



ROAD AMERICA'S VINTAGE MOTO FEST #FANOFTHETHEWEEK PHOTO CONTEST
("CONTEST")

OFFICIAL CONTEST RULES

NO PURCHASE NECESSARY TO ENTER OR WIN.

SPONSOR: Road America's #FanoftheWeek Contest ("Contest") is sponsored by Elkhart Lake's Road America Inc., PO Box 338, Elkhart Lake, WI 53020 ("Sponsor").

CONTEST PERIOD: The Contest will begin at 8:00 a.m. Central Daylight Time (CDT) on Monday, April 24, 2017 and will end at 8:00 p.m. CDT on Monday, June 1, 2017 at 11:59 p.m. (Central Daylight Time)

AGREEMENT TO THE OFFICIAL RULES: By participating in the Contest, all entrants fully and unconditionally agree to and accept these Official Rules and the Sponsor's decisions, which are final and binding in all matters related to the Contest. Winning the prizes (described below) is contingent upon fulfilling all requirements set forth herein.

ELIGIBILITY. Legal residents of the 50 United States, and the District of Columbia, who are 18 years of age (or the age of majority in their place of residence, whichever is older) or older are eligible to enter, except employees of Sponsor, and any other organizations affiliated with the sponsorship, fulfillment, administration, prize support, advertisement or promotion and/or their respective agents, affiliates, subsidiaries, and members of their immediate families or persons residing at the same address.

ENTRY. During the Contest Period, participants may enter through:

1. Instagram - use the Instagram application on your mobile device and upload an original photograph of you and your motorcycle to your Instagram account. In order for your entry to be validated, your Instagram profile settings must be public.

Contest photo entries must be hashtagged with #RAVintageMotofest,

#FanoftheWeek, & #entry to be entered.

Incomplete or inaccurate online entries are void. By successfully transmitting a completed photograph as directed, you will be entered in the Contest. Contest may only be entered online through #RAVintageMotofest, #FanoftheWeek, & #entry. No other method of entry will be accepted. Limit one entry per person per week regardless of method of entry. Subsequent attempts made by the same individual to submit multiple entries by using multiple accounts or otherwise may be disqualified. Entries in excess of the stated limit will be void.

The Contest computer, as determined by Sponsor in its sole discretion, is the official time keeping device for the Contest. Entries become the property of Sponsor and will not be acknowledged or returned.

Entries (i) must be the original and sole creation of the submitting entrant, and all right, title and interest including but not limited to the copyright in any Entry, must be owned solely by the submitting entrant; (ii) may not have been submitted in any other competition, (iii) may not have been published; (iv) may not infringe upon any third party's rights, including but not limited to, copyright, patent or trademark, or rights of privacy or publicity, or contain material that is or may be considered defamatory, slanderous or libelous, or portray or depict any person, product or entity in a false light; (v) may not violate any law, rule or regulation; (vi) may not contain any virus, bugs, or other deleterious material; and (vii) may not contain inappropriate content, for example but not limited to, profanity, defamatory statements, words or symbols widely considered offensive to individuals of any certain race, ethnicity, religious, sexual orientation or socioeconomic groups, threats to any person, place, business, or group. Each entrant warrants and represents that his/her Entry complies with all of those conditions. Any non-complying Entry will subject the entrant to disqualification in Sponsor's sole discretion.

ODDS. Odds of winning depend on the total number of eligible Entries received during the Contest Period. As this is a contest of skill, winning is dependent upon the quality of entries received and the skill of the individual entrants. When you enter the Contest online, you can also opt-in to receive promotional offers and emails from Sponsor. You can opt-out of receiving such offers and emails at any time and opting-in does not impact your chances of winning.

WINNER SELECTION. At the end of each of the Contest Periods, a panel of contest judges will judge eligible entries on the basis of the following equally weighed criteria:
Originality, Consistency with Sponsor's Brand / Event Image, Quality of Photograph

Any use of agencies, robotic, repetitive, automatic, programmed or similar entries methods or agents will void all entries by that person; **WARNING: ANY PARTICIPANT THAT UTILIZES OR CREATES MULTIPLE ACCOUNTS TO BOOST THE NUMBER OF ENTRIES FOR THEIR OWN ENTRY WILL BE DISQUALIFIED EVEN IF AN ANNOUNCEMENT OF THE ENTRY WINNING HAS BEEN PUBLISHED.** You may not entice visitors to share your entry by offering any type of consideration, gift, award, or inducement, including merchandise, cash, online currency, discounts, trading or anything deemed to have value in exchange for entering. Sponsor reserves the right to eliminate or disregard any or all entries cast by visitors in excess of stated limits or otherwise not in accordance with the Official Rules, including any instructions.

