, you earn 100 points. Participants can earn a maximum of 100 points per day (although there may be special pop-up challenges from time-to-time where participants can earn extra points). For every 5 days in a row that you ride, you will receive 100 extra points, and on Wednesdays you will receive 25 extra points if you ride 7.5 or more miles or log 60 minutes of active cycling time. Points will be totaled in real time on Kilter Rewards, and the leaderboard will be updated daily by Bike New York. The prizes/rewards, winner eligibility and value are set forth below. PLEASE NOTE THAT CERTAIN PRIZES/REWARDS ARE LIMITED TO RESIDENTS OF CERTAIN JURISDICTIONS AS SET FORTH BELOW AND AS OTHERWISE SET FORTH IN THESE OFFICIAL RULES (INCLUDING IN THE SECTION ENTITLED, "WHO MAY ENTER"). YOU ACKNOWLEDGE THAT DESPITE YOUR REGISTRATION, PERFORMANCE, OR FUNDRAISING, YOU MAY NOT BE ELIGIBLE FOR CERTAIN PRIZES.

Prize	Winner(s)*	Value¹
Trek Domane SL 5 Bicycle ²	#1 Performer (most points) #1 Fundraiser	\$2,898.99
Vintage 2012 New Belgium x Felt Bicycle Cruiser	#2 Performer	\$400
Limited Edition 2019 New Belgium x Brooklyn Bicycle Driggs 3	#2 Fundraiser	\$400

¹ Prize values are being updated until October 1, 2020. Please check [this link](#) for further updates to these Official Rules.

² If the Domane SL 5 is unavailable, a Trek bike of comparable value chosen at Trek's discretion will be offered instead. These bicycles must be picked up in a NY or NJ Trek Bike Shop, as further described in the section entitled, "NOTIFICATION OF WINNER."



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Free lab services at the NYU Langone Sports Performance Center	#3 Performer #3 Fundraiser Only residents of NY or NJ are eligible for this prize	To come.
\$300 gift card for Primal Wear website	#4 Performer #4 Fundraiser	\$300
A 1-month supply of CLIF BARS and CLIF BLOKS, a pair of socks, and a CLIF-branded hat	#5, #8 and #10 Performer #5, #8 and #10 Fundraiser	To come.
A 3-month supply of various Nuun products	#6, #7 and #9 Performer #6, #7 and #9 Fundraiser	To come.
BNY-Branded Bag and a Comet F100 Front & Rear Bike Light Set	#11 and #12 Performer #11 and #12 Fundraiser	\$72
Exclusive concierge access to NYU Langone Sports Health experts	All participants	To come.
10% discount off first NYU Langone Health Sports Performance Center Service	Only residents of NY or NJ are eligible for this reward	To come.
25% off on Nuun website (nuunlife.com)	All US participants	Various
15% off on CLIF BAR website (clifbar.com)	All US participants	Various
20% off on Primal Wear website (primalwear.com)	All participants	Various

*If the top performer or fundraiser is not a resident of New York or New Jersey, then the winner will forfeit their rights to the Trek bike and, subject to other eligibility requirements, will receive a \$100 gift card. If a winner of one of the New Belgium branded bikes is unable to pick up the bike at its location in New York City or does not want to pay shipping and handling costs, the winner will forfeit their rights to the prize and, subject to other eligibility requirements, will receive a \$100 gift card. If a winner of the NYU Langone Sports Performance Lab Services is not a resident of New York or New Jersey, they will forfeit their rights to that prize and, subject to other eligibility requirements, will receive a \$100 gift card.

In the event of a tie among top point earners, the winner(s) will be selected by highest fundraising total. In the event that an additional tie-breaker is needed after considering fundraising totals among top point earners, the winner(s) will be selected by most miles ridden (as determined by synced data). In the event of a tie among top fundraisers, the winner(s) will be selected by most



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points accrued. In the event that an additional tie-breaker is needed after considering points accrued among top fundraisers, the winner(s) will be selected by most miles ridden (as determined by synced data). In the event that one participant is a winner for both the performance category and fundraising category, that participant will be announced as the winner of the fundraising category and the runner up in points will receive the performance prize (unless they are restricted based upon the rules).

