

# Break Free from Glasses Contest Official Rules

## 1. No Purchase Necessary

The contest is sponsored by Eye Surgeons Associates ("Sponsor"). No purchase necessary to enter or win. Odds of winning depend upon the number of eligible and properly qualified entries received.

## 2. Contest Period

- **Entry Period:** 12:01 a.m. June 1, 2026 through June 15, 2026 11:59 p.m.
- **Idea Judging Period:** June 16 – June 18, 2026; up to 6 finalists announced June 18<sup>th</sup>
- **Filming Finalist Ideas:** June 22 – June 27, 2026
- **Public Voting Period:** July 6 – July 20, 2026
- **Winner Announcement:** July 24, 2026 via ESA social media and website

## 3. To Enter

Participants must submit a creative written idea describing how they would break free from their glasses after LASIK surgery. Finalists may be asked to assist in providing specialty props or locations related to their idea for destroying their glasses. Sponsor will provide prop glasses and film and produce a video featuring each finalist executing their idea. Video submissions are not accepted during the entry period, only written ideas will be considered.

If the same idea is submitted by more than one participant, the first entry received will be entered into the contest and subsequent entrants will be notified to submit a different idea.

Submit ideas on the Sponsor's website [www.esaeyecare.com](http://www.esaeyecare.com) or send a DM to Sponsor's Facebook or Instagram account. One entry per person. You do not need to be a current patient of Sponsor to enter the contest.

Sponsor reserves the right to modify, adapt, simplify or substitute elements of finalist concepts for safety, production, legal or practical reasons while maintaining the spirit of the original submission. Sponsor determines whether finalist concepts can be safely and reasonably produced. The Sponsor reserves the right to disqualify any entry for any reason, and the Sponsor's decision is deemed final in all cases. All ideas and filmed videos become the property of the Sponsor. The Sponsor assumes no responsibility for lost, illegible, incomplete, damaged, late or misdirected entries, all of which will be void.

## 4. Selection of Finalists and Winner

A panel of three (3) ESA staff members will review all eligible entries and select up to six (6) finalists based on the following judging criteria:

- **Creativity (50%):** Originality and imagination of concept
- **Entertainment Value (30%):** How engaging and fun the concept would be to watch

- **Story Connection (20%):** How well the concept relates to freedom from glasses

Finalists will be announced on or about June 18th and will receive an email or reply to the DM and must confirm their willingness and availability to participate in video filming June 22 – June 26, 2026 within 48 hours of notification. If Finalist is unable to participate, another finalist may be chosen, or Sponsor reserves the right to decrease the number of finalists.

Sponsor will produce short videos bringing each finalist's idea to life, with the entrant destroying the prop glasses in their own video.

Finalist videos will be posted on ESA's social media platforms during the voting period July 6-20, 2026 including: ESA's YouTube, Instagram, TikTok and Facebook pages and ESA reserves the right to use videos on TVs in each ESA clinic, in e-news, on website or in future marketing campaigns. Winner selection will be based on a combination of social engagement metrics and ESA judging criteria at Sponsor's sole discretion. Artificial, automated or purchased engagement may result in disqualification. Winners will be notified via email and announced via ESA social media on July 24, 2026. There is no cash substitution of prizes, and an entrant may not designate a third party to receive a prize. The Sponsor's decisions regarding entries, finalist selection, compliance with these official rules, winner eligibility, interpretation of these official rules, and final winner selection shall be final and binding.

Sponsor reserves the right to remove, refuse or discontinue any entry or finalist video at any time for safety, legal, reputational or brand concerns.

## 5. Prizes

**Grand Prize (for prospective LASIK patients):** \$1,000 credit toward LASIK surgery at Eye Surgeons Associates. Winner must qualify for the procedure as determined by an ESA LASIK surgeon. This credit is not transferable, cannot be redeemed for cash, has no cash value other than the value of goods and services provided, and may only be used for LASIK surgery at Eye Surgeons Associates. Winner must schedule and complete surgery within six (6) months of prize notification. LASIK may not be suitable for all patients. Prize credit may be combined with approved financing options including CareCredit, but may not be combined with insurance benefits, other promotional offers or discounts.

**Prize for past ESA LASIK patients:** Designer sunglasses from ESA optical, up to \$500 value. Winner must select sunglasses from available inventory at ESA optical locations within 30 days of notification. This prize is not transferable and has no cash value.

Incomplete entries will be disqualified. Sponsor reserves the right to substitute a comparable prize of like or lesser value, including cash, for any prize, for any reason.

## 6. Eligibility

The contest is open to legal residents of Scott, Clinton, Muscatine, Rock Island, Henry, Whiteside, and Mercer Counties who are 21 to 55 years of age. Entrants must wear glasses or

contacts with a valid prescription OR have had LASIK surgery at Eye Surgeons Associates. This contest is subject to all applicable federal, state and local laws and regulations. This offer is void where prohibited or restricted. Employees of Eye Surgeons Associates, the participating company, the advertising and promotion agencies representing any of Sponsor or its affiliates, and members of such employees' immediate families are not eligible to enter or win.

