NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING.

When you submit a submission for this Contest, you agree with the Official Rules below.

**Sponsors.** The Sponsors of this Contest (“Contest”) are Airbnb, Inc., 888 Brannan Street, San Francisco, CA 94103, USA (“Airbnb”) and VICE Media, LLC, 49 South 2nd St Brooklyn NY 11249 (“Partner”) (collectively, “Sponsors”).

**Eligibility.** The Contest is only open to residents of the following countries: United States, Canada (excluding Quebec), Mexico, United Kingdom, France, Germany, Japan, Australia, and South Africa. For the avoidance of doubt, the Contest is not open to residents from: Crimea Region of Ukraine, North Korea, Syria, Iran, Sudan, any country subject to embargo by the United States, Brazil, the Province of Quebec, or any jurisdiction where the Contest would be prohibited or restricted by law. If you are not resident in one of the listed countries, you are not eligible to enter or participate in the Contest. Directors, officers, employees, independent contractors and agents of Partner and Airbnb, Starcom Media Group (“Media Partner”), or their subsidiaries or affiliates, and the members of their immediate families or households, are not eligible.

Participants represent that they (1) have a passport with at least 6 months of remaining validity and/or necessary visa, if applicable (or valid TSA-approved government issued ID, if US resident), (2) are available and able to travel to New York, NY (USA) on the dates designated below or as may be required by Sponsors, in order to redeem the prize, and (3) have no impairments or impediments making participation in the **BELLE OF THE BALL** Experience challenging or impossible based on the description in the “Contest Pages.” Note that the **BELLE OF THE BALL** Experience will only be offered in English.

**How to Enter.** Participants meeting all eligibility requirements who have reached the age of 21 at the time of participation, may enter the Contest from Monday, August 14, 2017 at 7:00am Pacific Time until Friday, September 1, 2017 at 11:59pm Pacific Time by following
the process below. Submissions must be received through the below process by the close of the Contest to be eligible.

**Process:** To participate in the Contest and to try to win the prize described below, you have to:

1. Sign in with or register for an Airbnb user account. The process of registering for an Airbnb account does not require any payment or fee.


3. Click on the BELLE OF THE BALL experience tile to enter the contest pages (the “Contest Pages”).

4. Review the details in the Contest Pages, including the Itinerary, Available Dates, and Guest Requirements to ensure you are eligible **and** able to participate in the full experience if selected.

5. Click on the “Enter Contest” button.

6. Review the Contest Requirements, the Privacy Notice and Terms and Click “Continue” if you agree to all.

7. Select ONE of the dates the experience will be held. You may only enter to win on the single date you designate. Only one entry per experience will be considered. If multiple entries are received, only the first entry received will be eligible to win.

8. In the next frame, we provide you space to write an artistic and creative story of 100 words maximum (no more than 550 characters) explaining why you are passionate about the BELLE OF THE BALL Experience. **All submissions must be written in English.** (the “Submission”).

**Submission Requirements.** The Submission must be sent from the participant’s Airbnb account to be verified and reviewed. Each participant can only participate once and you
represent that you are more than 21 years old or the age of majority in your jurisdiction, whichever is higher. Participants may not enter to win more than ONE of the VICE Experiences - COMING OUT TOKYO (Tokyo), TOWNSHIP TECHNO (Cape Town), LUST IN TRANSLATION (Paris), and BELLE OF THE BALL (New York). If multiple entries are received, only the first entry received will be eligible to win. To the maximum extent permitted by law, Airbnb is not responsible for computer or network problems, problems with servers, problems with email accounts or the failure to receive any Submission for any reason whatsoever. By entering the Contest and to the extent permitted by law, participants agree that they may be contacted by Airbnb via phone or email in relation to the Contest and agree to take part in any publicity that occurs as a result of the Contest and grant Airbnb and Partner and their group companies and agents, including Media Partner on behalf of Sponsors, the right to use their name and/or image and/or town/country of residence.

Prohibited Content. Submissions/participant content must be the original work of the participant and not have been previously published, or entered in any other competition, and must not violate the rights of any other party, including but not limited to intellectual property rights or rights of privacy, publicity or other moral rights. Submissions must NOT contain: (a) advertising or commercial content for any party other than Airbnb or Partner; (b) content that endorses/promotes illegal or harmful activity; (c) violent, profane, vulgar, obscene, defamatory or otherwise objectionable material (in the sole discretion of Sponsors); (d) adult material; or (e) defamatory content. The Sponsors reserve the right to disqualify any participant who violates these prohibitions or any other provision of these Official Rules, or that the Sponsors deem inappropriate for any reason, in their sole discretion.

