



2026 Cheerwine Festival T-Shirt Design Contest Official Rules

ELIGIBILITY This Contest is solely open to high school students in North Carolina and South Carolina who are legal residents of the United States and enrolled in a public or private high school in North Carolina and South Carolina at the time their entry is submitted to the Contest by a teacher at their school on their behalf in conformity with these Official Rule. Any winner under the age of 18 must be represented by a parent or legal guardian to accept the prize on their behalf. Limit one entry per eligible student. Entries must be the student's sole original creation and may not have been created by a group of persons.

SPECIFICATIONS All artwork entries (whether physical or digital) become the property of Carolina Beverage Corporation, doing business as Cheerwine®, which is the "Sponsor" of this Contest. Such sponsor is also a sponsor of annual Cheerwine Festival in Salisbury, NC All federal, state, and local laws, rules, and regulations apply to this Contest. The Cheerwine® brand has over a century of history. It is imperative that the Cheerwine brand's visual consistency, brand values and the family-friendly nature of the festival bearing its name are maintained across all entries. Sponsor has the right to make alterations to the final winning design in this Contest for t-shirt printing purposes. Sponsor's graphic designers will work with the winning artist in order to maintain the integrity of the artwork as printed. Artwork must be original and unpublished, non-commercial work of its student creator, cannot have been entered in any other competitions or won any prize, cannot have been previously published, and cannot borrow elements from any other artists' works. Any use of artificial intelligence (AI) tools or AI-generated content in any part of the design will render the entry ineligible. Entries that are the subject of a registered copyright or pending copyright application with the U.S. Copyright Office will not be accepted. Before a potential winner is awarded a prize, Sponsor or its authorized representative will have the right to verify the Contest entrant's identity, including name, address, age, enrolled high school, email address, and submitting teacher, with the entrant's parents(s) or legal guardian(s), enrolled school or other public records, as determined by Sponsor. Sponsor reserves the right not to award prizes to entrants that do not meet eligibility requirements, or whose submission does not conform to these Official Rules, or who otherwise fail to comply with these Official Rules. By submitting an entry into this Contest, each entrant grants Sponsor unrestricted use of the entry for judging purposes and voting purposes (if the entry advances to finalist status), including the right and ability to publicly display the entry online for public voting.

SUBMISSION REQUIREMENTS The following submission requirements apply to the final design submitted as a Contest entry, whether submitted online or via mail:

1. All designs MUST include The Cheerwine Festival logo and Festival date (May 16, 2026). Creative assets of Sponsor including the required logos ("Cheerwine Assets") may be [found here](#) for download and use. Sponsor grants its permission for eligible entrants in the Contest to use the Cheerwine Assets for purposes of creating an entry for the Contest. All other rights in the Cheerwine Assets are reserved to Sponsor. Designs may not include any trademarks, logos or copyrighted designs of any third party other than the entrant's own original artwork and the Cheerwine Assets.

2. Overall size of the submitted entry must not exceed 12" wide x 14" tall. Vertical orientation is recommended. Sponsor or its designee reserves the right to rearrange required content (i.e., The Cheerwine Festival logo and Festival date (May 16, 2026)) in the entry if deemed necessary for printing.
3. Design must not exceed five (5) colors for final printing. If the winning design includes more than the maximum colors allowed, Sponsor or its designee reserves the right to alter colors for printing.
4. All designs submitted in digital form must be submitted as .jpeg, .pdf, .eps or .ai file types. Digital files should be submitted via the red "ENTER STUDENT DESIGNS HERE" button on the Contest Webpage at <https://cheerwine.com/festival-contest/>. Entrants may be requested to submit the native design files as well where the design or its colors are not fully apparent from the digital version. For entries by mail, ship or deliver physical artwork to: Joy Harper, c/o Cheerwine, 1413 Jake Alexander Blvd., Salisbury, NC 28146. If physical artwork is requested and not received, the affected digital entry may be determined to be incomplete and ineligible to win the Contest. For physical artwork submissions, ship or deliver them to Sponsor at the address above. Submissions not received due to transmittal or delivery errors or issues will not be considered.

DUE DATE Sponsor will commence accepting entries into the Contest mid-January, 2026. All entries, regardless of submission method, must be submitted no later than Friday, February 27, 2026, at 5:00 PM Eastern Time. Late submissions will not be accepted.

