





PROGRAM HANDBOOK

WELCOME

CONGRATULATIONS! Your shop has been selected to participate in the industry's most popular promotion, the 2022 Panini NBA Player of the Day hobby shop program.

Panini is proud to offer this free hobby shop promotion exclusively at hobby shops for NBA trading card collectors! The promotion was so well received over the past five years, that more than 90% of participating hobby shops told us it helped them sell more trading cards and asked for it to return.

This handbook provides all the information you should need on how to run the promotion. Even if you have run the promotion in the past, be sure to read it carefully. Since all shops have different needs, we encourage you to tailor the program to meet the individual needs of your shop. The prize structure and promotion format in this handbook is just a recommendation.

Remember to tell your customers to play often to increase their chances of winning. We also urge you to submit the name of your shop winner into the national sweepstakes, for them to win the experience of a lifetime with an NBA player or legend. Since 2016, winners have enjoyed memorable experiences with Karl-Anthony Towns, Shaquille O'Neal, Aaron Holiday, Matisse Thybulle and RJ Barrett. And, as their favorite hobby shops you'll receive a special prize from Panini to share with your customers.

If you have any questions, please visit our website **PaniniPOD.com** call our Contest Headquarters Hotline at **631-462-1198** or send an email to: **POD@PaniniPOD.com**. Also be sure to follow us on Twitter at **@PaniniPOD** for contests and giveaways.

Our dedicated staff is here to support you throughout the promotion.

Sincerely,

Jason Howarth/DJ Kazmierczak
Panini America

PROMOTE YOUR PROMOTION

Upon receipt of your merchandising kit, please make sure that you have all the items listed in your welcome letter. If any item is missing, we most likely substituted another item due to a depletion of inventory. If any item is damaged email us to let us know.

Read this entire handbook to ensure that you fully understand the promotion. Call **(631-462-1198)** or email **(pod@paninipod.com)** with any questions.

Select the 30 days to run your promotion between March 1, 2022 through April 30, 2022.

Display the poster(s) in a visible location in your shop and place the counter card on the counter. We have included several posters for your convenience as well as a sign for your shop door/window. Post the winners list, official rules and the no-purchase-necessary option in a visible location.

Visit our website for digital graphics for your website, Twitter and Facebook pages.

PaniniPOD.com/nba-player-of-the-day/downloads

follow us



[@PaniniPOD](https://twitter.com/PaniniPOD)



facebook.com/PaniniPlayerOfTheDay/

SET-UP POSTER & COUNTER CARD

Step 1

Display the 2022 Panini NBA Player of the Day posters and counter-card and advertise the promotion to your customers.

Step 2

You will notice three players- Kevin Durant, Anthony Edwards and Luka Dončić are highlighted as Wild Cards. Collectors have four chances to win in every pack by uncovering one of the Wild Cards or the designated Panini NBA Player of the Day.

Step 3

On the first day of the promotion, place one of the gold stickers next to the first player pictured on the poster and counter-card, Giannis Antetokounmpo to indicate him as the Panini NBA Player of the Day. For the next 30-days, move the sticker to the next player pictured (Devin Booker, etc). Change the Player of the Day daily, and make sure the poster and counter-card feature the same players every day.



HOW TO PLAY

Step 1

Customers can enter by purchasing a pack Panini NBA Trading Cards. There is a no-purchase-necessary option as well (see official rules for details).

Step 2

To win, the customer must open a pack they have purchased in front of a store employee and “pull” the Panini NBA Player of the Day or one of the Wild Cards highlighted on the poster. We recommend allowing each customer to win up to three prizes per day. Award them a prize from the promo kit (promo pack, top-loader, etc) and enter their name on the winner’s list. If a customer buys a box of cards but does not want to open it in the store, you can award them multiple prizes and enter their name on the winner’s list as they will most likely pull a winning card.





Step 3

Four times during the promotion (weekly) randomly select one of your daily winners as a weekly prize winner. Award them a “weekly prize package” from the prizes provided in your merchandise kit (T-shirt, Ultra-Pro One Touch, Promo Packs, etc).

Step 4

At the conclusion of the 30-day promotion, randomly select one of your winners as the Panini NBA Player of the Month. Award them the grand prize (autographed card) and any other prizes you want to include from the kit.

VERY IMPORTANT

Step 5

Submit the name of your winner into the National Sweepstakes by completing the enclosed National Sweepstakes Entry Form by May 15, 2022 to:

NBAPOD National Sweepstakes
PO Box 998
Commack, NY 11725

You can also enter this information online at PaniniPOD.com or Fax 631-462-2257. Your shop winners are not entered into the National Sweepstakes unless you submit this form.



