

COSPLAY CONTEST AT GAMESCOM 2025 – RULES (the “Rules”)

1. Sponsor. Activision Blizzard UK LTD, a UK company with its address at 78 Wardour St, London W1F 8FY (referred to herein as the “Sponsor”), is the sponsor of the cosplay contest to be held at gamescom 2025 (the “Contest”).

2. Eligibility. The Contest is open to anyone aged thirteen (13) or over (the “Entrant”) who possesses an entrance ticket allowing admission to the digital entertainment trade fair “gamescom 2025,” held at the Koelnmesse in Cologne, Germany from Wed, 20 Aug 2025 – Sun, 24 Aug 2025 (the “Event”). If you are between the ages of thirteen (13) and the legal age of majority in your country of residence (a “Minor”), a parent or legal guardian must submit a signed, written statement that they have read, understood, and agree to these Contest rules with your entry, and that such agreement constitutes acceptance of these Contest rules on behalf of you and themselves. Additionally, if you are between the ages of thirteen (13) and sixteen (16), the presence of a parent or legal guardian is required during the Contest. Directors, officers, and employees of the Sponsor, its parent company, and any of their respective affiliate companies, subsidiaries, agents, professional advisors, advertising and promotional agencies, and immediate families of each are not eligible to participate and win any prizes. All applicable federal, state, and local laws and regulations apply. Void where prohibited or restricted.

3. Disclaimer. The Sponsor, all participating sponsors, and any of their respective parent companies, subsidiaries, affiliates, directors, officers, professional advisors, employees, and agencies will not be responsible for: (a) any late, lost, misrouted, garbled, or distorted or damaged transmissions or entries; (b) telephone, electronic, hardware, software, network, internet, or other computer, or communications-related malfunctions or failures; (c) any Contest disruptions, injuries, losses, or damages caused by events beyond the control of the Sponsor; or (d) any printing or typographical errors in any materials associated with the Contest.

4. Contest place and time. The contest shall take place during the Event in Hall 8 on August 23, 2025.

5. How to apply to participate in the Contest: To apply for the Contest, an Entrant must:

5.1. Meet the eligibility requirements set forth in Section 2 above.

5.2. Create an original costume taking its design and theme from Warcraft / World of Warcraft. The costume must meet the design requirements set forth in Exhibit 1 to these official rules.

Entrants are responsible for any and all costs and expenses associated with their costume creation and participation in the Contest.

5.3. Send the application during the time period 04.07.2025 via an online Google form: <https://forms.gle/KZzovrVMC3GKT3kC7>. **No applications will be accepted after 21.07.2025.** Only one application can be submitted per Entrant. The Google form will require Entrants to provide the following:

- Cosplayer name
- Entrant's name and age (+ name of Entrant's parent or guardian if they are a minor)
- Entrant's email address
- Entrant's costume name (e.g. Human Rogue, Sylvanas)
- Link to photo(s) of costume
- Description of costume: materials used, height, width and length, any specific details
- Entrant's country of residence

5.4. The Sponsor will send a confirmation email stipulating that an Entrant has been selected for the Contest by 09.08.2025.

In order to be registered for the Contest, once the confirmation email has been received, the selected Entrant shall read and accept the Rules by printing and signing them. A scanned copy of the signed Rules (initials on each page and a handwritten signature at the end of the document) shall be sent in response to the email confirmation by 09.08.2025. Failure to provide the Sponsor with a scanned copy of a properly signed version of the Rules shall lead to the rejection of the application.

6. How to enter the Contest:

To enter the Contest, an Entrant must:

6.1. Meet the requirements set forth in Section 2 and Section 5 above.

6.2. Possess the digital (on mobile device) or printed version of the confirmation email from the Sponsor stipulating that an Entrant has been selected for the Contest.

6.3. Possess the entrance ticket allowing admission to the Event;

6.4. Be present in Hall 8 during the Event and be ready to demonstrate the costume by means of walking on stage at the time indicated by the Sponsor.

