

# **OFFICIAL RULES**

## **THE CHEVY PACKERS FAN EXPERIENCE SWEEPSTAKES**

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

**SWEEPSTAKES PERIOD:** The Chevy Packers Fan Experience Sweepstakes (the "Sweepstakes") begins on July 15, 2019, at 12:00 p.m. Central Standard Time ("CST") and ends on November 11, 2019, at 11:59 p.m. CST (the "Sweepstakes Period"). Finalists will be required to attend the December 15, 2019, Green Bay Packer game at Lambeau Field to be eligible to win the Grand Prize. You should not enter this Sweepstakes if you are not able to attend the game on December 15, 2019.

**ELIGIBILITY:** IS OPEN ONLY TO LEGAL RESIDENTS OF WISCONSIN, MICHIGAN, AND MINNESOTA WHO ARE EIGHTEEN (18) YEARS OF AGE OR OLDER (EXCEPT IN THE CASE OF LEGAL RESIDENTS OF CERTAIN STATES WHERE THE LEGAL AGE OF MAJORITY IS GREATER THAN EIGHTEEN (18) YEARS OF AGE, SUCH LEGAL AGE OF MAJORITY) AT THE TIME OF ENTRY ("ENTRANT") AND MUST HAVE A VALID DRIVER'S LICENSE. ALL OTHERS ARE INELIGIBLE TO ENTER OR WIN AND WILL BE DISQUALIFIED. VOID WHERE PROHIBITED OR RESTRICTED. Employees of Southeastern Wisconsin Chevy Dealers Advertising Association, Marquette Chevy Dealers Advertising Association, Hometown Chevrolet Dealers, Inc., Capital Area Chevrolet LMA, Inc., Green Bay Chevy Dealers Advertising Assoc., and Wisconsin Chevy Dealers, Inc., (collectively, the "Co-Sponsors"), participating Chevy Dealerships, Chevrolet Motor Division, General Motors, LLC ("GM"), EventLink LLC ("Administrator"), Jack Morton Worldwide, Agency 720, the Green Bay Packers, and NFL Entities\* (as defined below), and their respective officers, directors, agents, parents, affiliates, subsidiaries, dealerships and advertising and promotion agencies, (collectively, the "Released Parties") and the members of their immediate families (spouses and parents, siblings, children and their spouses and in-laws) and persons living in the same household with such individuals (whether related or not) are not eligible to enter or win.

**AGREEMENT TO THE OFFICIAL RULES:** By participating, Entrants agree to be bound by these Official Rules and the decisions of the Administrator, which are binding and final on matters relating to this Sweepstakes. This Sweepstakes is subject to all applicable federal, state, and local laws. Winning a prize is contingent upon fulfilling all requirements set forth herein. Administrator's computer will be the official time-keeping device for the Sweepstakes.

**HOW TO ENTER:** The Sweepstakes is organized into nine (9) Participating Chevrolet Dealership Groups, set forth in the chart below\*, and there will be one Finalist chosen from among all eligible Entries received by each Dealership Group based upon the Entrant's zip code. There are three ways to enter the Sweepstakes during the Sweepstakes Period:

1 – **ONLINE** – Visit the website [www.ChevyPackersExperience.com](http://www.ChevyPackersExperience.com) during the Sweepstakes Period and complete the online entry form with the required contact information (including zip code) and submit as directed ("Online Entry"). Online Entries must be submitted during the Sweepstakes Period and by 11:59 pm CST, November 11, 2019.

2 – **CHEVY DEALERSHIPS** – Beginning August 1, 2019, - Visit one of the participating Chevrolet dealerships\* listed below after August 1, 2019 and complete the official entry form by providing the requested information (including zip code) during the posted Hours of Operation of the Dealership ("Dealership Entry").

3 – **ON-SITE** – Visit the Chevrolet display at select Packers home games and other locations throughout the state of Wisconsin during the Sweepstakes Period and complete the official entry form, available while supplies last, by providing the requested contact information (including zip code) ("On-Site Entry"). On-Site entries must be received prior to the display closing.

Sponsor may not display at all events and locations and reserves the right to add, change, and/or cancel, its intentions to display at any or all of the below listed locations, at any time, without notice. Entrants will be asked to provide first and last name, mailing address, phone number, email address, purchase horizon, and vehicle interest.

