

**“Discover Your Ann Arbor” Sweepstakes  
OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.**

The following Sweepstakes is intended for legal residents of the 50 United States of America (USA), D.C., and Canada only and shall only be construed and evaluated according to U.S. & Canadian law. Do not enter this Sweepstakes if you are not located in the USA or Canada at the time of entry.

**ELIGIBILITY:** The “Discover Your Ann Arbor” Sweepstakes (the “Sweepstakes”) is open and offered only to legal residents of the 50 United States, D.C., and Canada (excluding the province of Quebec) who have reached the age of majority in their state (or province) of residence at the time of entry (the “Entrants”). Employees of Ann Arbor Area Convention and Visitors Bureau, Annodyne, Inc., and American Sweepstakes & Promotion Co., Inc., their immediate families (parent, child, sibling or spouse) and/or household members and any other persons or entities associated with this Sweepstakes are ineligible to enter or win. **Void outside of the United States, D.C., Canada, in Puerto Rico, and where prohibited or restricted by law.**

**SPONSOR/ADMINISTRATOR:** The Sweepstakes is sponsored by Washtenaw County Convention and Visitors Bureau, Inc., d/b/a Ann Arbor Area Convention and Visitors Bureau, 315 W. Huron Street Suite 340, Ann Arbor, MI 48103 (the “Sponsor”) and administered by American Sweepstakes & Promotion Co., Inc., 300 State St. Suite 402 Rochester, NY 14614 (the “Administrator”).

**AGREEMENT TO OFFICIAL RULES:** By participating, Entrants agree to abide by and be bound by these Official Rules and the decisions of the Sponsor, which are final and binding in all matters relating to the Sweepstakes. Winning the Grand Prize (as defined below) is contingent upon fulfilling all requirements set forth herein.

**HOW TO ENTER:** The Sweepstakes begins at 5:00:01 p.m. Eastern Time (“ET”) on January 20, 2017 and ends at 11:59:59 p.m. ET on December 31, 2017 (“Sweepstakes Period”). The Sponsor’s database computer is the official time-keeping device for the Sweepstakes. Entrants can enter the Sweepstakes during the Sweepstakes Period at the Sweepstakes Website (quiz.visitannarbor.org) (the “Website”). A link to the Website can also be found through the Sponsor’s website, [www.visitannarbor.org](http://www.visitannarbor.org). At the Website, Entrants will have the opportunity to complete the Sweepstakes registration form requesting full name, phone number and email address. Those Entrants that choose to enter via Facebook login will not be required to provide phone number. Once an Entrant has completed the registration form, an Entrant can complete the Sweepstakes entry process by answering a series of quiz questions. Limit one (1) entry per person per email address, throughout the Sweepstakes Period. The Sponsor reserves the right to disqualify any person that submits more than maximum allowed entries. **All entries must be received by 11:59:59 p.m. ET on December 31, 2017.** The Sponsor is not responsible for: late, incomplete, incorrect, delayed, garbled, undelivered, or misdirected entries. All entries become property of Sponsor and will not be returned or acknowledged.

**GENERAL CONDITIONS:** If for any reason the operation or administration of this Sweepstakes is impaired or incapable of running as planned for any reason, including but not limited to (a) infection by computer virus, bugs, (b) tampering, unauthorized intervention, (c) fraud, (d) technical failures, or (e) any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole

discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes in whole or in part, at any time, without notice and award the Grand Prize (defined below) using all non-suspect eligible entries received as of, or after (if applicable) this cancellation, termination, modification or suspension date, or in any manner that is fair and equitable and best conforms to the spirit of these Official Rules. Sponsor reserves the right, at its sole discretion, to disqualify any individual deemed to be (a) tampering or attempting to tamper with the entry process or the operation of the Sweepstakes or Sponsor's Website; or (b) acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON (S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** Failure by the Sponsor to enforce any provision of these Official Rules shall not constitute a waiver of that provision. In the event of a dispute as to the identity of a winner based on an e-mail address, the winning entry will be declared by the authorized account holder of the e-mail address submitted at time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address associated with the AAACVB account in question.