License. By submitting a Submission, participants grant each of Airbnb and Partner a perpetual (or for the term of the protection granted by the relevant intellectual property rights), worldwide, irrevocable, royalty-free, sub-licensable license to transform, edit, modify, reproduce, distribute, transmit, publish, communicate to the public, broadcast, perform, display, communicate to the public or otherwise use the submitted story in any manner they deem fit (a) the Submissions and all other information and material provided by the participant arising out of or in connection with this Contest at any time; and (b) the participant’s name, likeness, photographs, personal information
and all other personal attributes and forms of personality or publicity rights, in whole or in part, with or without modifications, in any form or medium (including but not limited to: internet, any printed medium distributed via press, billposting, point of sale advertising, flyers, leaflets...), whether now existing or later developed, for entertainment, promotional and/or advertising purposes and/or any other purpose. To the greatest extent permitted by law, participants agree to waive and not to assert or invoke and waive any so-called moral rights in relation to their Submissions (including without limitation the right to be identified as the creator of the work and the right to object to derogatory treatment of the work). Except where prohibited by law, the participants also waive any revisionary rights or any rights that have a similar effect. The participants further agree that non-use of the Submission by Airbnb and Partner shall not be grounds for revocation of such license. For the avoidance of doubt, the license referred to in this paragraph is a fully paid-up license and entry into the Contest is adequate consideration for such license. By entering, you guarantee that your Submission is original as referred to above, and that you have all necessary rights to provide the entry and to grant to Airbnb and the Partner as applicable the rights set out in these Official Rules, as well as the consent of any person identified, depicted or referred to in the Submission. You will indemnify and hold Airbnb harmless for any breach of these provisions. Only the winner[s] will receive a prize according to the next paragraph: ‘Prize’.

**Prize.** Each winner will receive, in recognition of their personal writing talent and as full and comprehensive consideration for the License described above, the following:

- Ticket to the VICE Experience entitled **BELLE OF THE BALL** for the date designated in winner’s eligible submission

- Round trip flight (economy class) to and from New York, NY (USA) from an airport within 50 miles or nearest to winner’s home, whichever is less.

- Accommodations in New York for up to 3 nights (the night before the selected **BELLE OF THE BALL** Experience, the night of the selected **BELLE OF THE BALL** Experience, and the night after the **BELLE OF THE BALL** Experience).
• $100 USD per diem for meals and transportation for the up to 4 days, provided in the form of a pre-loaded credit card (to the extent not included in the BELLE OF THE BALL Experience)

What IS NOT included in the prize:
• Visa fees, if applicable

• Expenses and meals beyond those designated above

• Any taxes applicable to or resulting from the award of the Prize

Prize Travel Logistics:
• Winners should plan to arrive in New York one day before the date of the BELLE OF THE BALL Experience designated in winner’s eligible Submission in order to be well rested to the attend and actively engage in the BELLE OF THE BALL Experience

• Winners shall have the option to stay in New York for one more day and night following the date of the BELLE OF THE BALL Experience designated in winner’s eligible Submission, should they wish to explore New York on their own.

• If winner elects to stay in New York for the extra day/night, travel will be coordinated for two days after the date of the BELLE OF THE BALL Experience designated in winner’s eligible Submission. Otherwise, return travel will be coordinated for one day after the date of the BELLE OF THE BALL Experience designated in winner’s eligible Submission.

Participants represent that they are minimally available to travel to New York between the day before the date designated in his/her eligible Submission. It shall be the sole responsibility of the participants to avail of the necessary authorizations including visas for such trip. The total value of the prize is approximately $2,400 USD (or the equivalent
in local currency). The Sponsors are allowed to ask for a written confirmation or proof of the place of residence and age of the winner[s] before awarding the prize. No substitution or transfer of the prize is permitted. The prize may not be redeemed for cash. If due to circumstances beyond Airbnb’s or Partner’s control, Airbnb or Partner are unable to provide the stated prize, Airbnb and Partner reserve the right to award, as substitute, a prize of equal or higher value.

Winner Selection. Twenty-Four (24) winners[s] (6 winners for each date the BELLE OF THE BALL Experience is offered - Date 1: Monday, September 18, 2017, Date 2: Monday, September 25, 2017, Date 3: Monday, October 2, 2017, Date 4: Monday, October 9, 2017) will be selected from the Submissions. The winner[s] will be chosen entirely on merit, based on the following judging criteria applied by a panel of judges:

- **Relevance.** Does the answer speak to the spirit of the BELLE OF THE BALL Experience?

- **Creativity.** How much does it delight us? Was there a powerful story?

