



# BRIGHT FUTURE

## TECH LAB CONTEST

BUILT BY STAY  PLUGGED IN

**Official Rules for the Brightspeed Bright Future TECH Lab Contest, built by Stay Plugged In**  
No Purchase Necessary. A Purchase Will Not Increase Your Chances of Winning.

1. **Eligibility:** The Brightspeed Bright Future TECH Lab Contest, built by Stay Plugged In ("Contest") is open to high schools located within Brightspeed's North Carolina service area and meeting minimum infrastructure requirements, including access to electricity and air conditioning, as determined solely by Stay Plugged In, LLC ("Sponsor"), or its affiliates, including Brightspeed. Schools that have previously won any prior Brightspeed Bright Future TECH Lab Contest are not eligible to participate. Employees of Sponsor, Brightspeed, their affiliates, subsidiaries, and immediate family members are not eligible.
2. **Entry Period:** The entry period for the Contest begins at 10:00 a.m. Eastern Time ("ET") on August 25, 2025 and ends at 11:59 p.m. ET on November 14, 2025 (the "Entry Period"). Sponsor's computer is the official time-keeping device for the Contest.
3. **How to Enter:** Students over the age of 13, parents and school administrators may enter a school into the contest. Students under the age of 18, must have the consent of a parent or legal guardian to participate. To enter, visit <https://brightfuture.staypluggedin.com/register>, and follow the prompts with a link to the entry form for the Contest. For an entry to be accepted, all required fields in the online entry form, including name, email, city, zip code, role, and school must be completed. By entering the Contest, you confirm your full and unconditional agreement to, and acceptance of, (a) these Official Rules and (b) Sponsor's decisions regarding the Contest, which are final and binding. Winning a prize is contingent upon fulfilling all requirements in these Official Rules.

#### 4. Contest Structure:

- **Phase 1: Registration (August 18 - October 12, 2025)**
  - High schools within the Brightspeed North Carolina service area can be registered by students, parents, or administrators.
  - Each registration earns points toward the school's total score.
- **Phase 2: Social Engagement Challenge (August 18 - November 14, 2025)**
  - All registered schools may earn points by engaging their communities. To qualify, participants must post content using the official contest hashtag #BrightFutureContest, include the school name or display school spirit gear, and tag both Brightspeed and Stay Plugged In on social media.
  - Points will be awarded for the following actions:
    - Posting social media content, user-generated content, or rally-related content with the official contest hashtag.
    - Sharing the school's unique registration link.
    - Sharing the Brightspeed service check page using the official contest hashtag.
  - All actions must include the required hashtag(s) and tags to be eligible for points. Social engagement will be monitored and verified by Sponsor using official listening tools, and only eligible, verifiable actions will count toward a school's total points. Every qualifying action increases a school's ranking; therefore, participants are encouraged to actively create and share content to maximize their school's standing.
- **Phase 3: A/I Presentation Challenge (Finalists Only)**
  - Finalists Announced: October 13, 2025
  - Presentation Period: November 10 - November 14, 2025
  - Finalists will create a live, virtual "Bright Future" presentation using advanced AI tools provided by Sponsor.
  - Presentations will be judged by representatives from Sponsor and Brightspeed.
  - Points will be awarded based on quality, creativity, and alignment with contest goals.

## 5. Winner Selection

- The winning school will be determined based on the cumulative points earned in Phases 1, 2, and 3.
- Tiebreakers will be resolved at Sponsor's discretion.
- Due diligence will be conducted to confirm eligibility before the winner is announced.
- Winner Announcement: December 1, 2025
- Lab Installation: Estimated Christmas / New Year Break (Dec 2025 - Jan 2026)
- **Additional Requirements:**
  - Except where prohibited, the winning school may be required to complete and return a declaration of eligibility and liability/publicity release within ten (10) days of notification. Schools are responsible for ensuring that all required documents are completed accurately and returned within the specified time frame. Failure to comply may result in disqualification and the selection of an alternate winner. No more than two (2) alternate winners will be contacted.

## 6. **Prize:** One (1) winning school will receive a custom-designed Technology Lab including elements of the following:

- Brightspeed Fiber Internet.
- High-powered gaming PCs and peripherals.
- Gaming console(s).
- Dedicated space for broadcast and production.
- Free access to Stay Plugged In's college recruiting portal.
- Access to STEM project-based learning curricula.
- Total approximate retail value of the Prize: \$100,000.

Additionally, two (2) schools will win a \$2,500 stipend to spend with the Sponsor on any products or services they offer, including but not limited to buildouts, curriculum, merchandise, and events.

Prizes are non-transferable and must be accepted as awarded. The Sponsor reserves the right to substitute prizes with similar items of equal or greater value if necessary.

7. **Prize Condition:** The winner is solely responsible for all taxes, fees, and expenses associated with the receipt and use of the prize. The Sponsor will issue an IRS Form 1099 to the winning school for the prize value. The prize is awarded “as is,” and the Sponsor disclaims all warranties or conditions, express or implied.
8. **General Conditions:** In the event that the operation, security, or administration of the Contest is impaired in any way, the Sponsor reserves the right, in its sole discretion, to: (a) suspend the Contest and address the issue; (b) award the prize(s) via random drawing from eligible entries received before the impairment; or (c) cancel the Contest. The Sponsor reserves the right to disqualify any individual who tampers with the entry process or violates these Official Rules. Sponsor further reserves the right, in its sole discretion, to amend, modify, or supplement these Official Rules at any time during the Contest, including, without limitation, changes to dates, deadlines, eligibility requirements, or contest phases, to the extent permitted by applicable law. Any such changes will be posted on the Contest website and will become effective upon posting. Continued participation in the Contest after such changes constitutes acceptance of the revised Official Rules. The Contest is subject to all applicable federal, state, and local laws and regulations and is void where prohibited.
9. **Release and Limitations of Liability:** By entering, you agree to release the Sponsor, its parents, subsidiaries, affiliates, and each of their respective officers, directors, employees, and agents (collectively, the “Released Parties”) from any claim or cause of action arising out of participation in the Contest or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Contest; (b) technical errors that may affect the Contest; (c) printing errors; (d) lost, late, postage-due, misdirected, or undeliverable mail; (e) errors in the administration of the Contest; or (f) injury or damage to persons or property. You further agree that in any cause of action, in no event shall the Released Parties be liable for attorneys’ fees or other legal costs. You waive the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.
10. **Privacy and Publicity:** Any information you submit as part of the Contest will be used in accordance with Sponsor’s Privacy Policy. Except where prohibited, participation in the Contest constitutes your consent to Sponsor’s use of your name, likeness, voice, opinions, biographical information, and state of residence for promotional purposes in any media without further payment or consideration.

11. **Disputes:** You agree that any disputes, claims, or causes of action arising out of, or connected with, the Contest shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in Charlotte, North Carolina. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, your rights and obligations, or the rights and obligations of Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of North Carolina, without giving effect to any choice of law or conflict of law rules (whether of North Carolina or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than North Carolina.
12. **Winners:** To request the winner's name, send a self-addressed, stamped envelope to Stay Plugged In, LLC, 800 Westmere Ave, Suite 404, Charlotte, North Carolina 28208. Requests must be received by June 30, 2026.
13. **Sponsor:** The Contest is sponsored by Stay Plugged In, LLC, 800 Westmere Ave, Suite 404, Charlotte, North Carolina 28208.