

**THE JERSEY KEYS SWEEPSTAKES  
OFFICIAL RULES**

**NO PURCHASE OR CONTRIBUTION NECESSARY TO ENTER OR WIN THE SWEEPSTAKES.**

**A PURCHASE OR CONTRIBUTION WILL NOT IMPROVE YOUR CHANCES OF WINNING.**

**THIS PROMOTION IS A SWEEPSTAKES, NOT A RAFFLE.**

**SWEEPSTAKES ENTRY PERIOD: THE JERSEY KEYS SWEEPSTAKES (THE "SWEEPSTAKES") BEGINS AT 12:01 AM EASTERN TIME ("ET") ON \_\_/\_\_/26 AND ENDS AT 11:59 PM ET ON \_\_/\_\_/26 (THE "SWEEPSTAKES ENTRY PERIOD").**

**ELIGIBILITY:** Open only to legal residents of the United States and Washington, D.C., excluding Minnesota, Montana and Washington, age 18 years or older at time of entry (collectively, an "Entrant") who are legally able to enter into a residential lease in New Jersey if selected the Sweepstakes winner. Void in Minnesota, Montana, Washington and where prohibited by law. Sweepstakes is subject to all applicable federal, state, local laws and regulations and governed by U.S. law. Employees (and their immediate families [spouse, partner, parent, child, and/or sibling], regardless of where they reside or those living in the same households, whether or not related) of Roots of Opportunity Foundation (the "Sponsor"), 166 Hancock LLC (the "Landlord" and "Leased Premises"), and Ventura Associates International LLC (the "Sweepstakes Administrator"), and their respective parent companies, board members, consultants, affiliates, subsidiaries, sales representatives, advertising and promotion agencies, employees of Serhant directly involved with this Sweepstakes and all other companies connected to any aspect of this Sweepstakes (collectively referred to as the "Sweepstakes Entities") are not eligible to enter or win.

**METHODS OF ENTRY: [\(You may enter as many times as you wish by either method.\)](#)**

**ENTRY METHOD #1 (ONLINE):** To donate and enter online visit: <https://rootsofopportunity.org/> during the Sweepstakes Entry Period and follow all onscreen entry instructions to enter and submit your entry ("online entry"). Online entries must be received by 11:59 PM ET on \_\_/\_\_/26 to qualify in the random drawing. ONLINE ENTRIES REQUIRE A DONATION. You will automatically earn the number of entries associated with the amount of your donation as posted on the website. Online entries are deemed to be made by the authorized account holder of the email address submitted at time of entry. In the event of a dispute regarding the identity of an Entrant, the dispute will be resolved in favor of the Entrant who is the "authorized account holder" of the email account holder. The "authorized account holder" shall be the natural person assigned an email address by an internet access provider, online service provider, or other organization (i.e., business, education institution) responsible for assigning email addresses).

**ENTRY METHOD #2 (MAIL-IN):** To enter without making a donation, hand print your name, address, email address (optional) and telephone number (optional) on a postcard ("mail-in entry"). Affix proper postage and mail your entry to: Jersey Keys Sweepstakes Mail-in Entry, P.O. Box \_\_\_\_\_, Medford, NY 11763-\_\_\_\_\_. Mail-in entries must be postmarked by \_\_/\_\_/26 and received by \_\_/\_\_/26. You may insert your postcard in an envelope if you wish, but LIMIT of one postcard per envelope. Each mail-in counts as [ten entries](#).

If the Sponsor suspects that an Entrant attempted to obtain additional entries by using multiple email addresses, email accounts, registrations, identities or any other method, all entries submitted by the Entrant will be declared null and void, and the Entrant will be disqualified from participation in the Sweepstakes at the Sponsor's sole discretion. Sponsor is not responsible for late, lost, stolen, damaged, garbled, incomplete, illegible, misdirected or postage due mail-in entries. Sponsor will not assume responsibility for any third party's failure to act in accordance with its instructions pertaining to Sweepstakes implementation. All entries become Sponsor's property and will not be returned or acknowledged.

