

CALI100 100-DAY CHALLENGE

Terms and Conditions — Cohort 0

Last updated: 11 September 2026

1. The Promoter

1.1 The promoter of the Cali100 100-Day Challenge (the **Challenge**) is Cali100 (**Cali100, we, us**).

1.2 Questions about the Challenge can be sent to brook@cali100.io or to the Cali100 WhatsApp number provided on entry.

1.3 **How participation works.** There are two ways to take part.

(a) **Public.** Post your weekly submissions to your Instagram Story tagging [@cali100.hq](https://www.instagram.com/cali100.hq), and publish your rank video at the end. This earns you entry into every weekly AUD \$100 draw, entry into the grand prize draw, eligibility for the skill prize, and your free rank pack.

(b) **Private.** Send your weekly proof and your grading video to Cali100 privately, and nothing is published. You still receive your verified rank, your Cali100 Score and your free rank pack. You are not entered into the weekly draws or the grand prize draw, and you are not eligible for the skill prize.

1.4 Clause 1.3 is a plain summary only. Clauses 4 to 12 set out how each of these works and govern if there is any inconsistency.

2. The Challenge period

2.1 The Challenge runs from 16 September 2026 (Day 1) to 24 December 2026 (Day 100) inclusive.

2.2 The Challenge is divided into 14 challenge weeks. Week 1 begins on Day 1. Each subsequent week begins on the following Monday.

2.3 All times referred to in these terms are Australian Eastern Standard Time (AEST). Entrants in New Zealand should note that all deadlines and submission windows close at the stated AEST time, not at the equivalent local time.

3. Eligibility

3.1 Entry is open to individuals aged 18 years or over at the date of entry.

3.2 Entry is open to residents of Australia and New Zealand only. Entrants must be able to receive delivery of a rank pack at an Australian or New Zealand street address.

3.3 Entrants must have an Instagram account and access to WhatsApp. Weekly submissions are made through Instagram Stories and cannot be made by any other means.

3.4 Cali100 coaches, contractors and immediate family of the Promoter may take part in the Challenge, and may be graded and receive a rank, but are not eligible to win the skill prize, the grand prize or any weekly prize.

3.5 Entry is free. No purchase is necessary and no purchase increases an entrant's chance of winning.

4. How to enter

4.1 To enter, an individual must complete the Cali100 application form and accept these terms.

4.2 Entry is not complete until the entrant has provided their entry information in accordance with clause 5.1.

4.3 One entry per person. Duplicate applications will be consolidated.

4.4 Cali100 may close entry at any time.

4.5 **Private participation.** An entrant may elect to take part in the Challenge privately. The election may be made on the application form, or at any time during the Challenge by notifying Cali100. An election cannot be reversed in respect of a challenge week that has already ended.

4.6 An entrant who elects to take part privately:

- (a) provides weekly proof privately under clause 6.8 instead of posting weekly submissions under clause 6.2;
- (b) is not required to publish a rank video under clause 9.3, and satisfies clause 9.2(d) by submitting final grading video under clause 7.2(b);
- (c) remains eligible for the rank pack under clause 9.2, and receives their verified rank and Cali100 Score, issued privately, and one bonus entry into the Cali100 New Year challenge; and
- (d) is not eligible for the weekly prize under clause 10, the grand prize under clause 11, or the skill prize under clause 12.

4.7 Nothing an entrant submits under a private election is published by Cali100 or shared with other entrants.

4.8 **Entry limit.** Entry is limited to the first 100 accepted entrants who provide the entry information required under clause 5.1. Cali100 may close entry once that number is reached. The limit is on accepted entrants, not on entrants who complete the Challenge.

4.9 **Application deadlines.** An application received on or before 4.00am on 16 September 2026 (Day 1) is prepared into a 100-day plan before the Challenge begins, and the entrant receives their plan at the start of Day 1.

4.10 An application received after that time and on or before 22 September 2026 (Day 7) is still accepted, subject to clause 4.8. The entrant receives their 100-day plan as soon as it is prepared, and their Challenge still ends on Day 100. A late entrant remains eligible for the skill prize provided their baseline grading video is received by Day 7 in accordance with clause 5.2.

