



OFFICIAL ENTRY FORM

This form must be completed by each surf shop owner (Surf Shop) and each participant, or if participant is a minor, participant's parent or legal guardian on behalf of participant, (collectively, Surfer), and be received by the regional entry due dates below. Each Surf Shop and Surfer agree to be bound by these terms and conditions and by the Rules of Competition posted at surfshopchallenge.com.

Each participating Surf Shop must be an Oakley authorized dealer, and each surfer must be either: (i) a full or part time employee ON THE FLOOR of the Surf Shop at the time of each competition and for three (3) months prior to the respective competition; or (ii) sponsored by the Surf Shop. At least two (2) of the surfers participating for each Surf Shop must be at least part time employees of the Surf Shop qualifying under (i) above, and must submit, along with this completed form, proof of employment for at least 3 months prior to the respective competition reasonably sufficient to establish such qualification.

OAKLEY SURF SHOP CHALLENGE ENTRY FEE: THERE IS NO ENTRY FEE, IT'S FREE.

Mail this form to: Oakley Surf Shop Challenge
 Surfer Magazine
 236 Avenida Fabricante, Suite 201
 San Clemente, CA 92672

Fax this form to: 949.325.6196
OR : Find digital form on surfshopchallenge.com under "ENTRY FORM"

Entry Due Dates: (PLEASE CHECK ONE)

Southwest: 3/4 **Northeast:** 4/4 **Mid-Atlantic:** 4/7 **West:** 5/27
Hawaii: 7/1 **Southeast:** 8/9 **Northwest:** 8/24

FOR LEGIBILITY: TYPE ON FORM, PRINT, AND SIGN

***REQUIRED (Please print clearly)**

*Name of Surf Shop _____
 *Manager/Contact Person _____
 *Signature of authorized representative _____
 *Contact Phone and Email _____
 *Shop Address _____
 *City _____
 *State _____ *Zip _____
 *Shop Phone _____

SURFERS

1) *Pro 1 Name _____
 *Age _____ *Phone _____ *Email _____
 *Signature _____ *Date _____
 (if surfer is a minor, parent or legal guardian must sign)
 Parent or guardian name _____

2) *Pro 2 Name _____
 *Age _____ *Phone _____ *Email _____
 *Signature _____ *Date _____
 (if surfer is a minor, parent or legal guardian must sign)
 Parent or guardian name _____

3) *Employee 1 Name _____
 *Age _____ *Phone _____ *Email _____
 *Signature _____ *Date _____
 (if surfer is a minor, parent or legal guardian must sign)
 Parent or guardian name _____

4) *Employee 2 Name _____
 *Age _____ *Phone _____ *Email _____
 *Signature _____ *Date _____
 (if surfer is a minor, parent or legal guardian must sign)
 Parent or guardian name _____

(See reverse side for terms and conditions)

surfshopchallenge.com
from MARCH 11, 2011
to
SEPTEMBER 13, 2011

EVENT SCHEDULE

SOUTHWEST: SAN DIEGO
 March 11, 2011
 Seaside Reef, Cardiff, CA

NORTHEAST: MAINE TO NEW JERSEY
 April 11-12, 2011
 Casino Pier, Seaside Heights, NJ

MID-ATLANTIC: VIRGINIA TO OUTER BANKS
 April 14-15, 2011
 Kitty Hawk, Outer Banks, NC

WEST: LOS ANGELES TO ORANGE COUNTY
 June 3, 2011
 54th St, Newport Beach, CA

HAWAII: ALL ISLANDS
 July 8, 2011
 Ala Moana Bowls, South Shore, HI

SOUTHEAST: TEXAS TO GEORGIA
 August 16-17, 2011
 New Smyrna Beach, FL

NORTHWEST: VENTURA TO SAN FRANCISCO
 August 31, 2011
 Steamer Lane, Santa Cruz, CA

NATIONAL CHAMPIONSHIPS
 TBD
 Huntington Pier, CA





TERMS AND CONDITIONS FOR PARTICIPATION

The Oakley Surf Shop Challenge (the Event) is sponsored by New Era, Buell Wet-suits, Bubble Gum Surf Wax, and Surfer Magazine (collectively, Sponsors).