**\*PARTICIPATING CHEVROLET DEALERSHIPS:**

<b>Chevy Super Dealers (Green Bay LMA Group)</b>		
<b>Dealership</b>	<b>City</b>	<b>State</b>
BAIRD INC.	RIPON	WI
BERGSTROM CHEVROLET	NEENAH	WI
BERGSTROM CHEVROLET	OSHKOSH	WI
BERGSTROM CHEVROLET	APPLETON	WI
BROADWAY AUTOMOTIVE	GREEN BAY	WI
BUSS AUTOMOTIVE	SHAWANO	WI
CHARLES AUTOMOTIVE COLOMA	COLOMA	WI
COTTAGE CHEVROLET	WAUTOMA	WI
FRANK PORTH CHEVROLET	CRIVITZ	WI
GUSTMAN CHEVROLET	KAUKAUNA	WI
HOLIDAY CHEVROLET	FOND DU LAC	WI
HOMAN CHEVROLET	WAUPUN	WI
GANDRUD CHEVROLET	GREEN BAY	WI
JIM OLSON MOTORS, INC.	STURGEON BAY	WI
JORNS CHEVROLET OF KEWAUNEE	KEWAUNEE	WI
KLEIN CHEVROLET	CLINTONVILLE	WI
KOEHNE CHEVROLET	MARINETTE	WI
KRAJNIK CHEVROLET INC	TWO RIVERS	WI
NEUVILLE MOTORS, INC.	WAUPACA	WI
PIETROSKE INC.	MANITOWOC	WI
PLACH AUTOMOTIVE, INC.	NEW LONDON	WI
WEST SIDE GARAGE INC	BERLIN	WI
<b>Hometown Chevy Dealers (La Crosse/ Eau Claire LMA Group)</b>		
<b>Dealership</b>	<b>City</b>	<b>State</b>
BRENENGEN CHEVROLET	SPARTA	WI
BRENENGEN CHEVROLET	ONALASKA	WI
BRENENGEN CHEVROLET, INC.	WEST SALEM	WI
COLFAX CHEVROLET	COLFAX	WI
DAHL CHEVROLET	WINONA	MN
MARKQUART MOTORS	CHIPPEWA FALLS	WI
NELS GUNDERSON CHEVROLET	OSSEO	WI
SOUTHWORTH CHEVROLET INC	BLOOMER	WI
TOYCEN OF LADYSMITH INC	LADYSMITH	WI
<b>Badgerland Chevy Dealers (Madison LMA Group)</b>		
<b>Dealership</b>	<b>City</b>	<b>State</b>
BADER CHEVROLET OF LAKE MILLS	LAKE MILLS	WI
BALLWEG CHEVROLET	SAUK CITY	WI

BERGSTROM CHEVROLET OF MADISON	MADISON	WI
BERGSTROM CHEVROLET OF MIDDLETON	MIDDLETON	WI
BRODHEAD CHEVROLET	BRODHEAD	WI
BUD WEISER MOTORS	BELOIT	WI
BURTNESS CHEVROLET INC	ORFORDVILLE	WI
BURTNESS CHEVROLET OF WHITEWATER	WHITEWATER	WI
CLAPPER CHEVROLET	JANESVILLE	WI
COUNTRYSIDE AUTO GROUP	BEAVER DAM	WI
DON LARSON CHEVROLET	BARABOO	WI
HALLADA AUTO GROUP	DOGDEVILLE	WI
NAPLETON CHEVROLET	COLUMBUS	WI
HALLADA CHEVROLET	DODGEVILLE	WI
HOLZ CHEVROLET	WATERTOWN	WI
JOHNSON SALES	ARLINGTON	WI
JONES CHEVROLET	RICHLAND CENTER	WI
KUDICK CHEVROLET	MAUSTON	WI
RUDA CHEVROLET	MONROE	WI
SYMDON CHEVROLET INC.	EVANSVILLE	WI
SYMDON MOTORS INC	MOUNT HOREB	WI
TRECEK AUTOMOTIVE OF PORTAGE	PORTAGE	WI
VOEGELI CHEVROLET	MONTICELLO	WI
ZIMBRICK CHEVROLET	SUN PRAIRIE	WI
<b>U.P. Chevy Dealers (Marquette LMA Group)</b>		
<b>Dealership</b>	<b>City</b>	<b>State</b>
EDWARDS AUTOMOTIVE, INC.	IRON MOUNTAIN	MI
FOX NEGAUNEE CHEVROLET	NEGAUNEE	MI
FREI CHEVROLET INC	MARQUETTE	MI
KEWEENAW CHEVROLET	HOUGHTON	MI
RIVERSIDE CHEVROLET	ESCANABA	MI
<b>Southern Wisconsin Chevy Dealers (Milwaukee LMA Group)</b>		
<b>Dealership</b>	<b>City</b>	<b>State</b>
ANDREW CHEVROLET, INC.	GLENDALE	WI
BOUCHER CHEVROLET	WAUKESHA	WI
BRAEGER CHEVROLET	MILWAUKEE	WI
ERIC VON SCHLEDORN CHEVROLET	SAUKVILLE	WI
EWALD CHEVROLET	OCONOMOWOC	WI
FRANK BOUCHER CHEVROLET	RACINE	WI
GRIFFIN CHEVROLET	MILWAUKEE	WI
HARTNELL CHEVROLET	SALEM	WI
HEISER CHEVROLET	WEST ALLIS	WI