5. Entry information and baseline grading

5.1 **Entry information — required of every entrant.** By Day 7 (22 September 2026) each entrant must send Cali100:

- (a) photographs of the entrant taken on or about Day 1, from the front, side and back;
- (b) a screenshot of the entrant's self-assessed Cali100 score card; and
- (c) the information requested by Cali100 for the purpose of preparing the entrant's 100-day plan, including training availability, equipment, experience, goals and any injuries or physical limitations.

5.2 **Baseline grading video — required only for the skill prize.** An entrant who wishes to be eligible for the skill prize in clause 12 must also send Cali100, by Day 7 (22 September 2026), video filmed on or about Day 1 demonstrating, for each of the six movement families, the highest standard the entrant can perform cleanly, followed by their best attempt at the standard above it.

5.3 Baseline grading video is not required to complete the Challenge, to receive a rank pack under clause 9, or to enter the weekly or grand prize draws. It is required only to compete for the skill prize.

5.4 Cali100 will publish the filming protocol for graded video on or before Day 1 (16 September 2026). The protocol sets out the order in which the standards are filmed, the required camera view for each standard, the rest permitted between standards, and any verification word to be spoken. The protocol applies unchanged to both the baseline grading under this clause and the final grading under clause 7, and will not be varied after Day 1.

5.5 Video under clause 5.2 must be filmed in accordance with the Cali100 Grading Criteria and the filming protocol, and must show the entrant stating the date and any verification word specified by Cali100 at the start of each recording. Standards may be filmed as separate recordings.

5.6 The attempt at the next standard must be included whether or not the entrant completes it. Failing the attempt does not affect the entrant's rank or score, and entrants are expected to fail some attempts. Where the entrant's clean standard is already the highest published standard in that family, no attempt is required.

5.7 An entrant is graded on the highest standard performed cleanly. The attempt carries no points and is recorded as evidence of the entrant's ability at the time of filming.

5.8 All material under this clause is sent privately to Cali100 by WhatsApp. It is not published and is not shared with other entrants.

5.9 Cali100 grades baseline video centrally against the published standards and issues the entrant a verified baseline rank and a verified baseline Cali100 Score.

5.10 Baseline video must be received by Day 7. It does not need to be graded by Day 7. Cali100 may grade a baseline at any time before the skill prize is determined.

5.11 Baselines are graded on demonstrated ability. Cali100 may review a baseline against footage submitted later in the Challenge, and may re-grade a baseline it considers does not reflect the entrant's ability at the time it was submitted.

5.12 An entrant who does not submit baseline video by Day 7 does not receive a verified baseline score and is not eligible for the skill prize. That entrant may still complete the Challenge, may still receive a rank pack under clause 9, and may still enter the weekly and grand prize draws.

5.13 Cali100 records the date each entrant's entry information and, where submitted, baseline video is received. That record is used to verify the Challenge period for that entrant.

6. Weekly submissions

6.1 To complete the Challenge, an entrant must post at least 12 of the 14 weekly submissions.

6.2 Each weekly submission must:

- (a) be posted to the entrant's own Instagram Story;
- (b) be filmed or photographed at the entrant's training location;
- (c) show the entrant training, or the training completed that week;
- (d) address the prompt published by Cali100 for that week; and
- (e) tag @cali100.hq.

6.3 Submissions must be posted between Monday and 11.59pm Saturday of the relevant challenge week. A submission posted outside that window does not count toward that week.

6.4 The entrant's Instagram account must be public, or Cali100 must otherwise be able to view the Story. Cali100 cannot verify a submission it cannot see, and an unverifiable submission does not count.

6.5 A submission that does not tag @cali100.hq will not be recorded. It is the entrant's responsibility to ensure the tag is applied correctly.

6.6 Only one submission per challenge week counts toward completion. Additional posts in the same week are welcome but do not accrue.

6.7 Cali100 may repost any submission tagged @cali100.hq to its own Instagram account, Story and other Cali100 channels. By tagging @cali100.hq, the entrant consents to that repost.

6.8 **Private weekly proof.** An entrant who does not post a valid weekly submission for a challenge week may instead send Cali100 private weekly proof for that week by WhatsApp, between Monday and 11.59pm Saturday of that week. Private weekly proof must satisfy clause 6.2(b), (c) and (d), and is not published by Cali100.

