

**“ATLANTA HAWKS POETRY SLAM”
OFFICIAL RULES AND REGULATIONS
NO PURCHASE NECESSARY**

1. **NO PURCHASE NECESSARY.** The ATLANTA HAWKS POETRY SLAM (“Contest”) is open to all high school students in grades 9-12 as of the date the Contest begins, who attend high school within 75 miles of Atlanta and who are legal U.S. and Georgia residents. Employees (and their immediate families and household members) of the Atlanta Hawks, L.P. (the “Hawks”) and United Way of Metropolitan Atlanta (“UWMA”) (collectively, the “Sponsors”), Arena Operations, LLC, Atlanta Hawks Management, LLC, Arena Operations, LLC, Atlanta Spirit, LLC, the National Basketball Association and its Member Teams (“NBA”), NBA Properties, Inc. and their respective employees and franchisees and their immediate families (spouses, siblings, children, household members and the spouses and children of the foregoing), and their respective parents, subsidiaries, divisions, directors, officers, members, partners, trustees, franchisees, governors, agents, owners, shareholders, participating vendors, distributors, advertising and promotion agencies and affiliated entities (collectively, the “Contest Entities”) are not eligible to enter the Contest. By entering the Contest, participants agree to accept and be bound by all terms of these Official Rules and Regulations. Contest is subject to all federal, state and local laws and regulations. Some restrictions apply. Void wherever prohibited or restricted by law.
2. **SPONSORS:** Atlanta Hawks, L.P., 101 Marietta Street, Suite 1900, Atlanta, Georgia 30303 and United Way of Metropolitan Atlanta, 100 Edgewood Avenue NE, Atlanta, Georgia 30303.
3. **HOW TO ENTER.** The Contest runs from **9:00 a.m. EST October 1, 2009 – 5:00 p.m. EST November 15, 2009** (“Entry Period”). To enter, during the Entry Period, eligible students need to submit to the Atlanta Hawks at the address indicated below, a completed Entry Packet, which includes the following materials: (a) a completed entry form, which includes signatures of parent or legal guardian; (b) a signed parental consent form, waiver and release; (c) and (c) two (2) copies of the student’s Poetry (the “Poetry”) (collectively, the “Entry”). The Poetry must follow the following guidelines: (a) have no more than 200 original words of text, (b) text must be typed, (c) .the topic of the Poetry needs to be about the student’s interpretation of what “Live United” means to him or her, (d) Poetry must be original, of entrant’s own creation, (d); Poetry must not have been entered in any other competition or violate the rights of other parties, and (e) Poetry must not be offensive or defamatory, as determined by the judges in their sole discretion. Eligible applicants must work individually and not as a team. Students can request Entry Packets from a teacher at a participating school. In addition, parents may download Entry Packets from the Atlanta Hawks website located at www.hawks.com, send a self-addressed stamped envelope to the Atlanta Hawks by **November 1, 2009** to request a packet via mail or call the Atlanta Hawks at (404) 878-3480 to request a packet be sent to the student’s parent or guardian via email. No student emails will be accepted and no emails will be sent to students directly. Completed Entry Packets must be postmarked by **November 10, 2009** and received no later than **November 15, 2009**. LIMIT: one (1) entry per person. Incomplete or illegible entries will not be honored. Any double entries will be disqualified. Sponsors are not responsible for misdirected, incomplete, lost, late or illegible entries or postage-due entries, technical, hardware or software failures of any kind, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer transmissions or other errors or problems which may limit a participant’s ability to participate in the Contest. False or deceptive entries or acts, as determined by Sponsors, will render the entrant ineligible. Sponsors reserve the right, in their sole discretion, to cancel or modify the Contest should any computer virus, malfunction or other cause beyond their control corrupt the administration, security or proper operation of the Contest. All entries become the property of Sponsors and may not be acknowledged or returned. Participants assign and transfer to Sponsors all rights, title and interest to the Entries and Poetry.