7. Determination of Winners. Each selected Entrant shall wear the costume that was specified in the application and walk on stage on their own, without any assistance. A Jury composed by the Sponsor will select a total of three (3) winners (the **“Winners”**) among eligible Entrants. Criteria that shall be considered by the Jury to define Winners are creativity, originality, and accuracy to the depiction of the character, class, event, or person the costume is based upon. Winners will be eligible to obtain a prize determined in Section 8 of the Rules based on a placement he/she has obtained in the Contest.

The Entrants who have failed to meet the requirements mentioned above will be disqualified from the Contest.

The Sponsor reserves the right, at any time, to disqualify any Entrants not complying with the Rules (including the requirements for the costume design in Exhibit 1) and the Sponsor’s representatives instructions. Additionally, the same applies to any Entrants behaving inappropriately and/or violating public order, including the use of alcohol and drugs, during the Contest. Winners will be required to provide valid contact information (email address, phone number, etc.) to receive their prize.

8. Prizes. All prizes are provided by the Sponsor. Winners shall receive:

8.1. First-place Winner:

- [Razer Blade 18](#) (approx. 3500 USD value)
- [World of Warcraft Warglaives of Azzinoth Replica](#) (approx. 290 USD value)
- Exclusive Gamescom goodies (e.g. T-shirt and pin, with a value lower than 50 USD)

8.2. Second-place Winner:

- [Razer BlackWidow V4 Pro – Razer Basilisk V3 Pro 35K](#) (approx. 250 USD value)
- [World of Warcraft Lil' Champions Snow Fight Arthas 8" Statue](#) (approx. 140 USD value)
- Exclusive Gamescom goodies (e.g. T-shirt and pin, with a value lower than 50 USD)

8.3. Third-place Winner:

- [Razer Basilisk V3 Pro 35K](#) (approx. 250 USD value)
- [World of Warcraft Lil' Champions Snow Fight Arthas 8" Statue](#) (approx. 140 USD value)

- Exclusive Gamescom goodies (e.g. T-shirt and pin, with a value lower than 50 USD)

No substitutions or exchanges (including cash) of any prizes will be permitted, except that the Sponsor reserves the right to substitute a prize (or portion thereof) of comparable or greater value for any prize. All prizes are awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND, express or implied, (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose). All prize details are at the Sponsor's sole discretion.

ALL TAXES ASSOCIATED WITH THE RECEIPT OR USE OF ANY PRIZE AS WELL AS ANY COSTS AND EXPENSES ASSOCIATED WITH ACCEPTANCE AND USE OF A PRIZE ARE THE SOLE RESPONSIBILITY OF THE WINNERS.

Resale of the Prize is forbidden. No exchange of the Prize for money, another prize, object or service different from the Prize eventually won by an Entrant will be accepted.

9. Notice. The Sponsor will notify Winners within ten (12) working days regarding the further process of claiming the respective prizes.

10. Collection of information.

By participating in this Contest, entrants hereby acknowledge that Sponsor may collect and use their personal data in compliance with applicable laws and regulations and its Privacy Policy accessible at <https://www.blizzard.com/en-gb/legal/8c41e7e6-0b61-42c4-a674-c91d8e8d68d3/blizzard-entertainment-privacy-policy> in order to organise, run and monitor the Contest as well as for carrying out publicity activities on it. Entrant confirms that they have acknowledged Blizzard's Privacy Policy. Entrant's personal data may be transferred to the United States of America for the purpose of this Contest, in accordance with Blizzard's Privacy Policy. Entrant has the right to access, ask for erasure, and correction of their personal data and can request such action by emailing DPO@blizzard.com. Please note that if you withdraw your personal data prior to the determination of the winner or fulfilment of the Prize, Promoter will not be able to include you in the Contest and, should you win, send the Prize to you.

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10.1. For the performance of the Contest and communications associated with it, including the details of the follow-up survey, the following data shall be collected: Entrant's (and their parent/legal guardian's as applicable) name, email address, country of residence, age, pictures and description of the costume.