6.9 Private weekly proof counts toward the rank pack under clause 9.2 only, whether the entrant has elected to take part privately under clause 4.5 or is simply covering a week they did not post. It does not count toward completion under clause 8, it does not earn an entry into that week's draw under clause 10, and it does not earn an entry into the grand prize draw. Entries into the weekly and grand prize draws are earned only by weekly submissions posted publicly to Instagram in accordance with clause 6.2.

7. Final photographs and final grading

7.1 The final grading window opens on Day 90 (14 December 2026) and closes at 11.59pm on Day 100 (24 December 2026).

7.2 Inside that window each entrant must send Cali100:

(a) photographs of the entrant taken in the same position and from the same angles as their Day 1 photographs; and

(b) video demonstrating, for each of the six movement families, the highest standard the entrant can perform cleanly, followed by their best attempt at the standard above it.

7.3 Clauses 5.4, 5.5, 5.6 and 5.7 apply to the final grading video in the same way they apply to the baseline video. The filming protocol is the same at both gradings.

7.4 An entrant may resubmit each movement family once. A resubmission must also be received inside the window.

7.5 The final submission is sent privately to Cali100 by WhatsApp. Cali100 does not publish it except where the entrant publishes it themselves under clause 9.3, or otherwise separately consents.

7.6 Cali100 grades the final video centrally against the same published standards used for the baseline, and issues the entrant a verified final rank and a verified final Cali100 Score.

7.7 An entrant who does not submit final grading video inside the window does not receive a verified final score and is not eligible for the skill prize. That entrant may still complete the Challenge under clause 8 and may still enter the grand prize draw.

8. Completion

8.1 An entrant completes the Challenge if, by Day 100, they have:

- (a) provided their entry information in accordance with clause 5.1;
- (b) posted at least 12 valid weekly submissions in accordance with clause 6; and
- (c) submitted their final photographs in accordance with clause 7.2(a).

8.2 Completion is determined by the records held by Cali100. Entrants should keep their own copies of everything they submit.

9. Completion rewards

9.1 Each entrant who completes the Challenge receives:

- (a) one entry into the grand prize draw (clause 11);
- (b) their verified rank and Cali100 Score, issued privately to the entrant; and
- (c) one bonus entry into the Cali100 New Year challenge.

9.2 **Rank pack.** An entrant receives one free rank pack, consisting of a hoodie and a numbered singlet in the entrant's earned rank colour, if they:

- (a) provided their entry information in accordance with clause 5.1;
- (b) have, for at least 12 of the 14 challenge weeks, either a valid weekly submission under clause 6 or private weekly proof under clause 6.8;
- (c) submitted their final photographs under clause 7.2(a) and hold a verified final rank under clause 7.6; and
- (d) published their rank video in accordance with clause 9.3, or, where the entrant has elected to take part privately under clause 4.5, submitted final grading video under clause 7.2(b).

An entrant may therefore earn a rank pack without completing the Challenge under clause 8.

9.3 **Rank video.** To claim the rank pack, an entrant who has not elected to take part privately under clause 4.5 must, inside the final grading window in clause 7.1 (from Day 90, 14 December 2026, to 11.59pm on Day 100, 24 December 2026):

- (a) publish their final grading video, or an edited version of it, publicly to their own Instagram account as a feed post or Reel;
- (b) identify the post as their Cali100 final grading;

(c) tag @cali100.hq; and

(d) keep the post public and visible for at least 30 days from the date it is posted.

9.4 A rank video published outside the window in clause 9.3 does not satisfy that clause, and the entrant does not receive a rank pack. A Story alone does not satisfy clause 9.3 unless it is also saved to a public Highlight on the entrant's profile for at least 30 days.

9.5 Because the rank video is published before Cali100 has completed grading, the entrant is not required to state a rank in the post. An entrant may add their rank once it is issued but is not required to do so.

9.6 The rank pack is issued once Cali100 has verified the post and completed the entrant's final grading. Cali100 cannot verify a post it cannot see, and it is the entrant's responsibility to ensure the account is public and the tag is applied correctly.

