

# OFFICIAL RULES

## GM GENUINE PARTS AND ACDELCO SOCIAL CONTEST

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.** THE GM GENUINE PARTS AND ACDELCO SOCIAL CONTEST (THE "CONTEST") BEGINS AT 8:00 A.M. CENTRAL STANDARD TIME ("CST") ON JULY 7, 2022, AND ENDS ON NOVEMBER 9, 2022 AT 11:59 P.M. CST (THE "CONTEST PERIOD"). ADMINISTRATOR'S COMPUTER WILL BE THE OFFICIAL TIME-KEEPING DEVICE FOR THE GIVEAWAY.

**ELIGIBILITY:** THE CONTEST IS OPEN ONLY TO THOSE WHO ARE LEGAL RESIDENTS OF ONE OF THE FIFTY (50) UNITED STATES OR DISTRICT OF COLUMBIA WHO, AT THE TIME OF ENTRY, ARE AT LEAST 18 YEARS OF AGE OR HAVE REACHED THE AGE OF MAJORITY IN THEIR STATE OF RESIDENCE, AT THE TIME OF ENTRY ("ENTRANT"). ALL OTHERS ARE INELIGIBLE TO ENTER AND WILL BE DISQUALIFIED. VOID WHERE PROHIBITED OR RESTRICTED. Employees of GM Genuine Parts & ACDelco, General Motors LLC ("Sponsor"), EventLink LLC ("Administrator"), Leo Burnett, Jack Morton Worldwide, and their respective employees, dealerships, dealership employees, directors, elected officials, parents, affiliates, subsidiaries, distributors (other than as defined above), and their advertising and promotion agencies, 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 and Sponsor, which are binding and final on matters relating to this Contest. This Contest is subject to all applicable federal, state and local laws. Receiving a prize is contingent upon fulfilling all requirements set forth herein. Administrator's computer will be the official time-keeping device for the Contest.

**PROMOTIONAL PERIOD:** The Contest begins on July 7, 2022, at 8:00 a.m. Central Standard Time ("CST") ends on November 9, 2022, at 11:59 PM CST (the "Contest Period"). The Contest Period consists of six (6) entry periods (each an "Entry Period"). You must enter by the end date of the applicable entry period drawing in order to be eligible for that drawing.

ENTRY PERIOD & SOCIAL MEDIA PLATFORM	POST REQUEST	SOCIAL MEDIA ENTRY HASHTAGS	ENTRY PERIOD START DATE/TIME	ENTRY PERIOD END DATE/TIME	APPROXIMATE DRAWING DATE
<b>1) Instagram</b>	Comment/Caption	#GMCaptionItContest	7/7/2022 at 8:00 AM CST	7/13/2022 at 11:59 PM CST	7/25/2022
<b>2) Facebook</b>	Share Photo	#GMPictureItContest	8/4/2022 at 8:00 AM CST	8/10/2022 at 11:59 PM CST	8/15/2022
<b>3) Instagram</b>	Comment/Caption	#GMCaptionItContest	8/25/2022 at 8:00 AM CST	8/31/2022 at 11:59 PM CST	9/5/2022
<b>4) Facebook</b>	Share Photo	#GMPictureItContest	9/15/2022 at 8:00 AM CST	9/21/2022 at 11:59 PM CST	9/26/2022
<b>5) Instagram</b>	Comment/Caption	#GMCaptionItContest	10/6/2022 at 8:00 AM CST	10/12/2022 at 11:59 PM CST	10/17/2022
<b>6) Facebook</b>	Share Photo	#GMPictureItContest	11/3/2022 at 8:00 AM CST	11/9/2022 at 11:59 PM CST	11/14/2022

