

MIAMI INFLUENCE: THE COVER

INFLUENCER COMPETITION — OFFICIAL CONTEST RULES

Presented by W1 Marketing | Miami Influence Magazine

influencemia.com

THIS IS A SKILL-BASED COMPETITION. ACTIVE MIAMI INFLUENCE MAGAZINE SUBSCRIBERS RECEIVE WEIGHTED JUDGING CONSIDERATION AS DETAILED IN THE OFFICIAL RULES. SEE SECTION 7 FOR COMPLETE JUDGING CRITERIA.

1. SPONSOR

This Contest (the "Contest") is sponsored by W1 Marketing LLC, a Florida limited liability company, with its principal place of business in Boca Raton, Florida ("Sponsor"). The Contest is administered in connection with Miami Influence Magazine, accessible at influencemia.com.

2. CONTEST OVERVIEW

Miami Influence: The Cover is a skill-based influencer competition in which applicants compete for the opportunity to be selected as one of ten (10) finalists who will travel to Nassau, Bahamas, for the filming of the pilot episode of Miami Influence: The Cover — a luxury reality competition series produced by W1 Marketing. The winner of the filmed competition will be awarded the cover of the Miami Influence Winter Issue magazine (print and digital editions) and all associated prizes set forth in Section 10 of these Official Rules.

This Contest is conducted in three rounds: (1) an online public application phase in which candidates submit entries for review; (2) a public content round in which advancing applicants post original short-form video content to Instagram Reels and/or TikTok tagging Sponsor; and (3) a filmed production phase in Nassau, Bahamas, in which the ten (10) selected Finalists compete before a judging panel. All judging is based on skill criteria as defined herein. This Contest is NOT a lottery or sweepstakes — winners are selected entirely on the basis of demonstrated skill and editorial merit.

3. CONTEST PERIOD

The Contest consists of the following phases:

- Application Open Period: To be announced at influencemia.com ("Entry Period")
- Application Review Period: Judging panel reviews all eligible entries following close of Entry Period
- Finalist Notification: Ten (10) finalists notified on or around a date to be announced
- Production Period: Nassau, Bahamas — late October through early November (exact dates to be confirmed)
- Winner Announcement: Upon completion of filmed episode, date to be confirmed

Sponsor reserves the right to modify the Contest timeline. Any changes will be posted at influencemia.com.

4. ELIGIBILITY

The Contest is open to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years of age at the time of entry. Void where prohibited by law. All federal, state, and local laws and regulations apply.

The following individuals are NOT eligible to participate:

- Employees, officers, directors, agents, and representatives of W1 Marketing LLC, Miami Influence Magazine, and any of their respective parents, subsidiaries, affiliates, licensees, partners, advertising and promotion agencies, and prize suppliers
- Immediate family members (defined as spouses, parents, children, siblings, and their respective spouses) or household members (whether related or not) of any of the above
- Individuals who have previously appeared on the cover of Miami Influence Magazine within the twelve (12) months preceding the Entry Period
- Individuals who are currently under exclusive modeling, talent, or media contracts that prohibit participation in third-party competitions of this nature

Sponsor reserves the right to verify eligibility of any entrant or finalist at any time and to disqualify any individual who does not meet all eligibility requirements.

5. HOW TO ENTER

5A. Standard Method of Entry

To enter without purchase, visit influencemia.com during the Entry Period and complete the official online application form, which includes:

- Full legal name, age, and contact information
- State of legal residence
- Active Instagram and/or TikTok handle(s) with follower count. By submitting an application, entrant expressly consents to the Judging Panel viewing and subjectively evaluating entrant's public Instagram and TikTok profiles in their entirety, including all publicly visible posts, reels, stories highlights, bio, and overall feed aesthetic, as part of the judging process
- Upload of three (3) original photographs (minimum resolution 1080px) showcasing visual presence and personal style
- A written personal statement of no more than two hundred fifty (250) words describing your brand, audience, and why you should be selected
- A sixty (60) to ninety (90) second self-recorded video introduction (upload link or URL required)

Entry is submitted exclusively through the online application portal at influencemia.com. No mail-in or alternative method of entry is available. All required application materials must be submitted digitally through the official application form during the Entry Period.