9.7 By publishing under clause 9.3, the entrant consents to Cali100 reposting that video, the entrant's name or Instagram handle, and the rank awarded to them, on Cali100's Instagram account, Story, website and other Cali100 channels, in Australia and New Zealand, without further consent and without payment. That consent continues after the Challenge ends.

9.8 An entrant who completes the Challenge, has not elected to take part privately, and does not publish a rank video under clause 9.3, still receives everything in clause 9.1. Their rank and Cali100 Score remain private to them. They do not receive a rank pack.

9.9 Rank packs are supplied in the rank colour the entrant is awarded at grading. Sizes are subject to availability. Rank packs are delivered to an Australian or New Zealand street address nominated by the entrant.

9.10 Except where the entrant publishes under clause 9.3, rank cards and Cali100 Scores are private to the entrant, and Cali100 does not publish an entrant's score or rank without that entrant's separate consent.

10. Weekly prize

10.1 A prize of AUD \$100 is awarded each challenge week.

10.2 Every entrant who posts a valid weekly submission within the window in clause 6.3 receives one entry into that week's draw. One entry per entrant per week, regardless of how many times they post.

10.3 The winner is drawn at random from all valid entries for that week. The draw is conducted by Cali100 and the winner is announced on Sunday on @cali100.hq.

10.4 An entrant may win the weekly prize more than once over the course of the Challenge.

10.5 Entries do not carry over. Each week's draw is made from that week's valid submissions only.

10.6 Weekly prizes are paid by bank transfer or by a method nominated by Cali100 within 14 days of the announcement.

11. Grand prize

11.1 The grand prize is a 1928 \$100 United States gold certificate, valued at approximately AUD \$4,450, or AUD \$4,450 in cash at the winner's election.

11.2 The grand prize is drawn at random from all entrants who complete the Challenge. Each completing entrant receives one entry.

11.3 The draw will take place on 26 December 2026 and will be conducted live on the @cali100.hq Instagram account. The winner will be announced on @cali100.hq and notified directly.

11.4 If the winner cannot be contacted or does not claim the prize within 14 days of the draw, Cali100 may redraw, subject to any applicable law.

12. Skill prize

12.1 A 1986-87 Fleer Michael Jordan rookie card (#57), graded PSA 4 VG-EX, PSA certification number 50106249, valued at approximately AUD \$11,500 (approximately NZD \$14,000), is awarded to one entrant as a skill-based prize.

12.2 The value stated in clause 12.1 is an estimate of the card's market value as at 11 September 2026, based on recent recorded sales of the same card in the same grade. Graded card values fluctuate, and Cali100 does not warrant that the card will be worth that amount at any later date.

12.3 The skill prize is not awarded for the highest score, the best physique, or the most impressive final video. It is awarded solely for the greatest improvement in an entrant's Cali100 Score over the Challenge.

12.4 There is one criterion, weighted 100%: skill improvement, being the entrant's verified final Cali100 Score under clause 7.6 minus their verified baseline Cali100 Score under clause 5.9, expressed in points. The entrant with the greatest number of points of improvement wins.

12.5 Improvement is calculated in points and is never calculated as a percentage.

12.6 To be eligible for the skill prize an entrant must:

- (a) have completed the Challenge under clause 8.1;
- (b) hold a verified baseline Cali100 Score under clause 5.9; and
- (c) hold a verified final Cali100 Score under clause 7.6.

12.7 Where two or more entrants have the same improvement figure, the prize is awarded on the following tie-breaks, applied in this order:

- (a) the highest single movement family rank achieved at final grading;
- (b) then, the greatest number of movement families graded at Maroon 04 or above at final grading;
- (c) then, the earliest complete final grading submission received by Cali100.

12.8 Where an entrant has a movement family deferred under the Cali100 Grading Criteria, that family scores zero at both the baseline grading and the final grading. The entrant remains eligible for the skill prize and competes on their remaining five families. Because the zero appears at both gradings, a deferral does not affect the entrant's improvement figure.

12.9 Entrants should note that the Cali100 Score moves in whole ranks and that the gap between ranks widens at the upper end. An entrant who is already graded at a high rank across most movement families has less room to improve than an entrant starting lower, and may gain few points or none. The skill prize rewards distance travelled during the Challenge, not ability at the end of it.