**RELEASE AND LIMITATIONS OF LIABILITY:** By participating in the Sweepstakes, Entrants agree to release and hold harmless the Sponsor, Annodyne, Inc., the Administrator, their respective parents, employees, officers, directors, subsidiaries, affiliates, distributors, sales representatives, advertising and promotional agencies (collectively, the "Released Parties") from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize, including, but not limited to: (a) any technical errors that may prevent an Entrant from submitting an entry; (b) unauthorized human intervention in the Sweepstakes; (c) printing errors; (d) errors in the administration of the Sweepstakes or the processing of entries; or (e) injury, death, or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Entrant's participation in the Sweepstakes or receipt of any prize. Released Parties assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. Released Parties are not responsible for any problems or technical malfunction of any telephone network or telephone lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any Website, or any combination thereof, including any injury or damage to participant's or any other person's computer relating to or resulting from participation in this Sweepstakes or downloading any materials in this Sweepstakes. Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Sweepstakes, and in no event shall the Released Parties be liable for attorney's fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

**DRAWING AND NOTIFICATION:** The potential Grand Prize Winner will be selected in a random drawing from among all eligible entries received (by the Administrator). The Grand Prize drawing will be conducted on or about January 15, 2018. Odds of winning the Grand Prize will depend on the total number of eligible entries received throughout the Sweepstakes Period. The potential Grand Prize Winner will be contacted by the Administrator via telephone and/or by email.

**WINNER NOTIFICATION (for Canadian Residents ONLY):** To be declared a Prize Winner, the selected Entrant must answer correctly without assistance of any kind, whether mechanical, electronic or otherwise, a mathematical skill-testing question posed by mail or telephone. If the selected Entrant fails to correctly answer the question he/she will be disqualified and another Entrant will be randomly chosen. The potential Prize Winner who correctly answers the skill-testing question will be notified by telephone and/or email at the Sponsors' discretion using the contact information provided at the time of entry. If a potential Winner is determined to be less than the age of majority in his/her province of residence, then the potential Winner will be disqualified and an alternate Winner will be selected in their place.

**PRIZES:** There will be *one (1) Grand Prize* awarded.

The **Grand Prize Winner** ("Grand Prize Winner" or "Winner"), upon the Administrator's confirmation of eligibility, will receive a 3 day/2 night trip for two (2) people to Ann Arbor, Michigan (the "Grand Prize" or "Prize"). The Grand Prize package includes: (a) hotel accommodations for two (2) nights (one double occupancy room and room tax only), and (b) various Ann Arbor restaurant gift cards, tickets to events and attractions. The Approximate Retail Value ("ARV") of the total Grand Prize package is \$1,200, which will vary depending seasonal fluctuation of hotel rates. All other expenses not specifically mentioned herein, including but not limited to, airfare, airport taxes and fees, baggage fees, ground transportation, food, beverages, additional hotel amenities or fees and gratuities, are the responsibility of the Grand Prize Winner and traveling companion. All travel dates are subject to change in Sponsors' sole discretion. If actual value of prize is lower than the stated ARV when prize is procured and fulfilled, then the difference will not be awarded. Hotel and other accommodations are subject to availability. Travel dates selected by the Grand Prize Winner are subject to the Sponsor's approval. If the Grand Prize Winner cannot travel on the aforementioned dates, the prize will be forfeited and may be awarded to an alternate winner. No substitution or transfer of prize will be permitted. The Sponsor reserves the right at its sole discretion to substitute the Prize (or prize component) with another prize of equal or greater value.