5B. Subscriber Entry — Additional Judging Consideration

Active subscribers of Miami Influence Magazine (monthly at \$9.99/month or annual at \$39.00/year) will receive weighted judging consideration as a scored criterion comprising 20% of the total application score (see Section 7). Subscription status is a reflection of demonstrated commitment to and investment in the Miami Influence brand and is treated as a meaningful factor in evaluating brand alignment. Subscription status is verifiable by the email address associated with the entry. Subscription fees are non-refundable regardless of Contest outcome.

To subscribe, visit influencemia.com. Subscription fees are non-refundable regardless of Contest outcome.

To subscribe, visit influencemia.com. Subscription status will be verified at the time of judging using the email address provided in the application.

5C. Entry Limitations

- Limit one (1) online application entry per person, per email address, regardless of method

- Entries submitted by automated means, bots, scripts, or any other mechanical or electronic means are void
- Incomplete applications will not be considered
- Entries that contain obscene, offensive, defamatory, or illegal content will be disqualified
- Sponsor is not responsible for lost, late, misdirected, incomplete, corrupted, or illegible entries

6. CONTENT REQUIREMENTS & RESTRICTIONS

All photographs, videos, and written materials submitted as part of an application ("Entry Content") must:

- Be original works created solely by the entrant
- Not contain third-party intellectual property (music, trademarks, copyrighted imagery) without documented written permission
- Not depict nudity, explicit content, violence, illegal activity, or content that is harmful, discriminatory, or derogatory
- Not feature any other identifiable individual unless written consent of that individual accompanies the submission
- Not have been previously published as a paid advertisement or brand campaign for any competing luxury media brand

By submitting Entry Content, entrant represents and warrants that the Entry Content complies with all of the above requirements and that entrant owns or has obtained all rights necessary for the submission and for Sponsor's use as described in Section 12 below.

7. JUDGING & SELECTION OF FINALISTS

7A. Phase One — Application Review

All eligible entries received during the Entry Period will be reviewed by a judging panel selected by Sponsor consisting of at least three (3) individuals with professional experience in fashion, editorial media, influencer marketing, or luxury lifestyle content (the "Judging Panel"). The Judging Panel will evaluate entries based on the following weighted criteria:

- Visual Presence & Photography Quality — 30%: Assessment of photographic aesthetic, styling, composition, and on-camera presentation
- On-Camera Video Personality — 25%: Evaluation of charisma, authenticity, clarity of communication, and audience appeal
- Social Audience Quality & Engagement — 20%: Review of follower authenticity, engagement rate, audience demographics, and content consistency (not raw follower count alone), including the Judging Panel's subjective assessment of the overall aesthetic quality, brand cohesion, content style, and editorial suitability of the entrant's Instagram and TikTok profiles as viewed at the time of judging
- Written Statement & Brand Alignment — 5%: Clarity of personal brand, articulation of why candidate aligns with Miami Influence's editorial identity
- Miami Influence Brand Investment — 20%: Active subscription to Miami Influence Magazine as evidence of genuine engagement with the brand

The ten (10) entrants receiving the highest aggregate scores across all criteria will be selected as finalists ("Finalists"). In the event of a tie, the Judging Panel will make a final determination in its sole discretion. All judging decisions are final and binding.

7B. Phase Two — Filmed Production Competition

The ten (10) Finalists will participate in a filmed, multi-day production competition in Nassau, Bahamas. During the production, Finalists will compete in editorial photoshoot challenges, on-camera critiques, and creative direction tasks. The Judging Panel, which may include guest judges at Sponsor's discretion, will evaluate performance throughout the production period based on:

- Photoshoot Performance: Ability to take direction, adapt to editorial concepts, and produce compelling imagery
- On-Camera Professionalism: Conduct, presence, and suitability for broadcast and editorial representation
- Creative Adaptability: Response to challenge briefs, styling direction, and audience-facing content quality
- Audience Engagement: Social content created during production and audience response

The Finalist receiving the highest aggregate score across all production challenges will be selected as the Grand Prize Winner. Sponsor reserves the right to select an alternate winner in the event the selected winner is disqualified or unable to fulfill prize requirements.