4. **JUDGING.** All eligible completed Entries will be judged by a panel of qualified judges from UWMA and Hawks staff on or about **November 23, 2009**. The Entries will be judged based on Connection to the Topic "Live United" (34%), Overall Message (33%) and Originality/Creativity (33%). Each submission will be given a point score out of 100, based on the above criteria. The Entries with the fifteen (15) highest overall scores will be determined finalists, provided the parent of the finalist's Entry completes the necessary Winner Documents. The finalists on or about November 24, 2009, will then be notified that he or she is a finalist and will be invited to attend a poetry workshop conducted by a poet on or about December 7, 2009. On or about January 5, 2010, the finalist with the highest overall score will be announced. The finalist whose entry receives the highest score will be the Grand Prize Winner, the finalist with the second highest overall score will be the Second Prize Winner and the finalist with the third highest overall score will be the Third Prize Winner (the "Winners"). In the event of a tie, Winner will be selected based on the Overall Impression criterion. All decisions of the judges will be binding and final. Students will not receive their judging forms back and will not be told of their score. Each Winner will be considered a potential winner until his/her parent or guardian has signed all necessary documents. The potential winners will be notified by telephone; will be required to respond to such notification within 24 hours of being notified.
5. **PRIZES. Grand Prize:** One (1) Grand Prize Winner ("Grand Prize Winner") will receive the opportunity to perform his/her Poetry Entry at the January 18, 2010 Hawks game. The Grand Prize Winner will receive four (4) tickets to attend the Atlanta Hawks January 18, 2010 home game with an approximate market value ("AMV") of \$300.00 and an autographed Hawks jersey with an AMV of \$125.00. Total AMV of prize for Grand Prize Winner: \$425.00. **One (1) Second Prize Winner ("Second Prize Winner")** will receive a four (4) tickets to attend the Atlanta Hawks January 18, 2010 home game with an AMV of \$300 and an autographed Hawks basketball with an AMV of \$75.00. Total AMV for Second Prize Winner: \$375.00. **One (1) Third Prize Winner ("Third Prize Winner")** will receive a four (4) tickets to attend the January 18, 2010 Hawks home game with an AMV of \$300.00 and an autographed Hawks player's photograph with an AMV of \$50.00. Total AMV of prize for Third Place Winner: \$325. **Total AMV of all prizes: \$1150.00.**

The reporting and payment of any tax liabilities incurred by the student and his/her school as a result of this Contest and any prize(s) won are the sole responsibility of the student and his/her school per the prizes each receives. No substitution or transfer of prize(s) or cash redemptions permitted by Winner or his/her school. The Contest Entities reserve the right to substitute a prize of like value in the event the described prizes, or any portion thereof, are unavailable for any reason whatsoever.

6. **RIGHTS TO POETRY.** By participating in the Contest, Participants assign and transfer all rights, title and interest in and to the Poetry to the Atlanta Hawks. The Atlanta Hawks shall have the perpetual, worldwide right to edit, telecast, cablecast, rerun, record, publish, reproduce, use, license, print, distribute or otherwise exploit the Poetry in any manner and in any medium or forum whether now known or hereafter devised, in whole or in part, without any further compensation to the participant.

7. GENERAL RULES AND REGULATIONS. By entering this Contest, all participants grant the Contest Entities, the National Basketball Association, Inc. and its Member Teams and NBA Properties, Inc. the right, unless prohibited by law, to use their name, voice, likeness, picture, words, identity, biographical information or any material based on or derived there from, and their submission materials, without further authorization or compensation, for the purpose of advertising and publicizing the goods and services of the Contest Entities and all matters related to the Contest in any manner or medium, through the world in perpetuity. All potential winners may be required to sign and execute affidavits of eligibility acknowledging and representing that their Entries are their own original works and do not infringe the work(s) of any third-party; tax acknowledgement forms; liability releases; and, except where prohibited by law, use of name and likeness releases ("Winner Documents") and return within **three (3) days** of issuance. Any potential winners under the age of 18 will need to have their parent or legal guardian sign the Winner Documents on their behalf. Noncompliance with this time period may result in disqualification. Return of the prize or prize notification as undeliverable or failure of potential winner to respond to notification attempts will result in disqualification and an alternate potential winner may be selected at the Sponsors' sole discretion based on the criteria and process described in paragraph 3 above. In the event any potential Winner declines the prize or fails to return completed releases, Sponsors may elect, at their own discretion, to select an alternate potential Winner based on the criteria set forth in paragraph 3 above. By entering this Contest, participants agree to release the Contest Entities from any and all liability claims or actions of any kinds whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with the receipt, ownership or use of the prize, or while preparing for, participating in, and/or traveling to any prize-related activity. The Contest Entities expressly disclaim any responsibility or liability for injury or loss to any person or property relating to the delivery and/or subsequent use of the prize awarded.

In the event of sabotage, acts of God, computer virus or other events or causes beyond the Sponsors' reasonable control, which corrupt the integrity, administration, security or proper operation of the Contest, Sponsors reserve the right to cancel or suspend the Contest. In the event of cancellation, prizes will be awarded from among all eligible, non-suspect entries received prior to the event requiring such cancellation. Notice of cancellation will be posted at Philips Arena.

8. CONSTRUCTION. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of any contestant and Sponsors, shall be governed by, and construed in accordance with the laws of the State of Georgia, without giving effect to any choice of law or conflict of law rules or provisions (whether of Georgia, or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than Georgia. In any action brought to enforce the obligation or right of any party hereunder, the parties each consent to personal jurisdiction and venue in any court of appropriate jurisdiction in Fulton County, Georgia, USA. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. If any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

9. OFFICIAL RULES AND WINNERS' LIST REQUESTS. For a copy of either the Official Rules or the Winner's List, send a request and a self-addressed, stamped envelope to the following address by November 15, 2009 for Rules, and January 18, 2010, for Winners. (Please indicate "ATLANTA HAWKS POETRY SLAM Rules" or "ATLANTA HAWKS POETRY SLAM Winners.")

ATLANTA HAWKS POETRY SLAM Contest
c/o Atlanta Hawks Community Development
Centennial Tower
101 Marietta Street, Suite 1900
Atlanta, GA 30303