2022 PRIZE STRUCTURE

In-Store Prizes

This is our recommended prize structure. You are free to award the prizes at your discretion. Be sure to have enough prizes to award for 30 days.

Player of the Day – 2022 Panini NBA POD promo pack & entry into your weekly drawing

Wild Card – 2022 Panini NBA POD promo pack & entry into your weekly drawing

Player of the Week – Panini NBA POD t-shirt, Ultra Pro item, drawstring bag, (or choice of item from merchandise kit) & entry into your grand prize drawing

Player of the Month – Panini NBA POD Autographed card, Ultra Pro item, drawstring bag and entry into national sweepstakes

National Sweepstakes Prizes

Your shop winner is only entered if you submit their name before the May 15, 2022 deadline.

Grand Prize (1): “Panini NBA Ultimate Collector Fantasy Day.” Event includes, but is not limited to, a 60-minute “zoom call” for up to 10 friends and family members with a current NBA player or NBA legend; an autographed Panini collectible from the player; and a \$250 shopping spree for Panini NBA licensed products at the hobby shop at which the winner entered the promotion.

First Prize (10): Autographed Panini NBA Collectible

Second Prize (25): Autographed Panini Collectible

PROMOTION RULES

IN-STORE ENTRY

Upon a qualifying purchase, the consumer will open a pack of 2021-22 Officially Licensed Panini NBA Player Trading Cards in the store to see if their pack(s) of cards has a trading card of the highlighted NBA Player of the Day or Wild Card indicated on the in-store point-of-purchase display (P-O-P). When a consumer uncovers the Panini NBA Player of the Day or Wild Card in their pack, the consumer is a "daily winner" and receives a prize. Four times during the promotion, each hobby store will choose its Panini NBA Player of the Week. The "weekly winner" will be randomly selected by the hobby store from all "daily winners" for each week of the promotion and receive a prize. At the end of each participating hobby shop's promotion period on/around May 1, 2022, each shop will select its Panini NBA Player of the Month. The Panini NBA Player of the Month will be selected at random from each shop's "weekly winners" during the preceding promotion period. Winner need not be present to win as Panini Player of the Week or Month. Each monthly winner will then be entered in the National Sweepstakes drawing either by mail, fax or the website (PaniniPOD.com) with all other monthly winners.

NO PURCHASE NECESSARY

Purchase does not improve chance of winning. Promotion will begin on March 1, 2022 and run through May 1, 2022 (the Promotion Period). To enter, purchase at least one (1) pack of Officially Licensed Panini NBA Player Trading Cards during the Promotion Period in a participating Panini NBA Player of the Day promotion hobby shop or send a 3"x5" card with your name, address, city, state, zip code, phone number, and age. Place it in an envelope and mail it to: NBAPOD, Dept. A, PO Box 998, Commack, NY 11725. Each participating hobby shop will participate in the promotion for thirty (30) days during the Promotion Period. All mail-in entry forms must be postmarked by May 1, 2022 and received by May 10, 2022. Limit: one entry per envelope. No reproduced or facsimile entries will be accepted. All entries must be legible and completed in full to be valid.

BY-MAIL ENTRY

For each mail-in entry, sponsor will randomly assign a card pack from a box of Panini NBA Trading Cards for each day of the promotion. The postmark date of the mail-in entry will be used to determine the applicable Panini NBA Player of the Day for identifying daily winners. The featured Panini NBA Player of the Day for March 1, 2022 will be the first player pictured on the point-of-purchase material. This will continue for all mail-in entries received by May 10, 2022 to determine the by-mail daily winners. If the randomly assigned card pack includes the designated Panini NBA Player of the Day or Wild Card, the entry will be designated as a daily winner and will receive a daily prize. At the end of the promotion, four entries will be randomly selected from the daily winners as "Panini NBA Player of the Week" winners. The four Panini NBA Player of the Week winners will receive the weekly prize. Those four winners will then be entered in the random mail-in entry drawing for the Panini NBA Player of the Month prize. The Panini NBA Player of the Month drawing for mail-in entries will take place on or around June 15, 2022. The Panini NBA Player of the Month mail-in winner will be entered in the National Sweepstakes drawing with all other monthly winners from the in-store entries. All winners via the mail-in method of entry will be notified at the end of the promotion that they have won by receiving their prize by mail.

