

RULES FOR CONDUCTING AND PARTICIPATING IN THE “MY FIRST FOOTBALL STEP” CAMPAIGN

1. General Provisions

1.1. The campaign organizer is **McCann Erickson LLC** (hereinafter referred to as the **Organizer**) by order of the **Mastercard international payment system** (hereinafter referred to as the **Client**).

1.2. Campaign title: **“My First Football Step.”**

1.3. Campaign location: **Republic of Armenia.**

1.4. Campaign period: from **March 13, 2026, 20:00** to **March 31, 2026, 23:59** (Yerevan time).

1.5. The campaign has an **advertising-raffle, cultural-sporting, and social nature** and is aimed at promoting the Mastercard brand and popularizing football in Armenia.

1.6. The campaign is **not a lottery or gambling activity** and is **not regulated by the RA Law “On Lotteries.”**

1.7. Participation in the campaign is **voluntary and free of charge**. No payment is required to participate.

1.8. These Rules are published on the Client’s official website: **www.mastercard.am**. By participating in the campaign, participants unconditionally accept these **Terms and Conditions**.

1.9. The Client and the Organizer reserve the right to amend these Rules by publishing an updated version on the Client’s official website. Participants are responsible for monitoring updates and are considered notified from the moment of publication.

1.10. Within the framework of the campaign, the prizes are provided **without any tax obligations for participants**. Tax obligations are borne by the Organizer.

1.11. The Client and the Organizer are **not responsible for changes, postponements, or other modifications** to the campaign caused by **force majeure circumstances** or other reasons beyond their control.

2. Participation Conditions

2.1. The participation application on behalf of the child must be submitted by the **parent or legal representative**. Only **capable individuals aged 18 or older**, who are **citizens of the Republic of Armenia or have a residence permit and permanently reside in Armenia**, may participate on behalf of the child.

Applications must be submitted between **March 13, 2026 and March 31, 2026 inclusive**, in accordance with clause **2.3** of these Rules.

2.2. Only **children aged 7–9 years with a height of 105–135 cm** may be the campaign heroes.

2.3. To participate, between **March 13, 2026, 20:00 and March 31, 2026, 23:59:00 (Yerevan time)** the participant must:

- Have a **public Instagram account** during the entire campaign period.
- Be **subscribed to @mastercard_armenia** on Instagram.
- Record a **video of up to 30 seconds**, in which the participant's child comments on **any UEFA Champions League 2026 football match**.
- Post the video on Instagram using the **#priceless hashtag** and tagging **@mastercard_armenia**.

2.4. The Organizer may reject an application if the participant's Instagram account is **private, fake, or does not allow confirmation of the participant's identity**.

2.5. Videos must be **original** and posted on the **parent's or legal representative's account**.

2.6. Videos must **not contain**:

- profanity or violence
- advertising of alcohol, tobacco, or gambling
- violation of third-party intellectual property rights
- violations of law

The participant bears responsibility for any such content.

2.7. By participating, the parent or legal representative confirms that they have the authority to represent the child's interests and provides consent for:

- the child's participation
- the use of the child's image and voice, as well as filming and photography without compensation
- the processing of their own and the child's personal data in accordance with RA law
- confirmation that the child has **no medical contraindications**

- the obligation to accompany the child to **Puskás Arena stadium** on the day of the event

2.8. The participant gives **voluntary and free consent** for the unlimited use of the child's images and recordings for **informational, advertising, and social purposes**, in any territory and without additional consent.

2.9. The Organizer or Client may reject an application if:

- the video does not correspond to the campaign theme
- parental or legal representative consent is missing
- false documents are provided
- any legal violation exists

2.10. The Organizer bears **no responsibility for technical issues** that prevent participation.

2.11. Employees of the Organizer and the Client, their family members, and affiliated persons **cannot be selected as campaign winners**.

3. Campaign Summary

3.1. The campaign will be summarized in **two stages**:

Stage 1:

The campaign jury will select the **10 best videos** from the submitted entries for the final stage, considering but not limited to:

- compliance with campaign requirements
- absence of artificial intelligence usage in the video
- originality
- creative thinking

Stage 2:

Among the **10 finalist videos**, **one main winner and two reserve winners** will be selected through a **random selection using an online program** (e.g., <https://random.org>).

3.2. The campaign results will be finalized **no later than April 10, 2026**. The date and time of both stages will be communicated additionally to participants and published on **Mastercard's Instagram page**.

3.3. The Organizer undertakes to:

- ensure **equal participation conditions** for all eligible participants
- ensure **transparency of the campaign process**
- not disclose results before official announcement

3.4. Participants have the right to:

- receive information regarding campaign conditions and procedures
 - contact the Organizer for clarification regarding these Rules
-

4. Prize

4.1. The finalist participant selected as the winner by random draw will receive a **UEFA Champions League Final participation package (May 29–31)** for **two persons (the parent/legal representative and the child)**, which includes:

- a **unique opportunity for the child** to enter the field with a player from one of the two finalist teams during the **UEFA Champions League Final**
- participation in **pre-event activities**
- **two tickets to the UEFA Champions League Final** (electronic tickets will be sent to the winner's email address no later than **May 30, 2026**)
- **two economy class round-trip flight tickets** (direct or connecting flights at the Organizer's discretion) to the host country of the final — **Hungary**
- **two nights accommodation** for two persons in a **standard hotel room including breakfast**
- **airport–hotel–airport transfers**

4.2. The winner is responsible for **all travel expenses not included in clause 4.1.**

4.3. The Organizer or Client is not responsible for the **visa issuance process**, except for providing an official invitation letter to assist with the application. If a visa is denied or the participant cannot travel, **no compensation will be provided.**

4.4. The prize **cannot be exchanged or replaced with cash or any other compensation.**

4.5. Within **one business day after the winner announcement**, the Organizer will contact the winner to collect the personal data necessary to organize the child's participation in the ceremonial event before the football match in **Budapest on May 30, 2026.**

4.6. To receive the prize, the winner must provide the following **within one calendar day** after notification:

1. Original **passport or ID card**
2. **Child's birth certificate**

3. **Actual residential address** including postal code
4. Confirmation that the child **has no medical contraindications**
5. Confirmation that the child's **height meets the required range (105–135 cm)**
6. Confirmation that the child will participate in the ceremony wearing **dark sports shoes without visible branding or Adidas dark-colored shoes**
7. Any other documents or information required by the Organizer

4.7. The Organizer bears no responsibility for:

- failure or delay in receiving required documents due to the participant or third-party communication issues
- participants' failure to fulfill obligations under these Rules
- any **life, health, moral, or psychological damages** related to participation in the campaign

4.8. If the participant refuses the prize, fails to comply with the Rules, or cannot receive the prize within the specified deadlines for reasons beyond the Organizer's control, the participant **loses the right to the prize**. In such cases, the prize will be offered to the **next reserve winner in order**.