HEISER CHEVROLET	WEST BEND	WI
HOLZ MOTORS, INC.	HALES CORNERS	WI
JOE VAN HORN CHEVROLET, LLC	PLYMOUTH	WI
KUNES COUNTRY CHEVROLET	ELKHORN	WI
KUNES COUNTRY CHEVROLET	DELAVAN	WI
LAKE GENEVA CHEVROLET LLC	LAKE GENEVA	WI
LYNCH CHEVROLET BURLINGTON	BURLINGTON	WI
LYNCH CHEVROLET OF KENOSHA	KENOSHA	WI
LYNCH CHEVROLET OF MUKWONAGO	MUKWONAGO	WI
NEWMAN CHEVROLET	CEDARBURG	WI
ROGER PALMEN CHEVROLET	UNION GROVE	WI
SHEBOYGAN CHEVROLET	SHEBOYGAN	WI
UPTOWN CHEVROLET, INC.	SLINGER	WI
<b>Wisconsin Chevy Dealers (Wausau LMA Group)</b>		
<b>Dealership</b>	<b>City</b>	<b>State</b>
A-F MOTORS INC	ADAMS	WI
HERITAGE CHEVROLET, INC.	TOMAHAWK	WI
KLEMME SALES INC	STRATFORD	WI
KOCOUREK CHEVROLET, INC.	WAUSAU	WI
LEN DUDAS MOTORS, INC.	STEVENS POINT	WI
MARTHALER CHEVROLET	MINOCQUA	WI
PARSONS OF ANTIGO	ANTIGO	WI
PARSONS OF EAGLE RIVER INC	EAGLE RIVER	WI
RHINELANDER CHEVROLET	RHINELANDER	WI
VAN HOLZEN CHEVROLET	ASHLAND	WI
WHEELERS CHEVROLET	MARSHFIELD	WI
WHEELERS CHEVROLET OF ABBOTSFORD	ABBOTSFORD	WI
WHEELERS CHEVROLET OF MEDFORD	MEDFORD	WI
WHEELERS CHEVROLET OF WISCONSIN RAPIDS	WISCONSIN RAPIDS	WI

Online, Dealership, and On-site Entries are hereinafter referred to as "Entry" or "Entries."

**LIMIT:** ONE (1) ENTRY PER PERSON AND EMAIL FOR EACH METHOD OF ENTRY FOR A TOTAL OF THREE (3) ENTRIES FOR THE ENTIRE SWEEPSTAKES. Online Entries will be deemed made by the authorized account holder of the email address submitted at the time of Entry. The authorized account holder is the natural person who is assigned to the email address by an internet access provider, online service provider, or other organization that is responsible for assigning email addresses or the domain associated with the submitted email address. Any potential winner may be required to show proof of being the authorized account holder. No mechanical reproductions of entry forms permitted. Any attempt by any participant to obtain more than the stated number of entries by using multiple/different identities, registrations or any other methods will void that participant's entries and that participant may be disqualified. Entrants are responsible for all charges imposed by their Internet service provider, including any applicable taxes on such services, in connection with submission of an entry. Administrator is not responsible for lost, late, incomplete, invalid, unintelligible, unreadable, or misdirected registrations, which will be disqualified. Administrator will not accept submissions from wireless domains, blacklist domains, or any email address Administrator deems to be potentially harmful to the Website. Use of any

automated system to participate is prohibited and will result in disqualification. All entries become the property of Co-Sponsors and/or Administrator and will not be acknowledged or returned.