**TO ENTER THE CONTEST:** The only methods of entry are as follows, each with an equal chance of winning:

- A. **ENTRY BY INSTAGRAM:** To enter the Contest via Instagram during the Entry Periods listed above, follow these steps: **1)** comment with the requested response with the required drawing period hashtag (listed in the table above) in the comment field of the GM Genuine Parts & ACDelco Contest post, **2)** like the GM Genuine Parts & ACDelco Contest Instagram post. Once you have completed these steps, you will automatically be entered with one (1) Instagram entry into the Contest. **You must include the required drawing period hashtag in your post in order for your entry to be eligible.** You must have an Instagram account and your account must be set to the "public" setting to enter via this method. If you do not have an Instagram account, you may sign up for a free account at [www.instagram.com](http://www.instagram.com). Posting content to Instagram requires a mobile device. Text and data charges may apply if you are accessing Instagram, from your mobile device to enter this Contest. Check your wireless carrier for mobile phone capabilities and pricing plan details. Note: If you deactivate your Instagram account at any time prior to the selection of winners, as described below, your entry will be void. Multiple entrants are not permitted to share the same Instagram. Non-winning Entries will not roll over into the next Instagram entry period.
- B. **ENTRY BY FACEBOOK:** To enter the Contest via Facebook during the Entry Periods listed above, follow these steps: **1)** post the requested image with the required drawing period hashtag (listed in the table above) in the comment field of the GM Genuine Parts & ACDelco Contest Facebook post, **2)** like the GM Genuine Parts & ACDelco Contest Facebook post. Any photo that you post must meet the requirements set forth below and must otherwise be compliant with all of the provisions of these Official Rules. Once you have completed these steps, you will automatically be entered with one (1) Facebook entry into the Contest. **You must include the required drawing period hashtag in your post in order for your entry to be eligible.** You must have a Facebook account and your account must be set to the "public" setting to enter via this method. If you do not have a Facebook account, you may sign up for a free account at [www.facebook.com](http://www.facebook.com). Text and data charges may apply if you are accessing Facebook from your mobile device to enter this Contest. Check your wireless carrier for mobile phone capabilities and pricing plan details. Note: If you deactivate your Facebook account at any time prior to the selection of winners, as described below, your entry will be void. Multiple entrants are not permitted to share the same Facebook account. Non-winning Entries will not roll over into the next Facebook entry period.

*For both methods of entry, you must ensure your entry contains one of the "contest" hashtags (for example, "GMCaptionItContest," etc.). Your entry is not valid if it does not include a one of the "contest" hashtags.*

**CONTENT GUIDELINES:** In order for a submission to qualify as an Entry, submissions requiring a photograph post must follow the below rules:

- Photo submissions **MUST** contain the following text in the comment field: The required drawing period hashtag (listed in the table above).
- The photo **MUST NOT** copy or otherwise plagiarize from any source or have previously been published commercially or submitted in or won any sweepstakes or contest.
- **MUST NOT** include third parties, including but not limited to minors, celebrities, and friends, who have not expressly authorized entrant to display their image or likeness. If the Entry contains an identifiable person other than the entrant who submitted the Entry, by submitting the Entry, the entrant represents and warrants that he/she has obtained the consent of such person to the use of the Entry as outlined herein.
- **MUST NOT** contain material that violates or infringes any third party's intellectual property, privacy or publicity rights. Without limiting the foregoing, Entry submission must not contain brand names (GM Genuine Parts, ACDelco, Chevrolet, Buick, GMC, Cadillac, Pontiac, Hummer, Oldsmobile, Saturn,

General Motors, Chevrolet Performance, Certified Service) or trademarks other than those owned by a Sponsor, which Entrant has a limited, revocable, license to use to incorporate in his/her Submission.

- MUST NOT include mention or performance of any copyrighted media production including but not limited to books, articles, photographs, artwork, music, etc., or identifying descriptions of any media property.
- MUST NOT contain material which is (or promote activities which are) in Sponsor's sole discretion, hateful, slanderous, libelous, sexually explicit, obscene, pornographic, inappropriate, violent, discriminatory (based on race, sex, religion, natural origin, physical disability, sexual orientation, political affiliation, or age), illegal (e.g., underage drinking, substance abuse), offensive, threatening, profane, or harassing; or contain material that is threatening to any person, place, business, group; or contain words or symbols that are widely considered offensive to individuals of a certain race, ethnicity, religion, sexual orientation or socioeconomic group; or contain images, words or text portraying nudity, acts of violence, or acts that are or appear to be unlawful or dangerous or in violation of, or contrary to the laws or regulations in any state where the entry is created in their application.

By participating in this Contest, Entrant acknowledges and agrees that he or she will clearly and conspicuously disclose that he or she is participating in this Contest in any online social sharing interaction that references the Contest or is used to obtain entries in connection with this Contest. At a minimum, the required drawing period contest hashtags (listed in table above) must be included in all social media communications sent pursuant to the Contest. Sponsor reserves the right in its sole discretion to disqualify any Entrant who does not adequately disclose his or her participation in this Contest while engaging in any online social sharing interaction during the Contest Period.

