

Swim Trials Pool Party Ticket Challenge
Terms & Conditions



USA Swimming, Inc. (“USA Swimming”) and the Indiana Sports Corp (“ISC”) are excited to announce the 2024 Swim Trials Pool Party Ticket Challenge. The Challenge offers companies a unique employee engagement opportunity in support of the 2024 U.S. Olympic Team Trials – Swimming. The companies whose employees purchase the most tickets during the final 100 days of ticket sales leading up to the day before the start of competition will win the chance to swim at the Pool Party in the 2024 U.S. Olympic Team Trials – Swimming Pool. The Pool Party is available exclusively to the Challenge winners on June 23 during the 2024 Paris Olympic Games Naming of the Team Ceremony.

Eligibility

Any company with 25 or more employees is eligible to participate in the Challenge but must first follow the instructions in the “How to Enter” section below. Companies will be classified into two categories based on total number of employees, to provide competitive equity to small and large companies alike.

- Category 1: 25-99 employees
- Category 2: 100+ employees

Companies will self-report employee count as part of entry into the challenge. Companies must be sole proprietorships, partnerships, limited liability companies, and/or corporations, and must be legally registered with their Secretary of State.

USA Swimming and/or ISC reserve the right to decline entry into the Challenge by any company for any reason. Companies will be automatically denied if they are affiliated with the sale or promotion of firearms, adult entertainment, federally illegal drugs, or other illicit activities or products.

Prize

The winners in each category will be awarded up to 50 individual passes for employees (employees must be 18 and older and will be selected by their company to participate) to participate in the Pool Party on June 23. The winning companies must send all employee Pool Party participant names to USA Swimming by June 20 in order for employees to have access to the Pool Party; passes may not be transferred between employees after this deadline. The Pool Party will commence after competition has concluded. Exact start time will be determined on site and will be communicated over the PA system in the competition venue. The exact length of the pool party will be based on the length of the Naming of the Team Ceremony following the conclusion of competition. The Pool Party will not extend more than 30 minutes past the conclusion of the Naming of the Team Ceremony. The end of the Pool Party will be communicated via the in-venue PA system and on-deck event staff, and employees must immediately leave the venue. Further information will be provided prior the Pool party, including necessary waivers, attire, etc.

How To Enter

To enter the challenge, only one authorized company representative must first contact Jim Perry, ISC Manager of Sales & Marketing, at jperry@indianasportscorp.org and provide the following information:

- Company Legal Name:
- Number of Employees:

- Business Address:
- Brief Description of Company and/or Services:
- Company Contact Email:
- Company Contact Phone:

You will be notified if your company has been accepted or denied via email or phone call.¹

Individual Codes

After acceptance to the Challenge, your company will be supplied with a promotional code unique to your organization. The promotional code can then be distributed to employees. Companies should only share the code with their employees and codes may not be used by non-employees. Your company's personalized code must be used by employees at checkout for the purchase to be eligible for the Challenge.²

Purchase Points

Participating companies will earn one "Purchase Point" for each individual ticket to each session (including suite tickets) purchased by an employee using the company's unique promotional code. Purchase points will be doubled for June 15 finals tickets, i.e., if an employee buys a June 15 finals session ticket, they will receive two Purchase Points. Examples of purchases and equivalent purchase points:

- 2 single-session tickets to June 17 finals = 2 purchase points.
- 2 single-day tickets to June 17 (prelims & finals) = 4 purchase points
- 2 single-session tickets for June 15 finals = 4 purchase points
- 2 single-day tickets (prelims & finals) for June 15 = 6 purchase points

Only tickets purchased within the Challenge window (March 7 - June 14) will be eligible for purchase points.

Winners

One winner will be selected from each Company Category, for a total of two company winners. Winners will be determined by the highest ratio of points to employees, based on the employee count provided upon entry, regardless of any subsequent increases or decreases in employee count. Ratios can exceed 100%.

Example scenario:

Company A – 23 purchase points / 75 employees = 30.6% "score"

Company B – 24 purchase points / 85 employees = 28.2% "score"

Company A would be deemed the winner due to a higher relative percentage of points to employees, even with a higher amount of total purchase points earned by Company B.

In the event of a tie, a winner will be determined via a random drawing between the tied companies.

Scoreboard

A scoreboard tracking each Company's purchase points will be maintained on www.usaswimming.org/trials. The scoreboard will be updated weekly using the most recent box office report. USA Swimming reserves the right to display the scoreboard as total purchase points or points to employee ratios or percentages. The final winners will be determined by the points to employees ratio.

¹ USA Swimming and ISC are unable to retroactively apply discounts to any tickets purchased prior to company approval for the Challenge.

² USA Swimming and ISC are unable to retroactively apply discounts to any tickets purchased without use of the promotional code. Tickets cannot be refunded if purchased without use of the promotional code.

Notification to Winners

The Challenge ends at 11:59pm ET on June 14, 2024. The company contact from each Company Category will be notified no later than 11:59pm ET on June 20, 2024, via email or phone call to designated contact for each Company.

Entry to the Pool Party

Participants will receive access information from their company contact. Participants will be required to meet 15 minutes prior to the start of the Pool Party at a location specified in the winner notification emails. All participants must meet at the designated location and be escorted to the pool deck. Participants will be required to complete a waiver to access the pool deck. If the waiver has not been completed ahead of time, the waiver must be completed on site before the start of the Pool Party. No one will be allowed access to the pool deck without an escort and signed waiver.

Locker Room Access

Participants will not be given locker room access. All participants must arrive in appropriate attire and be prepared to leave without access to showers and changing areas. Towels and other equipment will not be provided.

Conduct

USA Swimming, ISC, and Lucas Oil Stadium event staff reserve the right to remove any participant, at any time, for any reason. Participants will not be allowed entry to the pool if they are inebriated or otherwise deemed unsafe to themselves, other attendees, or staff.