



## OFFICIAL RULES –“KEENELAND ULTIMATE VIP EXPERIENCE GIVEAWAY”

**NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED  
BY LAW.**

**U.S. LAW GOVERNS THIS PROMOTION.**

**BY ENTERING INTO THIS PROMOTION, YOU AGREE TO AND ACCEPT THE  
FOLLOWING OFFICIAL RULES (THE “OFFICIAL RULES”):**

This document sets forth the Official Rules of KEENELAND ULTIMATE VIP EXPERIENCE GIVEAWAY (the “Sweepstakes”). By entering the Sweepstakes as set forth below, you accept and agree to be bound by these Official Rules and the decisions of Keeneland Association, Inc. (“Sponsor”), and Equestricon, LLC (“Host”) which shall be final, binding and conclusive on all matters. Internet access capabilities are required to enter. Void where prohibited or restricted by law.

**TERM.** Registration for the Sweepstakes opens at 12:00 p.m. Eastern Time (ET) on Monday, April 24, 2017, and closes at 5:00 p.m. ET on Friday, May 12, 2017 (the “Sweepstakes Period”). The Sweepstakes is sponsored by the Sponsor, which maintains an office at 4201 Versailles Rd, Lexington, KY 40510, and facilitated by the Host, which maintains an office at 600 Hickory Hill Rd, Chadds Ford, PA 19317. Sponsor, in consultation with Host, will resolve any disputes that arise regarding the rules.

**PRIVACY POLICY:** Host and/or Sponsor will be collecting personal data about participants when they register and enter the Sweepstakes, including, without limitation, a participant’s name, address, email address, and Twitter handle (@\_\_\_\_\_). Any use of your data by Host will comply with the terms of Host’s privacy policy: “Equestricon will not sell your contact information, though it may provide your name and/or e-mail address to its exhibitors, sponsors, and other parties as part of fulfillment of pertinent agreements. If you wish to be removed from this distribution list, please contact [support@equestricon.org](mailto:support@equestricon.org). You may receive regular e-mails from the Host regarding the event and its partners. You may opt-out of these by following the instructions in the email.” Any use of your data by Sponsor will comply with the terms of Sponsor’s privacy policy located at: <http://www.keeneland.com/about/privacy-policy>

**ELIGIBILITY:** To be eligible to participate in the Sweepstakes, you must be at least 21 years of age as of the date of entry and fulfill the entrance requirements set forth in the paragraph titled “Entrance Requirements”. Employees of Sponsor, Host, their respective members, officers,



directors, agents, and representatives, their respective parent, subsidiaries, affiliates, distributors, sales representatives, advertising and promotion agencies, and members of the immediate family or household of each of the foregoing, and those living in the same household of each are not eligible to win. Additional restrictions also apply.

**ENTRANCE REQUIREMENTS:** To enter the Sweepstakes, you must register by use of the form found at [www.equestricon.com/keeneland-VIP](http://www.equestricon.com/keeneland-VIP) before the end of the Sweepstakes Period.

All entries must be received and recorded during the Sweepstakes Period. Host's designated official judging organization's computer is the official time keeping device for this Sweepstakes. **LIMIT ONE (1) ENTRY PER EMAIL ADDRESS FOR THE DURATION OF THE SWEEPSTAKES PERIOD. ADDITIONAL ENTRY METHODS AVAILABLE AS FOLLOWS:**

**TWITTER** - Using the Rafflecopter dropdown menu, you may gain (1) additional entry by following the Equestricon twitter handle @eqconvention or confirming that you already follow the twitter handle, AND you may gain (1) additional entry by tweeting about the giveaway using the form on Rafflecopter. **THESE FUNCTIONS MUST BE PERFORMED WITH A TWITTER ACCOUNT WITH THE SAME E-MAIL ADDRESS AS THE ONE USED TO LOG IN TO RAFFLECOPTER.**

**INSTAGRAM** - Using the Rafflecopter dropdown menu, you may gain (1) additional entry by following the Equestricon instagram account, "equestricon," or confirming that you already follow the instagram handle "equestricon."

By completing any of the above-referenced Instagram-related or Twitter-related tasks, you can gain up to three additional entries to the Sweepstakes (one additional entry for each task). If a person that has already registered for the Sweepstakes via the Website does not have an Instagram account or Twitter account, he/she may create one (must be a valid, public, non-protected account) for free by going to [www.instagram.com](http://www.instagram.com) or [www.twitter.com](http://www.twitter.com) as appropriate; follow the sign up instructions and agree to comply with the appropriate Terms of Use. Follow the bulleted points above for gaining additional Sweepstakes entries. Any such entry that does not include all required information and adhere to the foregoing requirements will be considered void.