Entries that do not include any required disclosures or hashtag will not be eligible and will be disqualified. Bulk, automated and/or third-party Entries are prohibited and will be disqualified. Multiple participants are not permitted to share the same email address, Instagram account or Facebook account. Any attempt by any participant to obtain more than the stated number of plays and/or Entries by using multiple and/or different identities, forms, registrations, email addresses, logins, or any fraudulent methods or attempt to circumvent the rules will void that participant's plays and/or Entries, and that participant may be disqualified at Sponsor's discretion.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Instagram or Facebook. Neither Instagram nor Facebook are affiliated with the Sponsor in any way. Any questions, comments or complaints regarding this Sweepstakes must be directed to the Sponsor only, and NOT Instagram or Facebook.

**LIMIT:** THERE IS A LIMIT OF ONE (1) ENTRY PER PERSON, PER DRAWING PERIOD, FOR EACH METHOD OF ENTRY FOR A TOTAL OF SIX (6) ENTRIES FOR THE ENTIRE CONTEST. In the event of a dispute as to any registration, the authorized account holder of the email address associated with the pertinent Instagram/Facebook account will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted 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, email addresses, 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/Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, unreadable, or misdirected registrations, which will be disqualified. Administrator/Sponsor will not accept submissions from wireless domains, blacklist domains, or any email address Administrator/Sponsor 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 Sponsor and/or Administrator and will not be acknowledged or returned.

**SPONSOR'S USE OF SUBMISSIONS:** Posting a Submission constitutes Entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from,

and display such submissions in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, Entrant will sign any documentation that may be required for the Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission.

**WINNER SELECTION:** Administrator will select via a random drawing per the drawing schedule above, one (1) potential Contest Prize Winner from among all eligible entries received during the Entry Period, subject to verification and compliance with these Official Rules, for a total of six (6) potential Winners. Contest Winners will only be able to win (1) prize total during the Contest Period. Contest Winners will not be able to win multiple prizes offered during the Contest Period. Potential winners will be required to agree to the rules herein and may be required to sign and return an Affidavit of Eligibility, Liability Release and, where legally permissible, a publicity release and/or provide other personal or tax information. Potential winners may be required to provide their social security number or tax identification number for tax reporting purposes as Administrator may file an IRS Form 1099 with the Internal Revenue Service for the cash value of Prize. Potential winners will have two (2) business days to provide all such information and to execute and return the Affidavit of Eligibility, Liability Release, and publicity release (if required by Sponsor). If a potential winner cannot be contacted, does not respond to such notification within two (2) business days of attempted notification or any other time period specified, does not meet the stated eligibility requirements, refuses the prize, refuses to accept the terms and conditions of these Official Rules, or is ineligible to accept the prize, or fails to claim the prize as directed, or is otherwise not in compliance with these Official Rules, such potential winner will be disqualified and Sponsor reserves the right to select an alternate winner from the remaining eligible entries. Subject to verification and compliance with these Official Rules the winner of a Prize will be declared an Official Prize "Winner." Unclaimed prizes will not be awarded.

**PRIZE/ODDS:** There will be one (1) Contest Winner per Entry Period for a total of six (6) Contest Winners for the entire Sweepstakes.

- Entry Period 1 (Instagram): Cooler Package (cooler, mug, & bottle) & \$100 eComm Voucher Code
- Entry Period 2 (Facebook): Bonfire (Solo Stove) Package (carry case & stand) & \$100 eComm Voucher Code
- Entry Period 3 (Instagram): Bonfire (Solo Stove) Package (carry case & stand) & \$100 eComm Voucher Code
- Entry Period 4 (Facebook): Apparel (Carhart) Package (duffle, hat, & vest) & \$100 eComm Voucher Code
- Entry Period 5 (Instagram): GMGP/ACDelco Bar Stool and Table & \$100 eComm Voucher Code
- Entry Period 6 (Facebook): Cooler Package (cooler, mug, & bottle) & \$100 eComm Voucher Code

The Approximate Retail Value ("ARV") of Entry Period 1 Prize: \$720.00

The Approximate Retail Value ("ARV") of Entry Period 2 Prize: \$492.00

The Approximate Retail Value ("ARV") of Entry Period 3 Prize: \$492.00

The Approximate Retail Value ("ARV") of Entry Period 4 Prize: \$270.50

The Approximate Retail Value ("ARV") of Entry Period 5 Prize: \$1,095.00

The Approximate Retail Value ("ARV") of Entry Period 6 Prize: \$720.00

The total Approximate Retail Value ("ARV") of all Sweepstakes Prizes is: \$3,789.50.

