



The Great LinkedIn Challenge

Terms and Conditions

1. **Eligibility:** The competition welcomes current employees of KK Law Firm ("KK"). To be eligible for a prize, employees must be employed at the time of payment. All departments and employees are eligible to participate, except those directly involved in administering the contest, including Sophia Turner-Smith, Charles Lightner, and Sydney Nieves.
2. **Contest Details:**
 - a. Employees will be awarded points for completing actions/tasks on LinkedIn, as established by Kelley Kronenberg's Marketing Department.
 - b. The goal is to amass the greatest amount of points within the set periods set forth below.
 - c. The points awarded for each task may vary. The schedule of tasks and points are set forth within paragraph 5, below, and may be found at <https://www.kelleykronenberg.com/great-linkedinchallenge/>
 - d. Points will be calculated by the Marketing Department monthly, with the periods running as follows:
 - April 1, 2024 at 12:00 a.m. through April 30, 2024 at 11:59 p.m.
 - May 1, 2024 at 12:00 a.m. through May 31, 2024 at 11:59 p.m.
 - June 1, 2024 at 12:00 a.m. through June 30, 2024 at 11:59 p.m.
 - July 1, 2024 at 12:00 a.m. through July 31, 2024 at 11:59 p.m.

There will be no points awarded or tabulated after 11:59 p.m. on July 31, 2024
 - e. \$2,500.00 will be awarded to the individual with the most points at the end of each month.
 - f. Employees are eligible to win up to \$2,500.00 per month. There is no limit on how many months may be won by an individual. Therefore, it is possible for one employee to win up to \$10,000.00.
 - g. In the event of a tie, the names of the top point earners for the month will be entered into an online program (<https://wheelofnames.com/>) where the winner will be randomly selected.
3. **Contest Duration:** The contest will run from April 1, 2024 to July 31, 2024 with each month featuring a new winner. The contest will restart at the beginning of each month, providing participants with ongoing opportunities to earn points and win prizes. Points will only be awarded from posts within that same month. For example, commenting or sharing on a post from May, while in June will not be counted.
4. **Prize Structure:** The contest will follow a tiered approach with a single user awarded every month. The prize money for each month is as follows:
 - April: \$2,500

- May: \$2,500
 - June: \$2,500
 - July: \$2,500
5. **Prize Distribution:** All prizes will be distributed in the form of gift cards. Gift cards will be issued to the winners following the announcement of each monthly winner. Prizes cannot be exchanged for monetary value or any other item.
 6. **Participation Points:** Participants will earn points based on the completion of certain tasks as outlined below:
 - Complete the profile checklist (5 points): This includes updating your LinkedIn profile with a headshot, cover photo, proper title, about section, and ensuring KK is listed as the current employer. Automatic points if your profile is already complete.
 - Following KK on LinkedIn (1 point). Automatic point if you are already following KK's LinkedIn page.
 - Like and comment on an original KK post (1 point for each interaction). Maximum of 2 points earned per post.
 - Sharing/Reposting from KK's LinkedIn page with a caption (5 points for each repost with a caption). Post can only be shared once and is limited to 5 points per post.
 - Engagement received on the participant's profile from the KK repost from each external interaction (non-KK employee): likes, comments, reposts (1 point for each interaction). For each repost, a maximum of 3 points will be awarded per external contact.
 7. **Communication:** Monthly winners will be announced via official communication channels within KK, including email newsletters, internal announcements, and the KK LinkedIn page.
 8. **Disqualification:** KK reserves the right to disqualify any participant found to be in violation of these terms and conditions or engaged in fraudulent activities to earn points.
 9. **Liability:** KK shall not be held liable for any loss, damage, or injury incurred by participants as a result of participating in the contest.
 10. **Modification:** KK reserves the right to modify, suspend, or terminate the contest at any time without prior notice.
 11. **Agreement to Terms:** Participation in the contest implies acceptance of these terms and conditions.
 12. **Sponsor:** Kelley Kronenberg, 10360 W. State Rd. 84, Fort Lauderdale, FL. 33324;
marketing@kelleykronenberg.com.

By participating in "The Great LinkedIn Challenge," participants agree to abide by these terms and conditions in their entirety.