By participating in this Sweepstakes, you acknowledge that this Sweepstakes is in any way sponsored, endorsed, or administered by, or associated with, Instagram and/or Twitter and you agree to release Instagram and/or Twitter from any and all liability arising from or related to this Sweepstakes. The information you provide for your initial entry into this Sweepstakes (via the Website) is being provided to Sponsor and not to Instagram and/or Twitter, and will be used in



accordance with our Privacy Policy (see above). Sponsor has no affiliation with Instagram or Twitter and has no responsibility for or control over any matters relating to Instagram or Instagram accounts, or Twitter or Twitter accounts. All activities using Instagram and/or Twitter must comply with their respective terms of use.

All entries become the property of Sponsor and Host. Entries will not be returned or acknowledged. Sponsor and Host are not responsible for lost, late, misdirected, mutilated, incomplete, or illegible entries, or for any computer-related, online, telephonic, or technical malfunctions that may occur. Entries are void if they are in whole or in part illegible, incomplete, damaged, irregular, altered, counterfeit, produced in error, forged, mechanically reproduced, or obtained through fraud or theft. In the event of a dispute regarding the identity of the individual who submitted an entry, the entry will be deemed submitted by the Authorized Account Holder of the email address submitted at the time of entry. "Authorized Account Holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization that is responsible for assigning email addresses for the domain associated with the submitted email address. A selected entrant may be required to provide Sponsor and Host with proof that he/she is the Authorized Account Holder of the email address associated with the selected entry.

**PRIZE AND APPROXIMATE RETAIL VALUE:** One (1) winner will be chosen for the single Sweepstakes prize. The prize winner will receive a package for up to two (2) people that will include: accommodations for one (1) hotel room for (2) guests for (2) nights in the Lexington, Kentucky area (said hotel to be selected by Sponsor); Outdoor Box on Fall Stars Saturday, October 7, 2017 of the Keeneland Fall Meeting; a private, behind-the-scenes tour of Keeneland racetrack; travel voucher in the form of a prepaid Visa Gift Card (\$500); a betting voucher (\$500); a Keeneland Gift Shop Swag Bag (\$250); an opportunity to watch a race from the winner's circle, take a photo in the winner's circle, and meet jockeys competing that day. The approximate retail value ("ARV") of the prize package is \$2,500. Winner and guest are subject to the Clubhouse Dress Code: Ladies: conventional dress, suit, tailored pantsuits, dress slacks with jacket, skirts with proper blouses or sweaters. Ladies NOT ACCEPTABLE: Mini skirts, shorts, athletic suits/shoes or abbreviated attire. Denim is not permitted. Gentleman: conventional coat, dress shirt, tie and dress shoes. Gentleman NOT ACCEPTABLE: Turtleneck shirt, collarless shirt or sweater, sport or polo shirt. Athletic suits/shoes; T shirts. Denim is not permitted.

**TAXES:** WINNER IS RESPONSIBLE FOR ANY AND ALL TAXES, DELIVERY FEES, AND/OR COSTS RELATED TO THE PROCESSING, MAINTENANCE, SET UP OR RECEIPT OF THE PRIZE BY THE WINNER. Odds of winning depend on the number of eligible entries received. If a winner is a subject to the U.S. tax law (U.S. citizen or U.S. resident), he or she must complete and submit to Sponsor IRS form W-9 prior to receiving the prize.



**SELECTION OF THE SINGLE WINNER:** The potential winner will be determined by random drawing via Rafflecopter of all eligible entries on Friday, May 12, 2017, at 6:30 P.M. ET at the offices of the Host (or another venue selected by Sponsor). The potential winner will be notified on or about May 12, 2017 via the e-mail address provided upon entry. The potential winner will have forty eight (48) hours from the sending of the notification to claim the prize. No prize transfer, assignment, or substitution by winner permitted. Sponsor may substitute the prize or any component thereof for another prize (or component, as the case may be) of equal or greater value. All federal, state, and local taxes, fees, and surcharges on prizes are the sole responsibility of winner and/or the winner's guests. Neither Sponsor nor Host shall be responsible or liable for late, lost, misdirected or unsuccessful efforts to notify potential winner. The potential winner and his or her potential guest will each be required to complete, sign and return to Sponsor documents of Sponsor's choosing including, without limitation, an affidavit of eligibility and liability and publicity release within five (5) days of prize notification. The potential winner's guest must be at least 21 years of age or the potential winner must be the legal guardian of the potential guest if the potential guest is under the age of 21 as of the end date of the Sweepstakes and will be required to complete, sign and return a liability and publicity release within the same time period. If any potential winner declines the prize, fails to claim the prize, is unavailable for prize fulfillment, fails to abide by the Official Rules, or is ineligible, Sponsor may select an alternate winner from all remaining eligible entries. If any prize or prize notification is returned as undeliverable, that prize is forfeited and Sponsor may select an alternate winner from all remaining eligible entries. Any alternate winner selected will also be required to adhere to the terms and conditions described herein. The receipt by the winner of the prize identified above is conditioned under the compliance with these Official Rules and with any and all applicable federal and state laws and regulations. Any violation of these official rules by any winner (at the Sponsor's sole discretion) will result in such winner's disqualification as winner and the sweepstakes and all privileges as winner will be immediately terminated.