7C. Phase Three — Content Round (Round 2 UGC)

All applicants who submit a complete and eligible Round 1 application during the Entry Period will advance to the Content Round ("Round 2"). Round 2 requires applicants to publish original short-form video content to their personal Instagram and/or TikTok account(s) during the Content Round Period (dates to be announced at influencemia.com). This content is evaluated by the Judging Panel as a scored component of the overall judging criteria as described below.

Round 2 Content Requirements

- Applicant must post a minimum of one (1) original video to their public Instagram account as a Reel and/or to their public TikTok account during the Content Round Period
- The video must be between fifteen (15) and sixty (60) seconds in duration
- The video must include a verbal or on-screen explanation of why the applicant should be selected for Miami Influence: The Cover
- The video must tag Sponsor's official account (@miamiinfluence) in the post caption
- The video must include the official Contest hashtag #MiamiInfluenceTheCover in the post caption
- The applicant's account must be set to public for the duration of the Content Round Period so that the Judging Panel and the public may view the content
- No minimum production quality is required — videos filmed on a personal mobile device are acceptable and encouraged
- Applicants who post on both Instagram Reels and TikTok will receive dual-platform consideration by the Judging Panel; however, only one qualifying post per platform is required

Round 2 Judging Criteria

Round 2 content will be evaluated by the Judging Panel on the following criteria, which are incorporated into the Social Audience Quality & Engagement scoring criterion described in Section 7A:

- On-camera personality, charisma, and authenticity as demonstrated in the video
- Organic audience engagement generated by the post, including views, likes, comments, shares, and saves, as measured at the close of the Content Round Period
- Overall video aesthetic quality, visual appeal, and alignment with the Miami Influence brand identity as subjectively assessed by the Judging Panel
- Clarity and persuasiveness of the applicant's stated case for why they should be selected for Miami Influence: The Cover

Sponsor's Rights to Round 2 Content

By posting Round 2 content and tagging @miamiinfluence with #MiamiInfluenceTheCover, each applicant grants Sponsor a non-exclusive, royalty-free, worldwide, perpetual license to repost, share, embed, and

otherwise republish the Round 2 video content across Sponsor's owned social media channels (including but not limited to @miamiinfluence on Instagram and TikTok), the Miami Influence website, email newsletters, and paid advertising campaigns, with or without attribution, without further compensation to the applicant. Applicant retains ownership of the content. Sponsor's reposting or amplification of an applicant's Round 2 content does not constitute selection as a Finalist or imply any endorsement beyond the repost itself.

Applicants who do not post qualifying Round 2 content by the close of the Content Round Period will not be disqualified from the Contest entirely but will receive a score of zero (0) for the Round 2 judging component, which will be factored into their overall application score. Sponsor strongly encourages all applicants to participate in Round 2.

FTC Disclosure for Round 2 Content

All Round 2 content posted in connection with this Contest must include a clear and conspicuous disclosure that it is a contest entry. Applicants must include #Contest or #ContestEntry in the caption of all Round 2 posts, in addition to the required #MiamiInfluenceTheCover hashtag. This requirement applies to all posts on both Instagram and TikTok and is mandatory under Federal Trade Commission guidelines (16 C.F.R. Part 255). Applicants who fail to include required disclosures may be disqualified at Sponsor's discretion.

8. FINALIST OBLIGATIONS & PRODUCTION PARTICIPATION

By accepting selection as a Finalist, each Finalist agrees to:

- Execute a Finalist Participation Agreement, Publicity Release, and Likeness Release prior to travel (provided by Sponsor)
- Travel to Nassau, Bahamas, on dates specified by Sponsor (estimated late October — early November; dates subject to change)
- Participate in all scheduled filming, photoshoots, on-camera interviews, and production activities for the duration of the production period (approximately six (6) nights / seven (7) days)
- Comply with all production guidelines, conduct standards, and confidentiality requirements set by Sponsor and the production team
- Refrain from publicly disclosing the identity of other Finalists, the outcome of the competition, or any production content prior to the Sponsor-designated public release date
- Grant Sponsor the right to film, photograph, and record Finalist's likeness, voice, and performance for use in the pilot episode and all associated promotional content
- Maintain active social media accounts and post content as directed by Sponsor during and following production, subject to FTC disclosure requirements

Failure to execute required agreements or comply with production requirements may result in disqualification and selection of an alternate Finalist.