ELIGIBILITY

The Panini NBA Player of the Day (hereafter, "Sweepstakes") is open to legal residents of the 50 United States and the District of Columbia. Employees, officers, directors, representatives and agents of Panini North America, Inc. ("Sponsor"), NBA Properties, Inc., NBA Media Ventures, LLC, the National Basketball Association ("NBA"), and its member teams, and each of their respective parent companies, subsidiaries, affiliates, officers (collectively, the "NBA Entities"), governors, owners, distributors, retailers, advertising/promotion agencies and teamDigital Promotions, Inc. ("tD") (collectively, "Released Parties"), and the immediate family members (parent, spouse,

sibling or child and their respective spouses, regardless of where they reside) and those living in the same household of each, whether or not related, are not eligible to participate or win a prize. Sweepstakes is subject to all applicable federal, state, and local laws. Void where prohibited by law. By entering, you understand that you are providing your information to the Sponsor.

PUBLICITY RELEASE

All entrants give NBA Entities, Panini Entities, Panini American and its assignees full permission and authority to use, publish, display, and electronically transmit their name, likeness, image and/or any photograph in connection with the NBA Player of the Day promotion in any media now known or hereafter developed. Entrants understand that they will not receive additional compensation for said publicity and that they will not have the right to review the material in advance of its distribution.

RELEASE OF LIABILITY

All entrants release NBA Entities, Panini North America, National Basketball Players Association, National Basketball Players Inc. d/b/a THINK450 and their respective directors, employees, members, officers, parents, subsidiaries, affiliates, distributors, advertising and promotion agencies, and all other associated with the development and execution of this promotion, from any and all liability with respect to or in any way arising from this promotion and/or acceptance or use of the prizes, including liability for personal injury, death, damages, loss in any way due to an entrant's participation in the promotion.

PRIZE STRUCTURE FOR IN-STORE PROMOTION:

Panini NBA Player of the Day/Wild Card: 2021-22 Panini NBA Promotional Card Pack (15,000); approximate retail value (ARV) \$1.00; odds of winning are at least 1 in 20. However, the odds of "pulling" a "daily winner" may vary based on the Panini brand and the specific Panini NBA Player of the Day.

Panini NBA Player of the Week: 2021-22 Panini NBA Player of the Day T-Shirt; odds of winning random drawing from each week's Panini NBA Player of the Week are at least 1 in 8. Odds of winning Panini NBA Player of the Week are based on having already won at the prior level.

Panini NBA Player of the Month: Autographed Trading Card; odds of winning random

drawing from the four Panini NBA Player of the Week winners are at least 1 in 4. Odds of winning Panini NBA Player of the Month are based on having already won at the prior level.

PRIZE STRUCTURE FOR NATIONAL SWEEPSTAKES

All prizes will be sent to national sweepstakes winners on or around September 15, 2022

Grand Prize Winner: "Panini NBA Ultimate Collector Fantasy Day." Event includes, but is not limited to, a 60-minute "zoom call" for up to 10 friends and family members with a current NBA player or NBA legend; an autographed Panini collectible from the player; and a \$250 shopping spree for Panini NBA licensed products at the hobby shop at which the winner entered the promotion. Player selection and event details are at the sole discretion of Panini America, Inc. ("Sponsor"). Sponsor reserves the right, in its sole discretion to substitute player and event, even after notification of the winner. All decisions of judges are final. All winners may be required to sign an affidavit of eligibility and publicity release.

First Prize (10): Autographed Panini NBA Collectible

Second Prize (25): Autographed Panini Collectible

MISCELLANEOUS

Improper, fraudulent, or non-qualifying entries will not be accepted. Not responsible for late, lost, stolen, misdirected, incomplete or mutilated entries. Entries become the property of the sponsor and will not be returned. Sponsor not responsible for faulty merchandise from an independent provider. This promotion is being conducted subject to all applicable federal, state, and local laws. Void where prohibited. Prizes are non-refundable and non-redeemable for cash. Any and all taxes are the sole responsibility of prize winners. If the Grand Prize is won by a minor, the prize will be awarded in the name of a parent/guardian. Minors must be accompanied by parent/guardian to claim prize. For a list of winners (or Grand Prize winner), send a self-addressed stamped envelope to: NBAPOD, Dept. W, PO Box 998 Commack, NY 11725 by September 15, 2022. All decisions of judges are final. All winners may be required to sign an affidavit of eligibility and publicity release, where permitted by law, within fourteen days of attempted notification or an alternate winner will be selected.