**PRIZE CONDITIONS:** By accepting the Grand Prize, the Winner agrees to release and hold harmless the Released Parties from and against any claim or cause of action arising out of participation in the Contest or receipt or use of the Prize. The potential Winner must sign and return to the Administrator, within seven (7) days of the date of notice or attempted notice is sent, an Affidavit of Eligibility, Liability & Publicity Release in order to claim his/her prize. The Winner's travel companion must also execute and return a Travel Companion Waiver. **Note: The Affidavit sent to the potential Winner will require that he/she provide their Social Security Number to the Administrator, which will be used solely for tax reporting purposes.** The Prize Winners will each be responsible for all local, state, and federal taxes associated with the receipt of the Prize. The Grand Prize Winner must note that the value of the accepted Prize is taxable as income and an IRS Form 1099 will be filed in the name of the Winner for the value of their Prize (applicable to U.S. citizens only) and the Winner is solely responsible for all matters relating to the Prize after it is awarded. If a prize or prize notification is returned as unclaimed or undeliverable to the potential Winner, if a potential Winner cannot be reached within three (3) business days from the first notification attempt, or if a potential Winner fails to return requisite document(s) within the specified time period, or if potential Winner is not in compliance with these Official Rules, then such person will be disqualified and an alternate Winner may be selected.

**GENERAL:** By accepting the Grand Prize, where permitted by law, the Winner grants to the Released Parties and those acting pursuant to the authority of Sponsor and the Released Parties (which grant will be confirmed in writing upon Sponsor's request), the right to print, publish, broadcast and use

worldwide IN ALL MEDIA without limitation at any time the Winner's full name, portrait, picture, voice, likeness and/or biographical information for advertising, trade and promotional purposes without further payment or additional consideration, and without review, approval or notification.

IN NO EVENT WILL RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND (INCLUDING WITHOUT LIMITATION, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES) ARISING OUT OF PARTICIPATION IN THIS SWEEPSTAKES OR THE ACCEPTANCE, POSSESSION, USE, OR MISUSE OF, OR ANY HARM RESULTING FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZES.

By participating, Entrants release and agree to hold harmless the Released Parties from any and all liability for any injuries, death or losses or damages to persons or property AS WELL AS CLAIMS/ACTIONS BASED ON PUBLICITY RIGHTS, DEFAMATION, AND/OR INVASION OF PRIVACY that may arise from participating in this Sweepstakes or its related activities or the acceptance, possession, use or misuse of, or any harm resulting from the acceptance, possession, use or misuse of the Prize(s). The Winner also acknowledges that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the Prize(s).

**USE OF DATA:** All information submitted by Entrants will be treated according to Sponsor's privacy policy, available at <https://www.visitannarbor.org/privacy-policy>. By participating in the Sweepstakes and providing any personal contact information, Entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's Privacy Policy.

**DISPUTES:** By entering the Sweepstakes, Entrants agree that 1.) Any and all disputes, claims, and causes of action arising out of or connected with the Sweepstakes, or any prizes awarded, shall be resolved individually, without resort to any form of class action; 2.) Any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Sweepstakes but in no event attorneys' fees; and 3.) Under no circumstances will any Entrant be permitted to obtain any award for, and Entrant hereby waives all rights to claim punitive, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, shall be governed by, and construed in accordance with the laws of the state of Michigan without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of the laws of any jurisdiction other than the state of Michigan. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. The value of the Grand Prize set forth above represents Sponsor's good faith determinations of the ARV thereof and such determinations are final and binding and cannot be appealed.

**WINNERS LIST REQUEST:** To request confirmation of the name, city, and state of residence of each Prize Winner, please send a self-addressed, stamped business size envelope, by March 5, 2018, to: ASC/Ann Arbor "Discover Your Ann Arbor17" Sweepstakes Winners List Request, 300 State St., Suite 402, Rochester, NY 14614.

*This Sweepstakes is in no way sponsored, endorsed, administered by, or associated with Facebook, Inc. You understand that you are providing your information to the Sponsor, and not to Facebook, Inc.*