WINNER SELECTION A designated panel of qualified judges of Sponsor, chosen with input from The Cheerwine Festival committee, will judge entries. Up to ten (10) potential winning entries will be selected assuming sufficient eligible entries into the Contest. Judging criteria for selection of potential winners is: (i) the overall creativity and artistic skill of an entry (50%); (ii) the artwork's ability to creatively capture Cheerwine's essence, embodying a spirit of being uniquely Southern and celebrating Carolina pride (25%); and (iii) prominent inclusion of the required content (i.e., The Cheerwine Festival logo and Festival date (May 16, 2026)) in the entry (25%). Descriptions of art submitted with entries are for information and do not affect the judging criteria. In the event of a tie between two or more entries, the entry scoring highest on second judging criteria will advance as between the tied entries. The decision of the judges will be final and binding.

As a condition of being selected as a top 10 finalist, the students who are 18 or older (and parents or guardians of entrants younger than 18) must sign and return, within three (3) business days of receipt, "The Cheerwine Festival Contest Release Form" (i) confirming each entrant's compliance with these Official Rules, (ii) granting Sponsor and its designees an irrevocable, perpetual, worldwide royalty-free license to use the winning design, and (iii) and releasing Sponsor, The Cheerwine Festival and its sponsors and operators, and each of their respective affiliates, subsidiaries, advertising and promotional agencies, and the directors, officers, partners, dealers, employees and agents of each of the foregoing, from and against any and all liability arising from or in connection with the participation in this Contest or the acceptance, possession or use/misuse of any prize.

A gallery of up to ten (10) finalists' entries will be made available on or about March 10, 2026, to view online at <https://cheerwine.com/festival-contest/> and the public may vote on the best design representing Cheerwine®. Voting will open to the public on or about March 10, 2026, and end on or about March 20, 2026 unless circumstances beyond Sponsor's control impact the ability to conduct public voting as planned. Limit one vote per person regardless of email address used to vote; votes in violation of this

limited are subject to invalidation. Voting is limited to persons aged 13 and older at the time of voting; persons under 18 years of age may only vote with parent or guardian permission. Voting will take place at <https://cheerwine.com/festival-contest/>. In the event of a tie between entries in public voting, as between the tied entries, the entry which received the tying vote first in time will advance as between the tied entries.

Entrants are prohibited to offer anything of value in exchange for votes or otherwise seek to “buy” or unfairly influence voting. Votes submitted by robotic means, bots, using artificial intelligence tools or voting services are subject to invalidation. In the event that unfair circumstances are determined by Sponsor to impact the proper operation of voting, Sponsor reserves the right to terminate the voting period early and determine winners by votes to date or fall back on the highest scoring entries as determined by the judges to determine winners.

From among the finalist entries subject to public voting: (a) One (1) 1st Place Contest Winner will be selected based on the highest number of valid public votes; and (b) Two (2) Runners-Up will be selected based on the second and third highest number of valid public votes. The potential contest winners will be notified via email provided; Sponsor reserves the right to correspond with the entrant’s parent/legal guardian or teacher regarding advancing in the Contest if the entrant is a minor under 18. Winners are subject to eligibility verification. Sponsor expects to announce confirmed winners mid-April, 2026.

PRIZES The 1st Place Contest Winner’s design will be the ONLY 2026 Cheerwine Festival t-shirt design to be sold and worn by thousands! The 1st Place Contest winner will receive, in addition to bragging rights and recognition by the Cheerwine Festival, its sponsors and press:

- A \$1,000 prepaid Visa® card.
- A Cheerwine Festival Gift Basket containing four (4) festival t-shirts and additional items from the Cheerwine brand and the City of Salisbury.
- \$150 in “Downtown Dollars” to be used during the Cheerwine Festival on May 16, 2026. These dollars have no independent cash value and are only usable at the festival with participating merchants.
- A plaque presented by the mayor of Salisbury.

Estimated value is \$1,250.

The 1st Place Contest Winner’s submitting teacher will receive:

- \$500 to use toward new art supplies (conveyed by check either to teacher directly or his/her school as requested). Sponsor will document in writing conveyance of the check in a mutually agreed manner (which may be shown via email correspondence between Sponsor and the teacher).
- A Cheerwine Festival Gift Basket containing four (4) festival t-shirts and additional items from the Cheerwine brand and the City of Salisbury.

Estimated value is \$600.