## **7. Entry Requirements and Safety**

All entry ideas must be appropriate for all audiences and safely executable by the entrant. Entry ideas must not involve dangerous activities that could cause injury to participants, bystanders, or property. All entries must clearly relate to breaking free from glasses or contacts.

**SAFETY WAIVER:** Participants must sign a liability waiver, photo/video release and production consent before filming and are solely responsible for their own safety during any filming or content creation. By entering this contest, participants acknowledge and accept all risks associated with their chosen destruction method. Participants agree to take all necessary safety precautions and to comply with all applicable safety guidelines. Eye Surgeons Associates is not liable for any injuries, damages, or losses sustained during the creation, filming, or execution of contest entries. Participants assume all risk and release Eye Surgeons Associates from any and all liability related to participation in this contest.

## **8. Claiming Prizes**

To claim a prize, the winner must respond by email or phone within five (5) business days of prize notification, at the email address or phone number designated in the prize notification. Winners must present proper identification when claiming their prize at an Eye Surgeons Associates location. The failure to claim a prize within thirty (30) days of notification of winning shall result in forfeiture of the prize. Winners will be required to sign an Affidavit of Eligibility/Release of Liability and Publicity prior to receiving their prize. All taxes, including federal, state, and local taxes, are the sole responsibility of the winner.

## **9. Content Rights and Publicity**

By entering this contest and submitting an idea, where allowed by law, all participants grant the Sponsor perpetual, worldwide, royalty-free rights to use their names, characters, photographs, voices, likenesses, submitted ideas, and any video content created in connection with promotion of this and other contests. Sponsor may share, edit, reproduce, and repurpose all content and entries across all platforms and media for marketing, advertising, and promotional purposes. Participants waive any claims to royalty, right, or remuneration for such use beyond the prizes awarded. By participating in the contest, where allowed by law, participants agree that the Sponsor may disclose personal information obtained from participants in the contest to third parties and use such information for marketing and other purposes. Finalists and winners agree to participate in additional promotional content as requested by ESA, including but not limited to filmed testimonials, social media features, and in-office promotional materials.

## **10. Release and Liability**

By entering this contest, each entrant agrees to all terms and conditions of these official rules; agrees to be bound by these official rules and the decisions of the Sponsor; and consents to the use of his/her name, likeness, and submitted entry for advertising, trade and promotional purposes without further compensation, except where prohibited by law. Each entrant waives the right to assert, as a cost of winning any prize, any and all costs of verification and redemption or travel to redeem a prize and any liability that might arise from redeeming or seeking to redeem a prize.

Each winner, by acceptance of a prize, agrees to release all sponsors, participating companies and their parent and subsidiary companies, their affiliates and their officers, directors, employees, agents, shareholders, affiliates, suppliers, distributors, and advertising agencies from all liability, claims, or actions of any kind whatsoever for injuries, damages, or losses to persons and property which may be sustained in connection with the submission of entries, the filming or performance of ideas, receipt, ownership or use of the prize, or participation in this contest. This includes but is not limited to any injuries sustained during the creation, filming, or execution of the destruction or repurposing activities depicted in contest entries.

Each entrant releases each of the following from any and all liability with respect to or arising out of the acceptance, use, procedures, misuses or possession of any prize and/or the loss or misdirection of any prize: Sponsor and the participating company; their respective affiliates, subsidiaries, divisions, franchises, advertising and promotional agencies, and their respective officers, directors and employees.

Sponsors and participating companies are not responsible for internet crashes or slowdowns caused by network congestion, viruses, sabotage, satellite failures, phone line failures, electrical outages, natural disasters or acts of man or God. Sponsor is not responsible for technical or equipment failures that may prevent entry submission or voting. The Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the contest if fraud, misconduct or technical failures would destroy the integrity of the contest. Sponsor reserves the right to cancel, amend and/or revoke this contest any time due to printing errors or other mistakes. Sponsor reserves the right to change or modify these official rules while the contest is in progress.

If by reason of a printing or any other error, more prizes are claimed than the number set forth in these official rules, all persons making purportedly valid claims will be included in a computerized random selection to award the advertised number of prizes available. No more than the advertised number of prizes will be awarded.

This contest is not intended for gambling. If it is determined that any entrant is using the contest for gambling purposes they will be disqualified and reported to authorities.

## **11. Inquiries and Winner Information**

Sponsor does not accept correspondence or telephone inquiries regarding the status of entries during the judging period. For a list of winners, send a stamped, self-addressed envelope, accompanied by a signed request to: Eye Surgeons Associates, 777 Tanglefoot Lane, Bettendorf, IA 52722, by December 31, 2026.