9. TRAVEL & LOGISTICS

Sponsor will arrange and pay for the following for each confirmed Finalist:

- Round-trip private or commercial air transportation from Miami, Florida, to Nassau, Bahamas (Lynden Pindling International Airport), and return
- Hotel accommodations in Nassau, Bahamas, for the duration of the production period
- Ground transportation between hotel and production locations as scheduled
- Meals during scheduled production activities

Finalists are responsible for:

- Personal travel to and from Miami, Florida, departure point
- Personal incidental expenses not covered by production (personal shopping, phone, gratuities, etc.)

- Any applicable taxes on prizes received (see Section 11)
- Valid government-issued photo identification and any travel documentation required for entry into the Bahamas

Sponsor is not responsible for any travel delays, cancellations, or losses beyond Sponsor's reasonable control. Travel insurance is strongly recommended and is the sole responsibility of each Finalist.

10. PRIZES

Grand Prize (1 Winner)

The Grand Prize Winner will receive:

- Feature placement as the cover model of the Miami Influence Magazine Winter Issue (print and digital editions)
- Full editorial feature spread in the Miami Influence Winter Issue
- Feature in the Miami Influence Winter Issue post-production social media campaign across all Miami Influence platforms
- Professional photography and editorial content from the production delivered to winner for personal portfolio use
- Official title of Miami Influence Cover Winner — Pilot Season

The Grand Prize is editorial in nature and has no independent cash value. The cover placement, editorial spread, professional photography, and social media campaign are provided as part of Sponsor's normal editorial and production operations. No monetary compensation will be awarded. Winner receives no cash, product, or tangible goods of determinable market value beyond the editorial recognition and content described above.

All Finalists (10 Total)

All ten (10) Finalists will receive:

- Round-trip transportation, accommodations, and meals as described in Section 9
- Participation in the filmed pilot episode of Miami Influence: The Cover
- Feature mention in the Miami Influence Winter Issue editorial feature
- Professional photography from the production delivered for personal portfolio use

Travel, accommodations, and meals provided to Finalists are production necessities arranged by Sponsor for the purpose of filming and are not awarded as prizes. No cash value is assigned to Finalist participation.

No prize substitution, transfer, or cash equivalent is permitted, except at Sponsor's sole discretion. Sponsor reserves the right to substitute a prize of equal or greater value in the event the stated prize becomes unavailable. All prizes are awarded "as is." Sponsor makes no warranties, express or implied, with respect to any prize.

11. TAXES

The Grand Prize and Finalist participation are editorial and production in nature and have no assigned cash value. Sponsor does not anticipate any tax reporting obligations in connection with this Contest. However, to the extent any taxing authority determines that any prize component has taxable value, all resulting tax liability is the sole responsibility of the winner or Finalist. Sponsor will not be responsible for any tax liability incurred by any entrant, Finalist, or winner.

12. INTELLECTUAL PROPERTY & LICENSE

By submitting an entry, each entrant grants Sponsor a non-exclusive, royalty-free, worldwide, perpetual license to reproduce, display, distribute, and publish the Entry Content (including photographs, video, and written materials) in connection with the Contest, including for promotional purposes across Sponsor's media platforms, social media channels, and marketing materials. Entrant retains ownership of Entry Content subject to this license.

By accepting selection as a Finalist and executing the Finalist Participation Agreement, each Finalist grants Sponsor an exclusive, royalty-free, worldwide, perpetual license to use Finalist's name, likeness, voice, statements, and performance captured during production in the pilot episode and all associated promotional, editorial, advertising, and marketing materials in perpetuity, in all media now known or hereafter devised.

Entrants and Finalists warrant that all Entry Content is original, does not infringe any third-party intellectual property rights, and that entrant/finalist has the full right and authority to grant the licenses described herein.

13. PUBLICITY RELEASE

Except where prohibited by law, acceptance of a prize constitutes winner's consent to Sponsor's use of winner's name, photograph, likeness, voice, hometown, and biographical information for advertising and promotional purposes in any medium, worldwide, without additional compensation.

14. FLORIDA STATE LAW COMPLIANCE

Because this Contest awards prizes that are editorial in nature with no determinable cash value, Florida bond and registration requirements under Florida Statutes §849.094 are not applicable. A complete copy of these Official Rules and a winners list will be made available upon request. Florida residents may contact Sponsor at the address listed in Section 1 to request a winners list following the conclusion of the Contest.

