

Terms and Conditions for the Scarves Up For Good Campaign

Los Angeles FC and Pepsi are pleased to partner to support local organizations and fund community projects in the Los Angeles community. In 2022, for every photo taken by fans in front of the exhibit that includes the #ScarvesUpForGood hashtag, Pepsi will pledge \$1 to be donated to the LAFC Foundation (up to \$25,000), with the intention to assist with the build of the Mo Fascio Memorial Futsal Court.

- The Scarves Up For Good campaign will begin on April 4, 2022 and end on October 9, 2022, or when the maximum donation amount has been reached (the “Campaign Period”).
- During the Campaign Period, Pepsi will pledge \$1 to be donated for every qualifying photo that appears on Facebook, Twitter, or Instagram (excluding Instagram Stories) featuring both (1) a fan in front of the Pepsi Scarf in Pepsi Plaza at Banc of California Stadium or a fan holding up their favorite LAFC scarf anywhere in Banc of California Stadium, and (2) the #ScarvesUpForGood hashtag in the post.
- LAFC and Pepsi will determine, in their sole discretion, the specific number of photos qualifying for the donation to the LAFC Foundation.
- By posting a photo with the #ScarvesUpForGood hashtag during the Campaign Period, you are consenting to allowing LAFC, Pepsi, or the LAFC Foundation to share or re-post your photo on their own social media channels, website, or other marketing materials without compensation to you.
- The donations to the LAFC Foundation will be used where and when most needed and may not exclusively be used for the proposed futsal court.
- Pepsi will pledge up to a maximum of \$25,000 for qualifying photos that meet the campaign criteria.
- This campaign is only open to legal residents of California who are above the age of 18.
- There is no purchase necessary, and a purchase will not increase the amount of the donation.
- This campaign is in no way sponsored, endorsed or administered by, or associated with Facebook, Twitter, or Instagram.
- By participating in this campaign and submitting an entry, each entrant agrees to (i) be bound by these terms and conditions, including all entry requirements, and (ii) waive any and all claims against LAFC Sports LLC, Pepsi, LAFC Foundation, Major League Soccer, Soccer United Marketing, Facebook, Twitter, and Instagram, and each of their respective parents, affiliated companies, subsidiaries, representatives, and any and all other companies associated with the campaign, and all of their respective officers, directors, employees, agents, and representatives for any injury, damage, or loss that may occur, directly or indirectly, in whole or in part, from the participation in the campaign.