**FINALIST SELECTION:** Administrator will select, via a random drawing on or about November 13, 2019, a total of nine (9) potential finalists ("Finalists"), one from each participating dealer group, from among all eligible entries received, subject to verification and compliance with these Official Rules. Finalists will receive an opportunity to attend the Green Bay Packers home game on December 15, 2019, and a chance to win the Grand Prize. Finalists will be contacted by the Administrator by telephone and/or email and will be required to complete and return an affidavit of eligibility, liability, and use of likeness release, and except where prohibited by law, a publicity release form ("affidavit/release") within three (3) days of receipt. Guest of Finalist must be at least 18 years of age or the age of majority in their state of residence, unless child or legal ward of Finalist, and may also be required to sign releases and waiver forms. If any of the potential Finalist's notifications are rejected, returned, or deemed undeliverable or a potential Finalist fails to execute and return the affidavit/release within the specified time or if he/she is otherwise ineligible to receive the prize, that potential Finalist will be deemed ineligible and a replacement may be randomly selected by Administrator from among the remaining eligible Entries, time permitting.

**It is anticipated that there will be a total of nine (9) Finalists, but this number could change based on various factors such as a Finalist being deemed ineligible or unable to attend the Grand Prize drawing.**

**FIRST PRIZE:** Each Finalist will receive the following prize package:

- Two (2) tickets to the Green Bay Packers game on December 15, 2019, to be used to attend the Grand Prize event.
- Two (2) Game Day programs.
- One (1) Official Green Bay Packers Jersey (choice will depend on inventory availability).
- Two (2) Tour of Lambeau Field Passes.
- Two (2) night's hotel accommodations in Downtown Green Bay/Appleton area to be determined by Co-Sponsors in their sole discretion.
- Hospitality Dinner for winner and (1) guest on December 14, 2019 at a location close to Lambeau Field in Green Bay, Wisconsin. Location to be determined by Sponsors and Green Bay Packers at their discretion.
- One (1) \$150 MasterCard® Prepaid Gift Card.

(Approximate Retail Value ("ARV") of each First Prize: \$1,531.00) Additional expenses, including travel to/from the game, parking fees, taxes, or other fees and costs not explicitly mentioned, are not included in the First Prize and will be the responsibility of the Finalist. Co-Sponsors, in their sole discretion, will determine seating locations and details.

The odds of a particular Entrant being selected as a Finalist depend on the number of eligible entries received from each Dealer Group.

**GRAND PRIZE WINNER SELECTION/VERIFICATION:** Each of the up to nine (9) Finalists will be required to be present and checked in at the final Grand Prize Drawing on December 15, 2019, (the "Drawing") to win at Lambeau Field, where the Grand Prize Winner will be announced. If a Finalist does not attend the Drawing for any reason, he or she is not eligible to receive a First Prize or the Grand Prize. Details of exact location to meet during the game will be provided to all nine (9) Finalists prior to December 12, 2019.

All Finalists must present themselves to a Sweepstakes Co-Sponsor or Administrator representative for Drawing registration and present a valid government-issued photo identification. Each Finalist must personally appear at the Drawing to be eligible for the Grand Prize – no proxies are permitted. **MUST BE PRESENT TO WIN A PRIZE.** Finalists must fill out any registration and waiver forms and additional security checks required by Co-Sponsors, the NFL, the Green Bay Packers, and/or Lambeau Field. Any Finalists who do not present themselves to Sweepstakes Co-Sponsor or Administrator representative for Drawing registration by the time specified may be disqualified and not replaced at the sole discretion of Co-Sponsors. The Sweepstakes Grand Prize giveaway will take place at some point during halftime of

the game on December 15, 2019. Finalists will be given exact instructions at the time of the check-in. The Grand Prize Sweepstakes winner will then be selected in a random drawing event conducted by a representative of the Co-Sponsor and the Green Bay Packers from among all eligible Grand Prize Finalists that are present at the Drawing.