The two (2) Runners-Up Winners will receive:

- A Cheerwine Festival Gift Basket containing four (4) festival t-shirts and additional items from the Cheerwine brand and the City of Salisbury.
- \$50 in “Downtown Dollars” to be used during the festival on May 16, 2026. These dollars have no independent cash value and are only usable at the festival with participating merchants.
- A plaque presented by the Mayor of Salisbury.

Estimated value is \$150.

Travel to and from the Cheerwine Festival is not included in any prize and is the sole responsibility of the winners. If winners are unable to claim or use any part of a prize, for example, Downtown Dollars, that portion of the prize will be forfeit. In the event any portion of a prize is unavailable for any reason, Sponsor may substitute a prize of equal or greater value. Winners are welcome to the Cheerwine Festival, but their inability to attend has no impact on their receiving a prize once they have been verified as eligible and otherwise confirmed as a winner.

PRIZE ACCEPTANCE CONDITIONS Sponsor reserves the right to verify eligibility and compliance with these Official Rules at any time during the operation of this Contest. Entrants will reasonably cooperate. Entrants determined ineligible will forfeit participation in the Contest and any prize.

Acceptance of a prize constitutes permission for Sponsor and its designees, including the Cheerwine Festival and its operators, to use the winner's name, likeness (i.e., photo), voice and/or comments (i.e., video) for advertising, trade or promotional purposes worldwide in commerce and in any media without limitation or additional compensation unless prohibited by law, including to announce the Contest winners and advertise and promote the winning design and shirts printed with the winning design. The 1st Place Contest Winner's winning design and artist bio will be displayed on the Sponsor's Contest pages after the Contest concludes and for future use.

In the event that reporting of the prize value to the IRS or another tax authority is required by applicable law, the entrant (or their parent/guardian) or affected teacher will reasonably cooperate with Sponsor as necessary to complete the reporting, and such persons will be responsible for any tax implications of winning the prize.

As indicated above, a condition to advancing to finalist status in the Contest is timely returning the completed "The Cheerwine Festival Contest Release Form" for each entrant. Sponsor's receipt of this form is also a condition to awarding any prize. As part of such form, each entrant grants to Sponsor and its designees an irrevocable, perpetual, worldwide royalty-free license to use the entrant's design in Sponsor's or its designees' marketing, including for printing on shirts commemorating the 2026 Cheerwine Festival and advertising and marketing both the festival and the shirts. Sponsor or its designees will own all content it creates from the winning designs (whether on the shirts or otherwise). Entrants are not entitled to and waive sharing in any proceeds from sales of the shirts bearing an entrant's design. All goodwill accruing from use of the Cheerwine Assets in connection with the shirts accrues to Sponsor.

GENERAL TERMS In the event of inadvertent errors in the structure, advertising, or operation of this Contest, Sponsor reserves the right to terminate this Contest early or amend this Contest, in whole or in part, without prior notification and with immediate effect upon Sponsor's announcing the same on <https://cheerwine.com/festival-contest/>. In any such event, prizes may be awarded based on entries received prior to, and judging prior to, the date of early termination or amendment.

Any attempted notice to or communication with entrants, their teachers, parents or guardians, as the case may be, or other documentation described in these Official Rules that are returned as undeliverable (whether by mail or email) or any failure to comply with these Official Rules, may result in a forfeiture of eligibility to compete in this Contest and win any prize. Sponsor has no liability for inaccurate contact information it receives, lost communications, or delivery errors caused by the mail carrier, other shipper, internet or mobile service provider, or other causes outside of its control. Entrants agree to abide by these terms of Official Rules, which are final on all matters pertaining to this Contest. By entering the Contest, the entrant (or their submitting teacher and/or parent or guardian) represents and warrants to Sponsor that the student is the sole creator of the artwork and it conforms in full to these Official Rules. Each

Winner releases Sponsor, the Cheerwine Festival, and their respective affiliates, directors, officers, employees, and agents from any and all claims, liability, loss, or damage, including any third party claims, arising from or relating to, in whole or in part, this contest or the possession, use, misuse of, or inability to use a prize. Each entrant agrees that if any third party makes a claim for breach of copyright or any other intellectual property right, or any loss or damage arising from entrant's submission to the Contest, the entrant will indemnify Sponsor, the Cheerwine Festival, and their affiliates, and their respective directors, officers, employees and agents from any and all such claims, including reasonable attorneys' fees related thereto.

NOTE: ALL entry files and materials become property of Carolina Beverage Corporation and will not be returned.