The total MSRP of each prize may vary up to \$2,898.99. The odds of winning depend on the total number of participants.

LIMITATION OF LIABILITY

You acknowledge that you have read and agreed to the terms of the 2020 Spoketober waiver (“Waiver”). Without limiting the terms of the Waiver, by entering the Contest, all participants hereby release, discharge, and hold harmless the Organizer and its partners, affiliates, subsidiaries, sponsors, consultants, agents and their employees, officers, directors, and representatives from any claims, losses, and damages arising out of their participation in the Contest or any Contest-related activities and the acceptance and use, misuse, or possession of any prize awarded hereunder.

To the fullest extent permitted by law, participants shall indemnify the Organizer, its agents, employees, representatives, associates, affiliates, parent and subsidiary companies against any and all claims, losses, costs, damages, liability and/or expenses arising out of the participant’s breach of any of the Official Rules.

CONDITIONS

THE CONTEST IS VOID WHERE PROHIBITED. To the fullest extent permitted by law, any provision of the Official Rules that is prohibited or unenforceable in any jurisdiction is ineffective as to that jurisdiction to the extent of that prohibition or unenforceability. That does not affect the validity or enforceability of that provision in any other jurisdiction nor invalidate the remaining provisions of the Official Rules.

You agree that the Contest and any dispute arising out of these Official Rules will be governed by and construed in accordance with the laws of the State of New York without giving effect to any choice or conflict of law provision or rule (whether of the State of New York or any other jurisdiction). You agree all federal, state/provincial/territorial, and local taxes, fees and surcharges (whether foreign or domestic, and including income, sales, and import taxes) on prizes are the sole responsibility of the prize winners. The Organization will issue a Form 1099-MISC for all participants who win prizes valued in excess of \$600.

The Organizer will verify the validity of any participant (including a participant’s identity and address). Participants will cooperate with the Organizer in all aspects for the verification and the



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Organizer will disqualify any participant who registers for the Contest that is not in accordance with the Official Rules or who tampers with the registration process. Failure by the Organizer to enforce any of its rights at any stage does not constitute a waiver of those rights.

RIGHT TO CANCEL OR SUSPEND CONTEST

The Organizer reserves the right, at its sole discretion to cancel, terminate, modify, or suspend the Contest.

NOTIFICATION OF WINNER

The winner will be notified by email, using the email address on their registration form, on or about November 4, 2020. If a potential winner does not respond within 10 days following the sending of that email or a prize is returned undelivered, the potential winner is disqualified. If it is necessary to select an alternative winner, the next best performing participant (in terms of points or funds raised, as applicable) will become the winner. The prize is not transferable and no substitutions may be made. EXCEPT FOR THE TREK BIKES, NEW BELGIUM-BRANDED BIKES AND PURCHASES MADE AT NUUNLIFE.COM, CLIFBAR.COM, AND PRIMALWEAR.COM, THE PRIZES INCLUDE ALL SHIPPING AND HANDLING CHARGES. THE WINNERS OF THE NEW BELGIUM-BRANDED BIKES ARE RESPONSIBLE FOR ALL SHIPPING AND HANDLING CHARGES IF THEY CANNOT PICK UP THE BIKES IN NEW YORK CITY. THE WINNERS OF THE TREK BIKES MUST PICK UP THE BIKES AT A TREK BIKE SHOP IN NEW YORK OR NEW JERSEY.

WINNERS LIST

Participants are responsible for complying with these Official Rules. Winners' names will be available online at www.bike.nyc/events/spoketober

DATA PRIVACY

Participants agree that personal data, especially name and address, may be processed, shared, and otherwise used for the purposes and within the context of the Contest and any other purposes outlined in these Official Rules. The data may also be used by the Organizer in order to verify the participant's identity, postal address, and telephone number or to otherwise verify the participant's eligibility to participate in the Contest. Participants have the right to access, review, correct or delete any personal data held by Organizer by writing to info@bike.nyc.