

GO BLUE GOLD CAMPUS SPIRIT CAMPAIGN

Official Promotion Rules

Sponsor

The Go Blue Gold Wear It Wednesday Promotion ("Promotion") is sponsored by Rally House ("Sponsor") and conducted in partnership with Drexel University Business Services, Drexel Athletics, and other participating campus partners ("Promotion Partners").

Promotion Period

The Promotion will be conducted on designated Wednesdays during the 2026-27 academic year. Specific dates, times, and locations may vary throughout the campaign.

Eligibility

The Promotion is open to currently enrolled Drexel University students as well as Drexel faculty and staff members.

How to Participate

To participate, wear blue and/or gold apparel on designated Wear It Wednesday dates.

Eligible participants may be identified by official Go Blue Gold campaign ambassadors, street team members, Rally House representatives, or other authorized campaign personnel.

Prize Opportunities

Participants who are observed wearing blue and/or gold may be eligible to receive promotional items, merchandise, gift cards, or other prizes.

Receipt of a prize is not guaranteed.

Prizes are distributed while supplies last and may vary in quantity, type, and value throughout the Promotion.

Prize Limitations

Unless otherwise announced:

- Limit one (1) prize per person per Wear It Wednesday event.
- Participants may be ineligible for additional prizes if they have previously received a prize during the same promotional period.
- Prizes are non-transferable and may not be redeemed for cash.

No Purchase Necessary

No purchase, payment, donation, or transaction of any kind is necessary to participate in or receive a prize.

Wearing blue and/or gold does not guarantee receipt of a prize.

Availability

Prize inventory is limited.

The Sponsor reserves the right to substitute prizes of equal or greater value if advertised prizes become unavailable.

Photography and Publicity

By accepting a prize, participants may be invited to be photographed or recorded for marketing, promotional, and social media purposes.

Participation in photographs, videos, interviews, or testimonials is voluntary. Any required photo or media release permissions will be obtained separately.

Changes and Cancellation

The Sponsor reserves the right to modify, suspend, or terminate the Promotion at any time due to operational, safety, budgetary, weather-related, or other unforeseen circumstances.

Release of Liability

By participating, participants acknowledge that Rally House is solely responsible for the provision of prizes. Promotion Partners' involvement is limited to supporting awareness and execution of the campaign.

Questions

Questions regarding the Promotion may be directed to dbb@drexel.edu or Rally House representatives.