15. GENERAL CONDITIONS & DISQUALIFICATION

Sponsor reserves the right, in its sole discretion, to:

- Disqualify any entrant who tampers with the entry process, acts in a disruptive manner, or violates these Official Rules
- Cancel, modify, or suspend the Contest in the event of fraud, technical failure, force majeure, or any other circumstance beyond Sponsor's reasonable control
- Disqualify entries generated by automated means or third-party contest entry services
- Conduct background checks on potential Finalists and disqualify any individual based on the results of such check

Any attempt to deliberately damage any website or undermine the legitimate operation of this Contest is a violation of criminal and civil law, and should such an attempt be made, Sponsor reserves the right to seek damages from any such individual to the fullest extent permitted by law.

16. LIMITATION OF LIABILITY

TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, SPONSOR AND ITS RESPECTIVE PARENTS, SUBSIDIARIES, AFFILIATES, PARTNERS, ADVERTISING AND PROMOTION AGENCIES,

PRIZE SUPPLIERS, AND EACH OF THEIR RESPECTIVE EMPLOYEES, OFFICERS, DIRECTORS, AND AGENTS (COLLECTIVELY, "RELEASED PARTIES") ARE NOT RESPONSIBLE OR LIABLE FOR:

- Any injury, loss, or damage of any kind arising from or in connection with participation in the Contest or the acceptance, use, or misuse of any prize
- Any technical failures, lost or unavailable network connections, failed, incomplete, garbled, or delayed computer transmission, or any other error or malfunction
- Any printing or typographical errors in any Contest-related materials
- Any travel delays, cancellations, or incidents occurring during travel associated with the Contest

Entrants agree to release, defend, indemnify, and hold harmless the Released Parties from and against any and all claims, damages, losses, costs, and expenses (including reasonable attorneys' fees) arising out of or in connection with entrant's participation in the Contest or violation of these Official Rules.

17. DISPUTES & GOVERNING LAW

These Official Rules and all aspects of this Contest shall be governed by the laws of the State of Florida, without regard to its conflict of laws provisions. Any dispute, claim, or controversy arising out of or relating to this Contest or these Official Rules shall be resolved by binding arbitration administered by the American Arbitration Association under its Consumer Arbitration Rules. Arbitration shall take place in Palm Beach County, Florida. The parties waive any right to a jury trial. Notwithstanding the foregoing, either party may seek injunctive or other equitable relief in any court of competent jurisdiction.

BY ENTERING THIS CONTEST, ENTRANT WAIVES ANY RIGHT TO PARTICIPATE IN A CLASS ACTION LAWSUIT OR CLASS-WIDE ARBITRATION.

18. FTC DISCLOSURE REQUIREMENTS

All Finalists are required to comply with the Federal Trade Commission's guidelines regarding endorsements and testimonials (16 C.F.R. Part 255). Any social media content created in connection with the Contest — including but not limited to content referencing sponsor brands, resort partners, or prize components — must be clearly and conspicuously disclosed as sponsored content using appropriate hashtags (#ad, #sponsored, or equivalent). Finalists are individually responsible for compliance with FTC guidelines. Sponsor will provide disclosure guidelines to Finalists prior to the production period.

19. PRIVACY

Personal information collected in connection with this Contest will be used by Sponsor for Contest administration and, with entrant's consent, for marketing communications from Miami Influence Magazine. Sponsor's Privacy Policy, available at influencemia.com/privacy, governs the collection, use, and disclosure of personal information. By entering, entrants consent to the collection and use of their personal information as described in the Privacy Policy.

20. WINNERS LIST

To obtain the names of prize winners, send a self-addressed, stamped envelope to: Miami Influence: The Cover Winners List, c/o W1 Marketing, [Address], Boca Raton, FL [ZIP], within ninety (90) days of the conclusion of the Contest. A winners list will also be posted at influencemia.com following the announcement of the Grand Prize Winner.

21. SPONSOR CONTACT

For questions regarding these Official Rules, contact:

W1 Marketing LLC

Miami Influence Magazine

influencemia.com

Boca Raton, Florida

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These Official Rules constitute the entire agreement between entrant and Sponsor with respect to the Contest.

VOID WHERE PROHIBITED BY LAW.