THE ODDS OF A PARTICULAR ENTRANT WINNING A PRIZE DEPENDS ON THE NUMBER OF ELIGIBLE ENTRIES RECEIVED FOR EACH ENTRY PERIOD.

**GENERAL PRIZE RESTRICTIONS:** All elements of the Prizes are subject to availability. The actual value of the Prize(s) may vary. Any difference between the actual value and ARV will not be awarded. Prizes (including their individual components) may not be transferred or assigned. No cash or other substitution may be made, except by the Sponsor, who reserves 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 Sponsor in their sole discretion. **Winners are fully responsible for any and all applicable federal, state and local taxes (including income and withholding taxes).** The Winners may be required to provide, to Administrator, their Social Security number or tax ID for tax reporting purposes as the Winners 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 Winner, constitutes permission for Sponsor 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 must provide written consent to such use.

Vouchers are subject to, and must be used in compliance with, the terms and conditions set forth on the respective voucher and as set forth by the voucher issuer. Winner must protect the voucher and treat the voucher as they would any other valuable document. Voucher 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. Vouchers are not redeemable for cash or credit. All product and brand images are trademarks or registered trademarks of their respective companies, which are not sponsors or affiliated with this Contest.

**RELEASE:** By participating (a) Entrants release Sponsor, Administrator, GM Genuine Parts & ACDelco, Leo Burnett, Jack Morton Worldwide, 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 Giveaway; 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, CO-SPONSORS 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:** 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 Contest 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 Sponsor, corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, Sponsor 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 Contest and randomly select the winner from valid entries received prior to action taken, or otherwise as may be deemed fair and equitable by the Sponsor in its sole discretion. In the event Sponsors or Administrator is prevented from continuing with this Contest, or the integrity and/or feasibility of the Contest is undermined by any event including, but not limited to, fire, flood, epidemic, pandemic, public health crisis (e.g., COVID-19), earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order or regulation, order of any court or jurisdiction, or by other cause not reasonably within Sponsor's or Administrator's control (each a "Force Majeure" event), Sponsor and/or Administrator shall have the right, in their discretion, to abbreviate, modify, suspend, cancel, or terminate the Contest without further obligation. If Sponsor or Administrator, in their sole discretion, elect to abbreviate the Contest as a result of a Force Majeure event, Sponsor and/or Administrator reserves the right to award prizes from among all the eligible entries received up to the date of such Force Majeure event. Sponsor and/or Administrator also reserve the right, in their sole discretion, to cancel, modify

or suspend the Contest in whole or in part, in the event of fraud, technical or other difficulties or if the integrity of the Contest is compromised, without liability to any entrant. 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 Contest 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 Giveaway 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 San DuPage County, Illinois (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest 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 Contest, shall be governed by, and construed in accordance with, the laws of State of Illinois, without giving effect to any choice of law or conflict of law rules (whether of the State of Illinois or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than State of Illinois.

The use of any non-Sponsor trademarks, service marks, logos, or other marks in connection with this Contest 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 Contest's advertisements or the Contest.

**WINNER'S NAME:** The name of the winners is available after December 9, 2022 and may be obtained by sending a self-addressed stamped envelope to: Winner's Name, GM Genuine Parts And ACDelco Social Contest c/o EventLink LLC, 100 W. 22<sup>nd</sup> Street, Suite 134, Lombard, Illinois 60148, for receipt no later than January 9, 2023.

**ENTRANT'S PERSONAL INFORMATION:** Any personally identifiable information collected during an Entrant's participation in this Promotion will be collected by Administrator in accordance with its privacy policy <http://go2eventlink.com/privacy-policy/> and used by Sponsor, its affiliates, agents and marketers for purposes of the proper administration and fulfillment of the Promotion as described in these Official Rules and in accordance with Sponsor's Privacy Statement located at (<https://www.gm.com/privacy-statement.html>). All personal and identifiable information that is collect during the giveaway will only be used to administer the giveaway. By entering the Promotion, you agree to all of the terms and conditions of the Sponsor's Privacy Statement.

Instagram and Facebook are not registered trademarks of Sponsor. This Promotion is in no way sponsored, endorsed or administered by, or associated with, Instagram or Facebook. You understand that you are providing your information to Sponsor and not to Instagram or Facebook. The information you provide will only be used for verification of your eligibility to participate in the Contest. Any questions, comments or complaints regarding the Sweepstakes are to be directed to Administrator at the address provided, not Instagram or Facebook.

**SPONSOR:** GM Genuine Parts & ACDelco, General Motors LLC, 29755 Louis Chevrolet Road, Warren, MI 48093.

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