

## **Ford Rouge Factory Tour Sweepstakes Official Rules**

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

**1. Eligibility:** Ford Rouge Factory Tour Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States (including D.C.) excluding Florida and New York who are at least eighteen (18) years old at the time of entry. Employees of The Henry Ford, HelloWorld, Inc., and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

**2. Sponsor:** The Henry Ford, 20900 Oakwood Blvd. Dearborn, MI 48124. **Administrator:** HelloWorld, Inc., One ePrize Drive, Pleasant Ridge, MI 48069 U.S.A.

**3. Timing:** The Sweepstakes begins on February 2, 2015 at 12:00 a.m. Eastern Time ("ET") and ends on April 30, 2015 at 11:59 p.m. ET (the "Promotion Period"). Administrator's computer is the official time-keeping device for the Sweepstakes.

**4. How to Enter:** During the Promotion Period, visit [www.thehenryford.org/sweepstakes](http://www.thehenryford.org/sweepstakes) and follow the links and instructions to complete and submit the registration form. Once you submit the form, you will automatically receive one (1) Sweepstakes entry for that day. Limit: You may enter one (1) time per day during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register 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. Potential winner(s) may be required to show proof of being an authorized account holder.

**5. Prize Drawings:** Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winner(s) are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during the Promotion Period, on or around May 1, 2015. The potential Grand Prize winner (parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release, which must be received by Administrator within seven (7) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner cannot be contacted, fails to sign and return the Declaration of Compliance, Liability and Publicity Release (when applicable) or provide any other requested information within the required time period, or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner is disqualified for any reason, Sponsor will award the prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. First and Second Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Sweepstakes.

**6. Prizes:** ONE (1) GRAND PRIZE: A trip for two (2) to Detroit, MI. Prize package includes Two (2) Delta Air Lines Travel Certificates for roundtrip travel in the United States (terms and conditions of vouchers apply); two (2) nights' accommodations at The Dearborn Inn, A Marriott Hotel (single room, double occupancy); breakfast daily at the hotel for two (2); a VIP tour for two (2) of the Ford Rouge Factory; a

tour for two (2) of the Assembly Line with a Ford F-150 expert; two tickets to Ford Rouge Factory; two tickets to the Henry Ford Museum; a Driving America: The Henry Ford Automotive Collection book; a \$1,000 Shell Gas Card (terms and conditions of Gas Card apply); and \$1,000 spending money for meals and transportation. Winner must complete the trip within one (1) year from the drawing date or prize will be forfeited. Trip must be booked at least sixty (60) days prior to departure. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Unless child of winner, travel companion must be eighteen (18) years of age or older as of the date of departure or a sibling/friend of winner with the appropriate parental permissions and releases and must travel on same itinerary and at the same time as the winner. If winner is a minor in his/her state of residence, travel companion must be winner's parent/legal guardian. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if any tour is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. Approximate Retail Value ("ARV"): \$4,602. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value. FIFTY (50) FIRST PRIZES: A Ford F-150 STX Die Cast Truck plus two (2) Ford Rouge Factory Tour tickets (terms and conditions of tickets apply). ARV: \$52. THIRTY (30) SECOND PRIZES: A \$50 Shell Gas Card (terms and conditions of card apply).

For the Grand Prize: Air travel will be awarded in the form of Certificates that may be redeemed for round-trip travel on Delta from the airport served by Delta closest to the winner's home to the specified destination. Certificate seats are limited and may not be available on all flights or in all markets. Certificates are non-transferable, are not redeemable for cash and are void if sold or bartered. The sale or barter of tickets obtained through redemption of Certificates is also prohibited. Any tickets obtained through such sale or barter are void and will not be honored for travel. Tickets may be cancelled or reissued without penalty for a period of 24 hours after reservation is made. After this cancellation/reissue privilege expires, date, time and routing changes are permitted (subject to the availability booking class) however a \$200 fee applies (USD/CAD). Based on availability, passengers holding confirmed reservations and tickets may confirm earlier/later same day flight within 3 hours from scheduled departure time between same origin/destination for a non-refundable fee of \$50 USD/\$61 CAD.

Certificates do not include the September 11th Security Fee of up to \$2.50 which will be imposed on each flight segment in the passenger's ticketed itinerary. A flight segment is defined as a takeoff and a landing. Baggage fees of \$25 for first checked bag, \$35 for second checked bag. Allowances subject to size/weight limits. Taxes and fees are subject to change. Any taxes, fees, or charges paid at the time of ticket issuance will be refunded if ticket is not used. However, once redeemed, Certificates are void and will have no further value. Certificate travel will not qualify for SkyMiles mileage. Stopovers/Upgrades/Waitlisting/Open Returns are not permitted for tickets booked with Certificates. Lost, stolen or otherwise destroyed Certificates will not be replaced. Schedules are subject to change without notice. Additional restrictions may apply. It is the responsibility of the passenger to be in possession of all necessary documentation (e.g., valid passport, visa where applicable) at the time and place of departure. Delta reserves the right to deny boarding to any passengers without proper documentation.

For All Prizes: Each prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Each winner is

responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received during the Promotion Period. Limit: One (1) prize per person. Total ARV of all prizes: \$8,702.

**7. Release:** By receipt of any prize, winner(s) agree(s) to release and hold harmless Sponsor, Administrator, Delta Air Lines, Inc., Marriott International, Inc., and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

**8. Publicity:** Except where prohibited, participation in the Sweepstakes constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

**9. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. Sponsor 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. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**10. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury 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 or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. If the Sweepstakes, or any part of it, is discontinued for any reason, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

**11. Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) 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 (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages 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, or the rights and obligations of the entrant and Sponsor in

connection with the Sweepstakes, 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 (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

**12. Entrant's Personal Information:** Information collected from entrants is subject to the Administrator's Privacy Policy (<http://www.helloworld.com/privacy-policy>) and the Sponsor's Privacy Policy (<http://www.thehenryford.org/privacy.aspx>).

**13. Winner List:** For a winner list, visit <http://bit.ly/1BHhSEw>. The winner list will be posted after winner confirmation is complete.

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