**GRAND PRIZE DRAWING EVENT:** Each of the nine (9) Finalists will randomly select one of nine (9) letters from a Chevy branded gift box. The letters will spell "Go Packers." The finalists may reveal their letter to the crowd as it's selected. The nine (9) finalists will line up on the 50-yard line, in order spelling G-O-P-A-C-K-E-R-S, facing the video board. On the video board will show a plinko board with the spelling G-O-P-A-C-K-E-R-S at the bottom. One (1) plinko chip will fall above and will randomly fall above one (1) of the letters. The finalist holding the corresponding letter where the plinko chip fell above will be the Grand Prize Winner (subject to verification and compliance with these Official Rules.)

Potential Grand Prize Winner will be required to complete and return an affidavit of eligibility, liability release, and except where prohibited by law, a publicity release form ("affidavit/release") within five (5) days of receipt. If the Potential Grand Prize Winner's notification is rejected, returned, or deemed undeliverable or the potential Grand Prize Winner fails to execute and return the affidavit/release within the specified time or if he/she is otherwise ineligible to receive the Grand Prize, that potential Grand Prize Winner will be deemed ineligible and the Prize will be awarded to an alternate selected at an alternate drawing from all remaining eligible Finalists. Alternate Grand Prize Winner will be subject to the same requirements. Subject to verification of eligibility and compliance with the terms of these Official Rules, the potential Grand Prize Winner will be declared the official winner of the Grand Prize (the "Grand Prize Winner"). Unclaimed Prizes will not be awarded.

**GRAND PRIZE/ODDS:** Grand Prize consists of one (1) \$45,000 voucher to be applied toward the purchase of a new 2019 or 2020 Chevrolet vehicle (excluding commercial vehicles) (the "Vehicle"). If the Vehicle's MSRP is under \$45,000 the Grand Prize Winner will not be awarded the difference between the vehicle's actual MSRP and \$45,000. Grand Prize Winner is solely responsible for any expenses in connection with acceptance and use of the Vehicle not expressly described herein as being awarded, including, without limitation, the following: (i) income, federal, state or local taxes; (ii) insurance, registration fees, dealer preparation fees and/or additional options, additions or equipment; and (iii) any additional expenses not described herein as being awarded, including, without limitation, any travel or transportation costs, associated with winning and subsequent use of Vehicle. All options and upgrades on Vehicle that increase the MSRP over \$45,000 are the sole responsibility of Grand Prize Winner. Model, color, package, factory options, and other Grand Prize specifics are subject to availability. Other than the manufacturer's limited warranty, Co-Sponsors do not make, nor in any manner is responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the Vehicle including but not limited to its quality, fitness for purpose or mechanical condition. Grand Prize Winner must take delivery of Vehicle within 30 days of notice of availability from one of the participating Chevrolet dealers (listed above) near Grand Prize Winner's residence, subject to Co-Sponsor's approval. Co-Sponsors and Administrator shall not be responsible for delays in delivery of Vehicle; delivery is subject to availability. Grand Prize Winner must personally retrieve Vehicle within (30) days of written notification of delivery and must present a valid U.S. driver's license issued in his/her state of residence and proof of insurance to take delivery. In the event that the potential winner is disqualified for any reason, the prize may not be awarded.

No cash or Vehicle substitutes and no cash rebates. Vehicle cannot be assigned or transferred to a third party. Vehicle delivery is through an authorized Chevrolet dealer and conditional upon Grand Prize Winner's execution and return of any and all required paperwork. Depiction of Vehicle in any advertising or promotional materials may not reflect the actual Vehicle delivered. Sponsor and Administrator shall have no liability in conjunction with such differences between depicted Vehicle and actual Vehicle.

In the Co-Sponsors's sole discretion, a selected Grand Prize Winner may be required to forfeit the prize and an alternate Grand Prize Winner may be selected (in Co-Sponsors's sole discretion) in accordance with these Official Rules from the remaining eligible Finalists if selected Grand Prize Winner (i) declines or cannot accept, receive or use the prize for any reason; or (ii) fails to comply with these Official Rules. The maximum value of the prize set forth above represents the Co-Sponsors's good faith determination of the maximum ARV thereof, and the actual fair market value, as ultimately determined the Co-Sponsors, cannot be challenged or appealed.

The odds of a particular Finalist winning the Grand Prize are not to exceed 1 in 9, or 1 in the number of Finalists participating in the Grand Prize drawing if less than 9 participate due to ineligibility.