**WINNER SELECTION & NOTIFICATION:** Random drawing will be conducted by the Sweepstakes Administrator whose decisions are final and binding in all respects. Random drawing will be conducted on or about \_\_\_/\_\_\_/26 to select one (1) potential winner (the "Winner") from all eligible entries received during the Sweepstakes Entry Period. The contact information provided at time of entry will be used to notify Winner. The Sponsor is not responsible for changes to an Entrant's contact information that may interfere with Winner notification. Winner will be notified by mail, overnight courier and/or email and will be required to complete and return an Affidavit of Eligibility/Liability/Publicity Release, an IRS W9 Form plus a Background Check Release Form (collectively referred as the "Prize Documents") within ten (10) days from date on notification and must pass a criminal background check consistent with standard leasing protocols to qualify for prize acceptance. If Winner does not return the required Prize Documents within ten (10) days or and/or supply information required by the Sponsor or Sweepstakes Administrator for prize fulfillment, or if said email and/or mail is returned as undeliverable, or if an Entrant is otherwise found to be ineligible, or if Winner cannot accept or receive prize for any reason, or if the results of background check do not meet the requirements of the standard leasing protocols, the Winner will forfeit all rights to the prize and an alternate Winner may be selected at the Sponsor's sole discretion. The Sponsor reserves the right to disqualify Winner if it is discovered the Winner engages in conduct that is unlawful, offensive, and/or otherwise damaging to the reputation of the Landlord and/or Sponsor, as determined in the Sponsor's sole discretion. Winner is responsible for federal, state, local or income taxes or other expenses relating to the use, acceptance and possession of prize. An IRS Form 1099 will be filed in the name of Winner for the value of Grand Prize won on an annual basis for the five years of the lease prize as described below, except in the case of the cash alternate prize which will be reported in full in one IRS Form 1099. Except where prohibited by law, entry and acceptance of prize constitutes permission for the Landlord and/or the Sponsor to use Winner's name, prize won, hometown and likeness/photograph in any and all media, including but limited to online posting, social media platforms and for promotional purposes at any time in perpetuity throughout the world without further compensation, notification or approval.

**PRIZE DETAILS & WINNER'S RESPONSIBILITIES:** Winner will receive a five-year lease on a 926 square foot one-bedroom apartment located at 166 Hancock Street, Jersey City, NJ 07307 ("Leased Premises") with a verifiable retail value ("VRV") of \$120,000.00. The VRV is based on a sixty (60) month lease with a value of \$2,000.00 per month. Should the winner wish to rent out the apartment rather than occupy it, the winner may rent it out for the entire 5-year term or part thereof. However, the Sponsor will handle all such sublease arrangements and will send the winner the rental income within 60 days as periodic payments are received. If the winner is not able to occupy the apartment or does not want to wait 5 years for payments increments, the winner may choose a lump sum cash option of \$75,000 as payment in full for the prize. The Leased Premises will be delivered in as-is/move-in ready condition. No security deposit will be required from Winner. Prior to occupying the Leased Premises, the Winner will be required to complete and submit a lease and to adhere to all provisions of the lease, such as but not limited to meeting any requirements stipulated by the Leased Premises management. Winner is solely

responsible for paying all utilities and other related expenses including but not limited to obtaining renter's insurance coverage and for maintaining the apartment in good condition during the duration of the lease. Any repairs not covered by the Leased Premises' management or Landlord, will be the Winner's responsibility to assume. Repairs must be executed according to the Leased Premises' management guidance to ensure the repair(s) are equal to the original work or construction. At the end of the lease or in the eventuality the Winner elects to move out of the Leased Premises before the end of the lease, the Winner shall deliver the Leased Premises to Sponsor in good order and condition, with minimal wear and tear from reasonable use and damage by the elements and not resulting from the neglect or fault of Winner. In the event the Winner ends the lease early, the remaining portion of the lease will be forfeited and the Landlord or Sponsor shall have no further obligations to Winner. Prize is not redeemable for cash, exchangeable, or transferable to a third party. Winner has full discretion to either occupy the unit personally or elect to sublease it. If Winner elects to sublease, all subletting must be arranged exclusively through the Sponsor. The Sponsor will be responsible for identifying, screening, and placing any subtenant on Winner's behalf.

