



DM Injury Law — Mike's Got This Halloween Spoof Contest

OFFICIAL RULES

NO PURCHASE FROM DM INJURY LAW NECESSARY TO ENTER OR WIN.

ELIGIBILITY: This Contest ("Contest") is open only to legal residents of Missouri, Kansas, Illinois, Oklahoma, Colorado, and Nebraska who are 18 years of age or older at the time of entry. Employees of DM Injury Law ("Sponsor"), its affiliates, advertising agencies, and immediate family or household members are not eligible. Void where prohibited by law.

SPONSOR: This Contest is sponsored by DM Injury Law, 4600 Madison Ave., Suite 1200, Kansas City, Missouri 64112 ("Sponsor").

CONTEST PERIOD: Entries accepted through Thursday, October 30, 2025, at 3:30 PM CST. The winner ("Winner") will be announced on Friday, October 31, 2025 (Halloween). Sponsor's clock is the official timekeeper.

HOW TO ENTER:

Visit <https://www.dmlawusa.com/mikes-got-this-spoof-video-contest/> and submit:

- A video no longer than 10 seconds
- AI-generated or digital spoof of a "Mike's Got This!" commercial
- Must include a Halloween theme
- Must be 18 years or older to enter

Limit one (1) entry per person. Submissions must be made only through the official entry form.

Entries posted publicly prior to the official winner announcement will be disqualified.

CONTENT REQUIREMENTS:

Your video **MUST:**

- Be original and created by you
- Clearly spoof "Mike's Got This!"
- Be Halloween-themed, fun, and audience-friendly
- Be under 10 seconds

Your video **MUST NOT:**

- Contain gore, graphic injury, or real accident depiction
- Include lewd, hateful, or discriminatory content
- Impersonate Mike making real legal promises
- Contain copyrighted music or media without permission
- Damage or risk DM Injury Law's brand or professionalism
- Be posted publicly before the winner announcement

JUDGING:

Entries will be reviewed by the DM Injury Law team. Winner will be personally selected by Mike DiPasquale, based on creativity, Halloween execution, entertainment value, and brand appropriateness.

PRIZE:

Winner will receive a \$1000 Visa gift card. The winning video may be reposted on DM Injury Law's official social media channels. The prize is non-transferable. Winner is responsible for taxes. By entering, you grant Sponsor permission to use, modify, or publish your video in any media, royalty-free and in perpetuity.

WINNER NOTIFICATION:

Winner will be contacted using the email provided. If unreachable within 24 hours, Sponsor may select an alternate.

GENERAL CONDITIONS:

Sponsor may cancel, suspend, or modify the contest if technical or security issues arise. Any attempt to tamper with the Contest will result in disqualification.

DISPUTE RESOLUTION:

All disputes will be resolved individually via binding arbitration in Kansas City, Missouri, under the Federal Arbitration Act.

GOVERNING LAW:

This Contest is governed by Missouri law.