**GENERAL PRIZE RESTRICTIONS (FOR ALL PRIZES):** Prizes (including their individual components) may not be transferred or assigned. No cash or other substitution may be made, except by the Co-Sponsors, who reserve the right to substitute a Prize in whole or in part with another prize of comparable or greater value if the intended prize (or any portion thereof) is not available for any reason as determined by the Co-Sponsors in their sole discretion. Winner and Finalists are fully responsible for any and all applicable federal, state and local taxes (including income and withholding taxes). All costs and expenses associated with a prize acceptance and use not specified herein as being provided, including but not limited to lodging, transportation costs, meals, gratuities and other expenses incurred by accepting a prize, are the sole responsibility of the Winner or Finalists. The Winners and Finalists may be required to provide, to Administrator, their Social Security number or tax ID for tax reporting purposes as the Winners and Finalists will be issued an IRS Form 1099 reflecting the actual value of a Prize. Except where prohibited by law, the acceptance of a prize, or being accepted as a Finalist, constitutes permission for Co-Sponsors and Administrator to use the Winner's name, hometown, likeness, statements and other personally identifiable information for promotional, advertising and marketing purposes in any media throughout the world without additional compensation, prize, incentive, consideration, consent or review; and upon request, the Winner or Finalist must provide written consent to such use.

National Football League game, event, and exhibition dates and times, are determined in the sole discretion of the Office of the Commissioner of Football and/or the applicable NFL Club, as applicable, and may be subject to change. The terms and conditions of the tickets awarded as part of the First Prize will govern in the event a legal game, event or exhibition, as defined by the NFL, is not played due to weather conditions, an act of God, an act of terrorism, civil disturbance or any other reason. Finalists and his/her guests agree to comply with all applicable NFL, Green Bay Packers, and Lambeau Field regulations in connection with the Prize. Co-Sponsors, in their sole discretion, reserves the right to remove, deny entry, or disqualify from the Grand Prize drawing Finalists and/or his/her guests who engage(s) in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at the game, event or exhibition. Released Parties (defined below) will not be responsible for weather conditions, Acts of God, acts of terrorism, civil disturbances, work stoppage or any other natural disaster outside their control that may cause the cancellation or postponement of any NFL game, event or exhibition. NFL game, event and exhibition tickets awarded as prizes may not be resold or offered for resale. Any such resale may result in disqualification and Prize forfeiture and may invalidate the license granted by the game ticket(s). In the event of game cancellation, delay, or if the game does not otherwise occur, or if due to some other condition beyond Sponsor or Administrator's control the Grand Prize Drawing Event cannot be held, Administrator reserves the right to make, in its sole discretion, alternate arrangements for date, time, and location, of the Grand Prize Drawing and will notify the Finalists of the alternate arrangements.

**Gift cards are subject to, and must be used in compliance with, the terms and conditions set forth on the respective gift card and as set forth by the gift card issuer.** Winner must protect the gift card and treat the gift card as they would any other valuable document. Gift card will not be replaced or replenished if it lost, stolen, damaged, destroyed or used without the Winner's permission and will be voided if altered or defaced.

The National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Properties LLC, NFL Enterprises LLC, NFL Productions LLC, and NFL International LLC, and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the "NFL Entities") will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or any prize awarded. The NFL Entities have not offered or sponsored this Sweepstakes in any way. ©2019 NFL Properties LLC. All NFL-related trademarks are trademarks of the National Football League.

**RELEASE:** By participating (a) Entrants release Co-Sponsors, Administrator, Chevrolet Motor Division, General Motors LLC, participating Chevrolet Dealerships, Jack Morton Worldwide, Agency 720, Green Bay Packers, NFL Entities, and their respective subsidiaries, affiliates, limited liability companies, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, shareholders, directors, members, employees, licensors, dealerships, and agents (collectively the "Released Parties"), from any and all

liability for any claims, costs, injuries, losses, or damages, of any kind caused by their participation, including the unauthorized or illegal access to personally identifiable or sensitive information or the acceptance, possession, use, or misuse of the prize; (b) Entrants, by participating, agree that Released Parties will have no liability whatsoever, and shall be held harmless by Entrants against any liability, for any injuries, losses or damages of any kind, including, but not limited to, death or destruction of property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize(s) (including any travel or activity associated thereto) or participation in this Sweepstakes; and (c) acknowledge that said parties have neither made nor are in any manner responsible or liable for any warranty representation or guarantee, expressed or implied, in fact or in law, relative to a prize, including, but not limited to, the prize quality or availability.