**ODDS:** Odds of winning depend on the total number of eligible entries received during the Sweepstakes Entry Period.

**GENERAL & LIMITATIONS OF LIABILITY:** Entrants on their behalf, and on behalf of their respective heirs, executors, administrators, legal representatives, successors and assigns (the "Releasing Parties"), release, defend and hold harmless Sweepstakes Entities as well as the employees, officers, directors, agents dealers and/or distributors of each (the "Released Parties") from any and all actions, causes of action, suits, debts, dues, sums of money, accounts, reckonings, bonds, bills, specialties, covenants, contracts, controversies, agreements, promises, variances, trespasses, lost profits, indirect or direct damages, consequential damages, incidental damages, punitive or exemplary damages, judgments, extent, executions, claims and demands whatsoever, in law, admiralty or equity, whether known or unknown, foreseen or unforeseen, against Released Parties which any one or more of the Releasing Parties ever had, now have or hereafter can, shall or may have which in any way arise out of or result from Entrant's participation, acceptance and use or misuse of prize, including property damage, and personal injury or death. The Sponsor is not responsible if Sweepstakes cannot be implemented due to delays or interruptions caused by acts of God, acts of war, natural disasters, pandemic, national health or safety crisis, weather, utility outages or acts of terrorism, or other matters beyond the Sponsor's reasonable control that corrupt, prevent or impair the administration, security, fairness or proper play of the Sweepstakes. If Sweepstakes cannot be conducted as originally planned, except where prohibited by law, the Sponsor has the right in its sole discretion, to modify the Official Rules or to cancel, terminate or suspend the Sweepstakes; and in such event, to select Winner by such method as the Sponsor in its sole discretion shall consider equitable. Entrants assume all liability for any injury, including death or damage caused or claimed to be caused, by participation in this Sweepstakes or use or redemption of prize. The Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the Sweepstakes or in the announcement of prize. By participating in the Sweepstakes, each Entrant agrees to be bound by these Official Rules, including all eligibility requirements. Failure to comply with these Official Rules may result in disqualification from the Sweepstakes. Any attempt by any individual to deliberately undermine the legitimate operation of the Sweepstakes is a violation of these Official Rules as well as criminal and civil laws; and should the Sponsor believe or become aware that such an attempt has been, is being, or will be made, it has the right to seek remedies and damages from any responsible individuals to the fullest extent permitted by law, including without limitation criminal prosecution.

By participating in this Sweepstakes, each Entrant expressively waives and relinquishes all rights and benefits afforded by California Civil Code 1542 and does so understanding and acknowledging the significance of this waiver. Section 1542 states as follows: **“A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS THAT THE CREDITOR OR RELEASING PARTY DID NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE AND THAT, IF KNOWN, BY HIM OR HER, WOULD HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR OR THE RELEASED PARTIES.”**

**REPRESENTATION:** By entering, each Entrant represents and warrants that their participation does not violate any applicable laws or infringe upon the rights of any third party.

**INDEMNIFICATION:** All Entrants shall indemnify, defend, and hold harmless the Released Parties and representatives from and against any claims, liabilities, damages, losses, or expenses (including reasonable attorneys’ fees) arising from such representation and warranty, violation of the Official Rules, fraud, misrepresentation, tampering, or any other wrongful conduct in connection with their participation. This indemnification obligation shall survive the conclusion of the Sweepstakes, and the Sponsor reserves the right to control the defense of any such claim at the entrant’s expense.