- **Originality.** How does it surprise us? Is it a unique perspective?

The panel of judges will be comprised of members of Airbnb and Partner and/or their agent(s) and a independent judges. Sponsors have also designated an independent contest administrator/auditor, who shall oversee the administration of the contest. The judges’ decisions are final and binding. If substantially similar Submissions are submitted by different entrants, judges will select only the best version of that idea, as determined by the judges in their sole discretion. If in the opinion of the judges, no suitable Submissions are received, or no winner can be contacted or responds as set out in these Official Rules, then the Sponsors may cancel, extend or repeat the Contest in their sole discretion.

Notification/Announcement of Winner.
The winner(s) will be selected on or about Monday, September 4, 2017 and will be notified by email (through the email address linked to winner(s)’ Airbnb account) within
two weeks of that date. Each winner must confirm their acceptance of the Prize in writing within 48 hours of such notification. The Sponsors reserve the right to disqualify any winner who does not confirm acceptance of the Prize in accordance with these Official Rules or who is in breach of these Official Rules, and reserves the right to select an alternative winner in such event. In the event of a dispute about the identity of a winner, the Sponsors will award the prize to the authorized account holder of the Airbnb account from which the winning Submission was sent. The Sponsors may publicly announce the name of the winner within 30 days of the close of the Contest, including through social media channels such as Twitter and/or Facebook.

Prize Conditions. Save as may be required by any applicable mandatory laws, the Prize will be referred to in these Official Rules and is provided as-is with no express or implied warranty or guarantee. Nothing in these terms and conditions operates to limit or exclude the application of relevant consumer protection laws or the liability of Airbnb under such laws. This Contest is subject to applicable local laws and regulations, including but not limited to tax laws. The winner is solely responsible for any taxes applicable to or resulting from the award of the prize, and the Sponsors will have no obligation for any taxes that may be payable. Sponsors may require the winner(s) to sign and return an affidavit of eligibility, a liability release and a publicity release permitting the Sponsors to use the winner’s name, image and winning Submission in promotional materials where permitted by law and subject to applicable rules. Where permitted by law, refusal or inability to sign and return such forms within 48 hours of receipt may result in disqualification and awarding of prize to alternate winner(s). The winner(s) will behave as good citizens during their participation in the BELLE OF THE BALL Experience and related New York trip covered in Prize and that they will cooperate with any security personnel that may be present.

General Liability Release. By entering this Contest, participants release the Sponsors and their agents from any liability whatsoever, on any theory, and waive all claims and causes of action arising from or related to this Contest and/or fulfillment and/or use of the Prize, to the extent permitted by applicable law. However, nothing in these Official Rules limits or excludes any person’s or entity’s liability for death or personal injury caused by their negligence or any other liability which may not as a matter of law be limited.
Data. By entering the Contest and submitting a Submission and any other personal information, participants are expressly consenting to the processing of their personal information by the Sponsors for the purpose of the Contest or any associated publicity by Airbnb or Partner (including through Media Partner). Airbnb’s privacy policies (www.airbnb.com/terms/privacy_policy) will apply. Consistent with its policy, Airbnb may share the Submissions with Partner and third party prize providers that may be located outside of your home jurisdiction, for Contest administration and prize fulfillment purposes.

Interpretation and Disputes. Participants agree: (a) to be bound by these Official Rules and all decisions of the judges, which are final and binding; (b) that any disputes shall be governed by the laws of the state of California (or by mandatory local laws, if applicable), and shall be resolved only in the courts the state of California (or in mandatory local jurisdiction, if applicable), without resort to any form of class action or other form of collective action, to the extent permitted by applicable law; and (c) that they consent and waive any objection to the jurisdiction of said courts for any such disputes.

Miscellaneous. The Contest is void where prohibited. If any provision or part-provision of these Official Rules is held by a court of competent jurisdiction to be invalid, illegal or unenforceable, it shall be deemed modified to the minimum extent necessary to make it valid, legal and enforceable. If such modification is not possible, the relevant provision or part-provision shall be deemed deleted. Any modification to or deletion of a provision or part-provision under this clause shall not affect the validity and enforceability of the rest of these Official Rules. To the extent permitted by applicable law, the Sponsors may suspend, modify or terminate the Contest if they believe, in their sole discretion, that malfunction, error, disruption or damage is impairing or will impair the administration, security, fairness, integrity or proper conduct of the Contest, in which case the prizes will be awarded among the eligible Submissions received that were unaffected by the problem, if possible. With reference to the Japanese, German, French, and Mexican participants, please note that the local language version of these Official Rules is for reference only, and the English version shall prevail.