

**2025 INFLUENCER AWARDS**  
**SPONSORED BY PHILADELPHIA MAGAZINE**

**Official Contest Rules**

By entering this Contest, the entrant ("Entrant") agrees to be bound by these Official Rules and to accept as final all winners. The sponsors of the 2025 Influencer Awards ("Contest") is Metro Corp., [www.phillymag.com](http://www.phillymag.com), *Philadelphia* magazine (collectively, "*Philadelphia* magazine").

The Contest begins on or about 10:00 A.M. Eastern Standard Time (EST) on May 1, 2025 and ends on or about 11:59 P.M. EST on September 4, 2025 ("Contest Period").

- 1. Eligibility:** NO PURCHASE NECESSARY TO ENTER OR WIN. A purchase will not improve chances of winning. Open to legal U.S. residents of Pennsylvania, New Jersey, and Delaware who are at least twenty-one (21) years of age at the time of entry. Nominees for an award must have at least 3,000 (three-thousand) followers at the time of entry along with an active account. Qualified accounts include Instagram and TikTok only. Officers, directors, managers and employees of *Philadelphia* magazine, and each of their respective parent companies, subsidiaries, and affiliates, as well as the immediate family (spouse, parents, siblings and children) and household members of each such person, and any others engaged in the development, production, execution or distribution of this Contest, are not eligible to participate. All federal, state, and local laws and regulations apply. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.
- 2. How To Enter:** Eligible entrants ("Entrants") may nominate themselves or someone else (either designated a "Nominee") in the Contest by visiting [www.phillymag.com/influencerawards](http://www.phillymag.com/influencerawards) to complete an online entry form ("Entry"). Entry may be submitted at any time during the Nomination Period which shall begin at 10:00 A.M. Eastern Standard Time (EST) on May 1, 2025 and end at 11:59 P.M. EST on May 15, 2025 ("Nomination Period"). During the entire Nomination Period, *Philadelphia* magazine's administrator's server/computer is the official time keeping device for the Contest. Entry will not be returned or acknowledged. The individual submitting the Entrant's Application must have authority to bind the Entrant.
- 3. Finalist and Award Winners Selection:**
  - Finalist Selection: No later than July 1, 2025, three (3) finalists ("Finalists") will be selected from all eligible Nominees received during the Nomination Period by *Philadelphia* magazine employees for each of the twelve (12) categories, appointed from time to time by *Philadelphia* magazine ("Judges"), based on the Finalist Judging Criteria described in Section 4.A. Each Finalist will be notified that he/she has been selected by email no later than July 1, 2025.

In the event that a Finalist notification is returned as undeliverable, the Finalist cannot be reached, or *Philadelphia* magazine does not receive a reply by 11:59 P.M. EST on July 1, 2025, the Judges will select an alternate Finalist based on the Judging Criteria until three (3) Finalists have been selected for each of the twelve (12) categories and duly qualified under these Official Rules.
  - Award Winners Selection: Beginning at 10:00 A.M. EST on July 1, 2025 and ending at 11:59 P.M. EST on September 4, 2025, twelve (12) Award Winners will be determined and announced at an event held on/around September 4, 2025 at a yet to be determined location. The exact date, time, and location for the event will be determined solely by *Philadelphia* magazine.

In the event that an Award Winner is unable to attend our Influencer award event held on/around September 4, 2025, Award Winner will still be recognized at the event.

**4. Judging Criteria:** The following judging criteria (“Judging Criteria”) will be used evaluate the Nominees in the Finalist and Award Winner selections, respectively:

- A. Finalist Selection:
  - i. Finalist must meet all eligibility requirements
  - ii. Degree and nature of Nominee’s content creativity, engagement, and uniqueness
  - iii. The degree to which the Nominee champions and makes an impact on their followers
- B. Award Winner Selection:
  - i. Degree and nature of Nominee’s content creativity, engagement, and uniqueness
  - ii. Degree and nature of Nominee champions and makes an impact on their followers
  - iii. The degree to which the Nominee is an expert in a specific category