**WINNER'S NAME:** Acceptance of the prize constitutes deemed permission for Sponsor and Host to make public and otherwise use winner's name, voice, picture, likeness, opinions, biographical information, city and state of residence, and submitted work without further compensation in any media now known or hereafter developed for promotional and/or publicity purposes, unless expressly prohibited by law. The winner also agrees to participate in and cooperate with any promotional activity and/or publicity relating to the Contest, as Sponsor or Host may reasonably request from time to time.

**LIMITATION OF LIABILITY:** By participating, the winner (on behalf of the winner and the winner's guest) releases Sponsor, Equestricon™, and their respective affiliates, parent, and subsidiary companies; their respective employees, agents, and officers; and their respective advertising and promotion agencies, as well as all others associated with the development and



execution of this Sweepstakes, from and against any and all liability with respect to or in any way arising from the Sweepstakes and the awarding and use of the prize. IN NO EVENT WILL SPONSOR OR EQUESTRICON™, THEIR RESPECTIVE LICENSEES AND/OR THEIR RESPECTIVE PARENTS, AFFILIATES, SUBSIDIARIES AND/OR RELATED COMPANIES, THEIR RESPECTIVE ADVERTISING OR PROMOTION AGENCIES OR THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS, BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL OR PUNITIVE DAMAGES ARISING OUT OF THE SWEEPSTAKES, ACCESS TO, PROVISION OF OR USE OF THE PRIZE. EVERYTHING PROVIDED BY SPONSOR OR EQUESTRICON™ IS PROVIDED ON AN “AS IS” BASIS WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TIMELINESS, ACCURACY OR NON-INFRINGEMENT. Neither Sponsor nor Equestricon™ shall be responsible for any incorrect or inaccurate registration information, human error, technical malfunction, failures, omissions, interruptions, deletions, or defects of any electronic or telephone network, computer online system, computer equipment, servers, access providers, or software, including any injury or damage to participants’ or any other persons’ computers or telephones relating to or resulting from participation in this Sweepstakes; inability to successfully transmit your entry; theft, tampering, destruction, or unauthorized access to, or alteration of entries; entry submissions that are processed late or incorrectly or are incomplete, garbled, or lost due to computer or electronic malfunction or traffic congestion on the telephone network, Internet or any website. Proof of entering information and submission is not considered proof of delivery or receipt. The submission of entries within the allotted time shall be the sole responsibility of the registrant. Neither Sponsor nor Equestricon™ is responsible for lost, unopenable, misdirected, or late entries, failure to deliver or delays in delivery. All entries become the sole property of the Sponsor and will not be returned or acknowledged. If you are acting within the scope of your employment, as an employee, contractor, or agent of another party, you warrant that such party has full knowledge of your actions and has consented thereto. You further represent and warrant that your actions do not violate your employer’s or company’s policies and procedures.

**DISPUTES:** As a condition of participating in the Sweepstakes, you agree that any and all disputes which cannot be resolved between you and Sponsor and/or Equestricon™, and causes of action arising out of or in connection with the Sweepstakes, shall be resolved individually, without resort to any form of class action. Such disputes shall be resolved before a state or federal court located in the State of New York which court shall apply the laws of the State of New York without regard for principles of conflicts of law. Your registration for the Sweepstakes signifies your consent to the exclusive jurisdiction of the state and federal courts located in the State of New York. Further, in any such dispute, under no circumstances will you be permitted to obtain awards for,



and you hereby waive all rights to claim punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than your actual out-of-pocket expenses (i.e. costs associated with entering the Sweepstakes), and you further waive all rights to have damages multiplied or increased. In addition, in connection with any such dispute you waive your right to a jury trial.

#### **MISCELLANEOUS:**

(a) Sponsor reserves the right at its sole and absolute discretion (i) to cancel, terminate, modify or suspend the Sweepstakes; and/or (ii) Sponsor reserves the right, in its sole and absolute discretion, to disqualify any individual it finds, in its sole and absolute discretion, to be tampering with the entry process or the operation of the Sweepstakes or web site. Sponsor may prohibit an entrant from participating in the Sweepstakes or winning the prize if, in its sole and absolute discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception, or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass any other entrants, Sponsor or users of the Sponsor service. Any attempt by an entrant 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, Sponsor reserves the right to seek damages from any such entrant to the fullest extent of the law.

(b) Nothing contained in these Official Rules or on the Sponsor website shall be construed to place the entrant and Sponsor or any other person or entity in the relationship of partners or joint venturers.

(c) No waiver, modification or cancellation of any term or condition of these Official Rules shall be effective unless expressly stated in a writing executed by Sponsor.

**WINNER LISTING:** To receive the name of the winning entrant, send a self-addressed, stamped envelope to "Keeneland VIP Giveaway" to 600 Hickory Hill Road, Chadds Ford, PA 19317 and a notification identifying the winner will be sent to you.