10.2. Each Entrant agrees and understands that the Sponsor can use the data for the purposes outlined above.

11. Responsibility. By entering the Contest and to the fullest extent permitted by law, you release the Sponsor, participating sponsors and any of their respective parent companies, subsidiaries, affiliates, directors, officers, employees, and agencies (collectively, the "Released Parties") from any liability whatsoever, and waive any and all causes of action, related to any claims, costs, injuries, losses, or damages of any kind arising out of or in connection with the Contest or delivery, mis delivery, acceptance, possession, use of or inability to use any prize (including, without limitation, claims, costs, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory. In case of circumstances outside the Sponsor's control, in a fortuitous case, or under exceptional circumstances (fire, flood, natural disaster, malevolent intrusion in the IT system, strike, jeopardize of the financial and technical viability of the Contest etc.), even in the case of its own responsibility (subject to its good faith), the Sponsor retains the right to cancel the whole or part of the Contest. The present Contest will be cancelled in case of circumstances outside the Sponsor's control, without the Entrants or a Winner being able to claim any form of compensation. The Sponsor retains the right to exclude entry to the present Contest for any individual having cheated, deceived, faked, or disturbed the operations stated in these Terms.

The Sponsor retains the right to sue any individual having cheated, deceived, faked, or disturbed the operations stated in these Terms, or attempted to do so. A Winner having disturbed the Contest in any of the ways described in the present Terms will be rightfully denied the right to claim any prize. Any addition or amendment to these Terms will be announced online. They will be considered appendices to the present Terms.

12. Grant of license. By participating in the Contest, Entrants hereby grant to the Sponsor, a non-exclusive, worldwide, royalty free, perpetual license: display and reproduce photographs or video material in association with the Contest (which for the avoidance of doubt shall include Entrant's appearances at the Contest and any material submitted by Entrant's as part of the Contest submission) ("Licensed Materials") on the Sponsor's websites, including, but not limited to www.blizzard.com and eu.battle.net, for streaming, commercial, business, and trade purposes, as well as for advertising and/or publicity purposes. Additionally, Entrants hereby agree and acknowledge that the Sponsor may, in its sole discretion, display the Licensed Materials, in whole or in part, distorted in character or form, on its website/s.

13. Image Authorization. The Sponsor can reproduce and use your full name, country of residence, age, personal photograph, Contest participation video and picture footage and interviews (hereinafter the “Elements”). You hereby authorize the Sponsor to reproduce, digitize, adapt, diffuse, represent, and communicate the Elements on any communication medium relative to the Sponsor’s interactive games (the “Product”) as:

Press releases, press conferences and press kits (audio and visual) of the Product by the Sponsor relative to its communication with the general and specialized (multimedia editions, general public computer science, family dedicated newspapers) press, provided that the Elements shall be reproduced and communicated in whole or in part by the aforementioned press.

The authorization hereby granted is free of charge, worldwide and for an undetermined term (or at least for the exploitation term of the Product and of the range to which it belongs). It is expressly understood that the Sponsor shall not make use of any of your eventual observation and image in a manner that could harm your reputation.

14. Applicable law. The Contest and these rules are governed, construed, and interpreted under the laws of Germany. For residents of other countries, national mandatory provisions of consumer protection and prize promotion laws will also apply.

15. Miscellaneous. Entrants agree to be bound by these official rules and by the decisions of the Sponsor, which are final and binding in all respects. The Sponsor reserves the right to change these Official Rules at any time, in its sole discretion, and to suspend or cancel the Contest or any Entrant's participation in the Contest should viruses, bugs, unauthorized human intervention or other causes affect the administration, security, or proper play of the Contest, or the Sponsor otherwise becomes (as determined in its sole discretion) incapable of running the Contest as planned.

The tickets to the Event shall not be reimbursed or paid by the Sponsor, and the Contest is open to participation by individuals willing to attend the Event and should not be considered an incentive to attend.

Entrants must also take the official gamescom rules into consideration regarding cosplay design:

<https://media.koelnmesse.io/gamescom/redaktionell/gamescom/downloads/pdf/events/cosplay-village/costume-regulations.pdf>