**5. Conditions of Entry:**

- A. Entrant and Nominees agree to abide by these Official Rules and the decisions of Sponsors, which are final and binding on all matters pertaining to this Contest.
- B. Description of Nominee’s qualification as an Award Winner contained in the Entry (“Description”) must be an original work created by the Entrant, or a work to which the Entrant owns all copyrights, and the Entrant warrants and represents that the Entrant is the owner of any and all copyrights in the Description and that the Description does not violate or infringe the rights of another person or entity, including but not limited to the right of privacy, the right of publicity, copyright(s), trademarks or brand names, or any other intellectual property right(s).
- C. The Description must not contain any watermarks, time/date stamps, decorative borders or other types of text overlays.
- D. Each Award Winner must make him/herself available to attend September 4<sup>th</sup> event to receive award and be interviewed by Sponsors or Sponsors’ affiliated entities. Each Award Winner must agree to be featured in the September and December 2025 issue(s) of *Philadelphia* magazine and online on Sponsors’ websites/social media pages in connection with the Contest.
- F. By entering the Contest, Entrant and Nominee each permit the Entry to be posted, displayed, published, and otherwise used on Sponsors’ Websites (“Websites”), social media pages, and/or in Sponsors publications (“Publications”), including without limitation, for display of winning entries, promotion of the Contest, or reporting on the Contest.
- G. Except where prohibited by law, entry constitutes permission to use the Entrant’s Entry, Entrant’s and Nominee’s name, hometown, photograph, and any statements regarding the Contest for editorial, public relations, promotional, and advertising purposes without compensation.
- H. Sponsors reserve the right, in their sole discretion, to reject, disqualify, modify, edit, and revise any Entry. Sponsors reserve the right, in their sole discretion, to verify any element of any Entry or related materials and to disqualify any Entrant and Nominee whose participation may subject the Contest, Sponsors, or Sponsors’ advertisers, clients, or customers to controversy, negative publicity, scorn, and/or ridicule.

- I. Sponsors are not responsible for, and will not be liable for, any problems connected with the Internet portion of the Contest, including (i) technical failures of any kind, including but not limited to the malfunctioning of any cable, computer, network, satellite, server, system, telephone line, or electronic or internet hardware or software; (ii) any telephone, service provider, internet, website, or usenet inaccessibility or unavailability; (iii) unauthorized human intervention in any part of the entry process or the Contest; (iv) typographical or other errors in the offer or administration of the Contest, including but not limited to, errors in the advertising, official rules, selection of winners, and distribution of prizes; and (v) garbled or jumbled transmissions, or other electronic errors in the processing of entries or administration of the Contest. Sponsors reserve the right, in their sole discretion, to suspend or cancel the Contest at any time if a computer virus, bug, worm, or other technical problem interferes with the administration, security, integrity, or proper play of the Contest. In the event of cancellation, Sponsors reserve the right to award the prize to eligible entries received prior to the date of cancellation. Sponsors reserve the right, in their sole discretion, to disqualify any person tampering with the entry process, the operation of the website or otherwise in violation of the rules.
- J. Sponsors and their parents, affiliates, subsidiaries, and agents assume no responsibility for lost, misdirected, damaged, incomplete, incorrect, altered, or illegible entries. No computer-generated entries will be accepted. The use of automated entry devices or any other conduct that impedes the integrity of the Contest is prohibited. Entries and the information contained therein become the property of Sponsors. Entries made through the internet are deemed to be made by the authorized account holder of the email address at the time of entry.

- 7. Privacy/Publicity Releases:** By entering and providing the required information, Entrants acknowledge that the Sponsors may send Entrant information, samples, or special offers it thinks may be of interest to Entrant about its publication or other complementary goods offered by Sponsors and/or information and special offers of it may carefully select. YOU MAY OPT-OUT OF RECEIVING ANY SUCH INFORMATION, SAMPLES, OR OTHER SPECIAL OFFERS FROM SPONSORS AT ANY TIME. OPTING-OUT WILL NOT AFFECT YOUR NOMINEE'S ODDS OF WINNING.

Entrant and Nominee agree that Sponsors have the right to combine the Entry and any of the materials supplied by entrant pursuant to the Contest with such other material as Sponsors in their sole discretion determine, and further agrees that it shall not have any right of approval, claim to compensation or benefits claim, including without limitation, claims based upon invasion of privacy, defamation, or right of publicity arising out of any use of names or biographical and/or corporate information.

- 8. Other Releases:** By entering and/or participating in this Contest, Entrant and Nominee release Sponsors and Sponsors' respective parents, subsidiaries, affiliates, agents, shareholders, officers and employees from any liability arising from or relating to participation in this Contest, including but not limited to, any and all claims, injury, damages, expenses, demands or liabilities arising out of, whether directly or indirectly, in whole or in part, or in connection with the participation in this Contest (including without limitation infringements of copyright or any other intellectual property right).
- 9. Dispute Resolution:** Except where prohibited, by participating in the Contest, Entrants and Nominees agree that: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of participants and Sponsors and their agents shall be governed by and construed exclusively in accordance with the laws of the Commonwealth of Pennsylvania without giving effect to any principles of conflicts of law of any jurisdiction. Entrant and Nominee agree that any action at law or in equity arising out of or relating to this Contest, or awarding of the prizes, shall be filed only in the state or federal courts located in the Commonwealth of Pennsylvania and Entrant and Nominees hereby

consents and submits to the personal jurisdiction of such courts for the purposes of litigating any such action. Except where prohibited, by participating in this Contest, Entrant and Nominee agrees that: (a) any and all disputes, claims, and causes of action arising out of or connected with this Contest, or awards, shall be resolved individually, without resort to any form of class action; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating in this Contest but in no event attorneys' fees; and (c) under no circumstances will any Entrant or Nominee be permitted to obtain awards for and hereby waives all rights to claim punitive, incidental, and consequential, or multiplied damages and any other damages, other than for actual out-of-pocket expenses.