12.10 The criterion in clause 12.4 and the way it is calculated will not be changed after entry opens.

12.11 Judging is conducted by Cali100. Entrants will be scored on material they have submitted in accordance with these terms.

12.12 The skill prize is separate from the grand prize. An entrant may win both.

12.13 There is no cash alternative to the skill prize.

12.14 Eligibility for the skill prize is not conditional on publishing a rank video under clause 9.3.

12.15 Final gradings are received until 11.59pm on Day 100. The skill prize winner is announced on 16 January 2027, after every final grading has been graded and verified. The winner is announced on @cali100.hq and notified directly.

13. Verification

13.1 All photographs and video submitted must have been taken during the Challenge period, and must depict the entrant.

13.2 Cali100 may require an entrant to provide further verification of any submission, including the original unmodified file, or to repeat a submission under specified conditions. Cali100 may specify a verification word or

phrase to be shown or spoken in a submission.

13.3 Cali100 may, acting reasonably, reject a submission or disqualify an entrant where it considers a submission has been falsified, misrepresented, or does not meet these terms.

13.4 Cali100's decision on completion, scoring and eligibility is final, and no correspondence will be entered into except as required by law.

14. Health and safety

14.1 Participation in the Challenge involves physical exercise. Entrants participate at their own risk.

14.2 Entrants should obtain medical advice before beginning the Challenge if they have any injury, condition or concern that may be affected by exercise, and should stop training and seek advice if they experience pain, dizziness or any other concerning symptom.

14.3 Any plan, program or guidance provided by Cali100 is general in nature. It is not medical advice and is not a substitute for medical advice, diagnosis or treatment.

14.4 Entrants are responsible for the safety of their own training environment and equipment.

14.5 To the extent permitted by law, Cali100 is not liable for any injury, loss or damage arising from participation in the Challenge, except where that liability cannot be excluded under the Australian Consumer Law or, for New Zealand entrants, the Consumer Guarantees Act 1993 (NZ) and the Fair Trading Act 1986 (NZ).

15. Privacy and content

15.1 Cali100 collects personal information from entrants for the purpose of running the Challenge, preparing 100-day plans, grading submissions, and contacting entrants about the Challenge and about Cali100 products and services.

15.2 Baseline photographs and video, final photographs and video, score cards, ranks and Cali100 Scores are held privately by Cali100 and are not published or shared with other entrants, except where the entrant publishes that material themselves under clause 9.3.

15.3 Cali100 will not use an entrant's baseline material in marketing or other public material without that entrant's separate consent. Final grading video published by the entrant under clause 9.3 may be used by Cali100 in accordance with clause 9.7.

15.4 Weekly submissions posted publicly to Instagram and tagged @cali100.hq may be reposted by Cali100 in accordance with clause 6.7.

15.5 An entrant may withdraw and request deletion of their submitted material at any time by contacting Cali100. Withdrawal may mean the entrant can no longer complete the Challenge. Withdrawal does not require Cali100 to remove material already published by Cali100 under clause 6.7 or clause 9.7, although Cali100 will use reasonable efforts to do so on request.

16. General

16.1 Cali100 may amend these terms, the weekly prompts, the prize structure or the Challenge format where reasonably necessary. Material changes will be announced on @cali100.hq and in the Cali100 WhatsApp group. This clause does not permit any change to the skill prize criterion in clause 12.4, or to the way it is calculated, after entry opens.

16.2 Cali100 may disqualify any entrant who breaches these terms, behaves abusively toward other entrants or toward Cali100, or brings the Challenge into disrepute.

16.3 Prizes are not transferable except where expressly stated.

16.4 Entrants are responsible for any tax payable in connection with a prize. Entrants should seek their own advice.

16.5 Cali100 is not responsible for entries, submissions or messages that are lost, delayed, corrupted or not received, or for any failure of Instagram, WhatsApp or any other platform.

16.6 This Challenge is in no way sponsored, endorsed, administered by or associated with Instagram, Meta or WhatsApp.

By entering the Challenge you confirm that you have read, understood and agree to these terms.