



## **NIKE GET OUT HERE CHALLENGE FAQ**

### **Q: WHAT IS THE NIKE GET OUT HERE CHALLENGE?**

A: The Nike Get Out Here Challenge is a Training experience/elevated workout that will take place in Chicago on December 12<sup>th</sup>, 2015.

Meant to inspire people to train through the winter months, The Nike Get Out Here Challenge will reward selected contestants with a trip to Chicago and the opportunity to take part in a unique training Experience.

For more details on this contest, please visit: <http://www.nike.com/getoutherechallenge>

### **Q: HOW DO I ENTER?**

A: To enter the contest, show us how you are conquering winter outdoors. Share a photo or video of your outdoor running, training and/or sport activity on Instagram, Twitter or Facebook and tag it with #getouthere as well as #contest. The best ways to participate with Nike during the winter months is at a Nike Run Club or Nike Training Club. You can access NRC, NTC and experts from Nike+ page [http://www.nike.com/us/en\\_us/c/nikeplus/nikeplus](http://www.nike.com/us/en_us/c/nikeplus/nikeplus)

Nike will be selecting 48 entries for the Chicago experience.

### **Q: WHAT ARE THE SELECTION CRITERIA FOR THE NIKE COLD WEATHER CHALLENGE?**

A: Show us how you are staying active & training outdoors through the winter months. We will review submissions and determine the best "Get Out Here" training entries, judged on the activity, creativity and athleticism displayed in the submission.

### **Q. IS THERE A FEE TO PARTICIPATE?**

A: No, there is no fee to participate.

### **Q: HOW DO I KNOW IF I AM ELIGIBLE TO BE SELECTED?**

A: Check out the official contest rules at [Nike.com/getoutherechallenge](http://Nike.com/getoutherechallenge).

### **Q: WHAT IF I AM SELECTED?**

A: Potential winners will be notified initially via direct message on the social media platform they submitted the photo or video. Further information will be required to establish eligibility in to the

contest. If all of the criteria is met after being identified as a potential winner, you will become a participant in the December 12<sup>th</sup> event. An email follow up will be sent regarding your travel, if you are not from the Chicago area.

**Q. WHAT IF I CAN'T MAKE IT ON DECEMBER 12<sup>TH</sup>?**

A: This is the date of the event, and is not flexible. No transferability or payment in lieu of the experience will be made.

**Q: IS THERE AN AGE REQUIREMENT?**

A: Yes, the minimum age to win is 21.

**Q: IF I AM SELECTED, HOW DO I GET TO CHICAGO?**

A: If you are selected for participation in the December 12<sup>th</sup> event, we will work with you to book your trip to Chicago, inclusive of airfare, ground transportation and two nights of hotel stay. Nike will cover these costs; you'll just need to be available to coordinate with us.

**Q: IF I AM SELECTED, AND MAKE IT TO CHICAGO, WHAT DO I WIN?**

A: At the conclusion of the event, there will be a final challenge to determine a winner. Mostly, you would win bragging rights, and be celebrated on the Nike.com website.

**Q: WHAT WILL THE WORKOUT IN CHICAGO INCLUDE?**

A: It will be challenging. A combination of running outside and training outside, and will take elements from a track workout, a gym workout session and a metabolic challenge to finish the event.

**Q: DO I NEED TO BE IN GOOD SHAPE?**

A: Yes, you should be in good shape and in good overall physical health.

**Q: CAN I ENTER MORE THAN ONCE?**

A: Yes, you can enter as many times as you like, just make sure that you are sending a new photo or video with each entry.

**Q: WHAT ARE THE DATES THAT I WOULD NEED TO BE IN CHICAGO?**

A: You should arrive early in the day on December 11<sup>th</sup>, and depart on December 13<sup>th</sup>.

**Q: HOW COLD WILL IT BE IN CHICAGO ON DECEMBER 12<sup>TH</sup>?**

A: You never know what Mother Nature is going to throw at you, but it could be below freezing.

**Q: WHEN DOES THE CONTEST START AND WHEN DO YOU STOP ACCEPTING SUBMISSIONS?**

A: Submissions start on 10.29 and end on 11.25

**Q: WHAT TYPE OF MARKETING IS GOING TO BE CREATED TO SUPPORT THIS CONTEST?**

A: We will be sharing the contest module on Nike.com (Get Out Here hub, category pages and gender pages), emails and social posts

**Q: WHO IS SELECTING THE WINNERS?**

A: A Nike team of Training experts

**Q: HOW WILL NIKE BE COMMUNICATING TRAVEL INFORMATION TO CONSUMERS, AND WHO WILL BE RESPONSIBLE FOR MAINTAINING THIS COMMUNICATION?**

A: Nike and partner organizations will be communicating details on travel to any winners.

**Q: IF I AM SELECTED AND DEEMED ELIGIBLE FOR PARTICIPATION HOW WILL I BE CONTACTED?**

A: First contact will be Direct Message on the social media platform the photo/video was shared. Once eligibility has been met, Nike will follow up with an email to share travel information and important “know before you go” documents

For all other inquiries please contact [niketraining@nike.com](mailto:niketraining@nike.com)