**LIMITATIONS OF LIABILITY:** Neither Released Parties nor any service providers are responsible for incorrect or inaccurate transcription of Entry information, or for any human or other error, technical malfunctions, lost/delayed data or voice transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software, or any other error or malfunction, or late, lost or misdirected mail, or any injury or damage related to or resulting from participation in this Sweepstakes. Neither Released Parties nor any service providers are responsible for typographical or other error in the printing of Sweepstakes materials, the administration of the Sweepstakes, or the announcement of the prize winner, including any such error as may give an erroneous indication that a prize has been won. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE, TAMPER WITH THE ENTRY PROCESS OR INSTANT WIN GAME, OR OTHERWISE UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, RELEASED PARTIES RESERVE THE RIGHT TO COOPERATE IN THE PROSECUTION OF ANY SUCH INDIVIDUAL(S) AND TO PURSUE ALL REMEDIES TO THE FULLEST EXTENT PERMITTED BY LAW.

**GENERAL CONDITIONS:** Co-Sponsor or Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. If for any reason the Sweepstakes is not capable of being executed as planned, or infection by computer virus, bugs, tampering, unauthorized intervention, fraud, action of Entrants, technical failures or any other causes which in the opinion of Administrator and/or Co-Sponsors, corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Co-Sponsors and/or Administrator reserve the right, at their sole discretion, to disqualify any suspect Entry or Entrant and to cancel, terminate, modify, or suspend, the Sweepstakes and randomly select the winner from valid entries received prior to action taken, or otherwise as may be deemed fair and equitable by the Co-Sponsors in their sole discretion. In the event of any cancellation, termination or suspension, notice thereof will be posted at <https://www.go2eventlink.com/rules/>. Entries not complying with all rules are subject to disqualification. Administrator reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. If any provision(s) of these Official Rules is held invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

**GOVERNING LAW/JURISDICTION/DISPUTE RESOLUTION:** Entrants agree that (a) any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the federal, state and local courts for Brown County, Wisconsin (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes but in no event attorneys' fees; and (c) under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to, claim punitive, incidental and consequential damages and any other damages, other than out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, Entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of State of Wisconsin, without giving effect to any choice of law or conflict of law rules (whether of the State of Wisconsin or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than State of Wisconsin.



MasterCard® and the MasterCard® brand mark are registered trademarks of MasterCard® International Incorporated.

The use of any non-Sponsor trademarks, service marks, logos, or other marks in connection with this Sweepstakes or any prize is not meant by Sponsor to imply the endorsement of the respective owner(s) of such marks, or any affiliation of the respective owner(s) of such marks with Sweepstakes advertisements or the Sweepstakes.

**WINNER'S NAME:** The name of the Winner is available after MARCH 1, 2020 and may be obtained by sending a self-addressed stamped envelope to: Winner's name, The Chevy Packers Fan Experience Sweepstakes c/o EventLink LLC, 100 W. 22<sup>nd</sup> Street, Suite 134, Lombard, Illinois 60148, for receipt no later than MAY 31, 2020.

**ENTRANT'S PERSONAL INFORMATION:** By entering the Sweepstakes, you acknowledge that Co-Sponsors and Administrator may use any personal information collected as part of the Sweepstakes entry form in accordance with Co-Sponsors' privacy policy, located at <https://www.gm.com/privacy-statement.html>, and Administrator's Privacy Policy, located at <http://go2eventlink.com/privacy-policy/>.

**CO-SPONSORS:** Green Bay Chevy Dealers Advertising Association, 111 W. Madison Street, Clintonville, WI 54929.  
Southeastern Wisconsin Chevy Dealers Advertising Association, 1181 Wauwatosa Road, Cedarburg, WI 53012.  
Capital Area Chevrolet LMA, Inc., S3801 US N Highway 12, Baraboo, WI 53913.  
Marquette Chevy Dealers Advertising Association, 2653 US Highway 41 W, Marquette, MI 49855.  
Hometown Chevy Dealers, Inc., 12721 Norway Road, Osseo, WI 54758.  
Wisconsin Chevy Dealers, Inc., 5353 Highway 70 W, PO Box 2500, Eagle River WI 54521.

**ADMINISTRATOR:** EventLink LLC, 100 W. 22<sup>nd</sup> Street, Suite 134, Lombard, Illinois 60148.