**GOVERNING LAW; ARBITRATION:** The Sweepstakes shall be governed by and interpreted under the laws of New Jersey without regard to its conflicts of laws provisions. Entrants hereby agree that any and all disputes, claims, causes of action, or controversies (“Claims”) arising out of or in connection with this Sweepstakes shall be resolved, upon the election by Entrant or the Sponsor, by arbitration pursuant to this provision and the code of procedures of the American Arbitration Association (“AAA”), as selected by the Entrant. Arbitration shall take place in New Jersey. IF ARBITRATION IS CHOSEN BY ANY PARTY WITH RESPECT TO A CLAIM, NEITHER PARTY WILL HAVE THE RIGHT TO LITIGATE THAT CLAIM IN COURT OR HAVE A JURY TRIAL ON THAT CLAIM. FURTHER, NEITHER SPONSOR NOR ENTRANT WILL HAVE THE RIGHT TO PARTICIPATE IN A REPRESENTATIVE CAPACITY ON BEHALF OF THE GENERAL PUBLIC OR OTHER PERSONS SIMILARLY SITUATED, OR AS A MEMBER OF ANY CLASS OF CLAIMANTS PERTAINING TO ANY CLAIM SUBJECT TO ARBITRATION. EXCEPT AS SET FORTH BELOW, THE ARBITRATOR’S DECISION WILL BE FINAL AND BINDING. NOTE THAT OTHER RIGHTS THAT ENTRANT WOULD HAVE IF ENTRANT WENT TO COURT ALSO MAY NOT BE AVAILABLE IN ARBITRATION. The arbitrator’s authority to resolve Claims is limited to Claims between the Sponsor and Entrant alone, and the arbitrator’s authority to make awards is limited to awards to the Sponsor and Entrant alone. Furthermore, claims brought by either Party against the other may not be joined or consolidated in arbitration with Claims brought by or against any third party, unless agreed to in writing by all Parties. No arbitration award or decision will have any preclusive effect as to issues or claims in any dispute with anyone who is not a named party to the arbitration. Notwithstanding any other provision in this Agreement and without waiving either Party’s right to appeal such decision, should any portion of this provision be deemed invalid or unenforceable, then the entire provision (other than this sentence) shall not apply. The Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the Sweepstakes or in the announcement of prize.

**PRIVACY:** By entering, each Entrant accepts and agrees that personal data provided to the Sponsor in connection with this Sweepstakes, including name, address, telephone number, and email address, may be processed, stored, or otherwise used within the context of administering the Sweepstakes and engaging in marketing and public relations-related activity with the

Sweepstakes Entities. The Entrant expressly consents to such processing, storage, and use. Information collected from Entrants will also be treated in accordance with the Sponsor's Privacy Policy which can be viewed at [www.rootsfopportunity.com/https://rootsfopportunity.org/privacy.html](http://www.rootsfopportunity.com/https://rootsfopportunity.org/privacy.html).

. ENTRANT MAY OPT OUT OF THE EMAILS AT ANY TIME.

**WINNER'S NAME:** For the name of the Winner (available after \_\_/\_\_/\_\_) send a stamped, self-addressed envelope by \_\_/\_\_/\_\_ to: Jersey Keys Sweepstakes Winner, c/o: Ventura Associates – Attn. DE, 494 Eighth Avenue, Suite 1700, New York, NY 10001.

**SPONSOR:** Roots of Opportunity Foundation, 54 Woodlawn Avenue, Jersey City, NJ 07305.

**OPT-OUT:** To opt-out of the Sponsor's future Sweepstakes mailings write to the Sponsor's address provided above.

**NOTICE TO ONLINE ENTRANTS:** The Sponsor is not responsible for: (i) error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry information by the Sponsor on account of technical problems or traffic congestion on the Internet or at any website or any combination thereof; (ii) any injury or damage to Entrant's or any other person's computer related to or resulting from participating in the Sweepstakes, or (iii) the failure of any third party to comply with the instructions and proper administration of this Sweepstakes. By participating in the Sweepstakes, Entrants (i) agree to be bound by these Official Rules, including all eligibility requirements, and (ii) agree to be bound by the decisions of the Sponsor and the independent judging organization, which are final and binding in all matters relating to the Sweepstakes. Failure to comply with these Official Rules may result in disqualification from the Sweepstakes. The Sponsor reserves the right to: permanently disqualify from any sweepstakes it sponsors any person it believes has intentionally violated these Official Rules; and terminate the Sweepstakes or the online portion if it becomes technically corrupted (including if a computer virus or system malfunction inalterably impairs its ability to conduct the Sweepstakes), or to select Winner from among all eligible entries received prior to termination. **LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY INTERFERE WITH THE OPERATION OF THE SWEEPSTAKES, IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.**