Southwest and West Regional winners are responsible for transportation to final event. A five-night accommodation will be provided for five shop members, if necessary. Each shop member will receive a \$50 per diem. Southeast, Mid-Atlantic, Northeast, Central Northwest and Hawaii Regional winners will be flown economy class to final to be held in Southern California, given four nights accommodations (double occupancy) and mid-size rental car for five shop members. Each shop member will receive a \$50 per diem. Shop is responsible for all additional expenses (including without limitation, transportation and costs for any additional members, any extensions in stay or room upgrades, room charges, etc.)

The winning participants of each Regional Event shall receive a full-page shop profile (the Profile), designed by Surfer Magazine, in Surfer Magazine. The Profile must include the Sponsors' logos and comply with other required specifications. So that Surf Shop's trademarks can be used in the Advertisement, Surf Shop grants to Oakley and Surfer Magazine, a perpetual, non-exclusive, royalty free, license to use its trademarks for the purpose of the Profile.

The National Championship winning Surf Shop team will receive a \$10,000 cash prize (payable to the Surf Shop). Additional prizing TBD.

Surf Shop and Surfer, each for themselves, hereby release, discharge, and agree to hold harmless Sponsors and all persons in any way involved in the Event, and their respective agents, affiliates, and assigns from any and all damages, claims, demands, costs, and expenses arising out of or in any way related to the Event or any related activity including travel and lodging.

Surfer acknowledges that he/she may be participating in a dangerous activity at the Event, including inherently dangerous surf activities contemplated by the Event. Surfer also understands that the risk of injury from these activities and other activities at the Event is significant, including the potential for brain damage, nerve and spinal cord injury, paralysis, and even death. With this knowledge and understanding, Surfer knowingly and freely assumes all such risks, both known and unknown, even if arising from the negligence of others, and assumes full responsibility for his/her participation, and willingly agrees to comply with any stated and customary terms and conditions for his/her participation. If, however, Surfer observes any unusual significant hazard during his/her presence at the Event or involved with his/her participation, he/she will remove himself/herself from participation and bring such to the attention of the nearest official immediately. Surfer hereby voluntarily release, waive, relinquish, and discharge the City of Santa Cruz, it's Officers, Agents and Employee's.

Surfer grants to Oakley and the Action Sports Group a worldwide non-exclusive royalty free license and right to utilize his/her name, likeness, photograph, voice, and biographical sketch, as captured during the term of this agreement, without compensation and without restriction as to purpose, duration, geography, media, or frequency.

Surfer hereby consents to medical, surgical, or dental examination and/or treatment in case of emergency.

Surf Shop and Surfer shall conduct themselves in a professional sportsmanlike manner prior to, during, and after the event and while in vicinity of the event, and shall not conduct themselves in any way that is defamatory, derogatory, or otherwise dilutes or devalues Oakley's good name and/or image, or in any way contrary to law.

If participating surfer is a minor, surfer's parent or guardian is responsible for establishing an independent chaperone to be responsible for the participating surfer while he/she is travelling to the Event, lodging for the Event, participating in the Event, and travelling from the Event. Even if Oakley pays for and/or arranges transportation and or lodging for the participating surfer, chaperone (not Oakley) shall be responsible for the participating surfer.

Participating surfer represents that if he/she is under the age of eighteen (18) years old that he/she has given this agreement to his/her parent or legally responsible guardian and that this agreement sets forth the signature of said parent or guardian.

Surf Shop and Surfer agree that they have had an opportunity to be appraised of and have reviewed all the rules and regulations applicable to the event (including the Rules of Competition posted at surfshopchallenge.com) and understand that any violation of these rules, or any unsportsmanlike conduct, will be cause for immediate disqualification from this event in the sole discretion of the contest director or Oakley.

Surf Shop and Surfer acknowledge that they have carefully read this agreement and fully understand its contents. Surf Shop and Surfer are each aware that this is a release of liability and a contract between them and each of the Sponsors and their successors and assigns and their affiliated organizations and companies and is for the benefit of all persons identified herein and Surf Shop

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