At the end of the Contest Period, Sponsor will compile all entries, and the entry with the most valid likes will be declared a potential Round winner. The potential winners will be notified via Instagram approximately the Monday after the initial voting. In the event of a tie, the panel of judges will rejudge the tied entries using the criteria set forth above for the Finalist determination. Being named a potential winner is subject to validation and verification of eligibility and compliance with all terms and conditions set forth in these Official Rules. Potential winners must respond to Sponsor with the information requested in the winner notification within the time frame specified by Sponsor in order to receive a prize. Failure to respond will result in disqualification and the entrant with the next highest score will be the potential winner. Upon verification of the potential winner and receipt of all required documentation, the potential winner will be declared the Round winner.

PRIZES:

- One pair of tickets to the Vintage MotoFest Weekend will be presented to the Round winner per week. Prizes will be awarded until the first day of the event week.

All federal, state and local taxes and all other costs and expenses associated with the acceptance and use of a prize not specifically set forth herein as being provided is the responsibility of the winner.

LIMITATIONS ON PRIZES. Limit one (1) prize per person. Sponsor reserves the right to substitute a prize (or portions thereof) of equal or greater value if prize (or portions thereof) cannot be awarded as described. Sponsor will determine all elements of prize in its sole discretion. The prize may not be assigned, transferred, changed or redeemed for cash, except at the sole discretion of Sponsor.

THE PRIZE IS AWARDED "AS IS" WITH NO WARRANTY OR GUARANTEE EXPRESS OR IMPLIED. SPONSOR DISCLAIMS ALL AND ANY LIABILITY FOR THE ACTUAL PROVISION, QUALITY OR NATURE OF ANY THIRD PARTY PRODUCT OR SERVICE ACCEPTED BY THE WINNERS.

The awarding of any prize is contingent upon full compliance with these Official Rules. Entrants agree to be bound by Official Rules. Entrants understand that neither Sponsor nor the prize provider, nor any of their respective parents, affiliates, subsidiaries, or agencies or their respective directors, officers, employees, or agents shall be liable for injuries, losses or damages of any kind arising from participation in this Contest and acceptance, possession and use of prize. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the contest or in the announcement of the prizes. Decisions of Sponsor are final and binding in all respects.

PRIVACY. You are providing your information to Sponsor. Information collected from online entrants is subject to Sponsor's privacy policy.

DISPUTE RESOLUTION. Except where prohibited by applicable law, by participating Contest entrants agree that:

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of participant(s) and Sponsor and its agents shall be governed by and construed exclusively in accordance with the laws of the State of Wisconsin, USA without giving effect to any principles of conflicts of law of any jurisdiction. Entrant agrees that any action at law or in equity arising out of or relating to this Contest, or awarding of the prizes, shall be filed only in the state or federal courts located in Wisconsin and entrant hereby consents and submits to the personal jurisdiction of such courts for the purposes of litigating any such action. Except where prohibited, by participating in this Contest, each entrant agrees that: (a) any and all disputes, claims, and causes of action arising out of or connected with this Contest, or awarding of the prizes, shall be resolved individually, without resort to any form of class action; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating in this Contest but in no event attorneys' fees; and (c) under no circumstances will any participant be permitted to obtain awards for and hereby waives all rights to claim 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. Some jurisdictions do not allow the limitations or exclusion of liability for incidental or consequential damages, so the above may not apply to you.

OTHER. Sponsor assumes no responsibility for entries it is unable to process due to network, hardware or other technical failures, or any other reason, or incomplete, inaccessible, damaged, misdirected, illegible, stolen or lost entries. Sponsor reserves the right, in its sole discretion to disqualify any person suspected of tampering with the entry process, the operation of the web site or otherwise, in violation of the rules. CAUTION: Any attempt by an entrant or any other individual to deliberately damage any web site or undermine the legitimate operation of the Contest 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 individual to the fullest extent permitted by law.

Sponsor reserves the right to disqualify any non-conforming entries. Sponsor further reserves the right, in its sole discretion, to cancel, terminate or modify this promotion if not capable of completion as planned, including infection by computer virus, technical corruption, non-authorized human intervention or force majeure. In the event of cancellation, Sponsor reserves the right to select winners from among all eligible entries received prior to date of cancellation. The use of automated entry systems or any other conduct that impedes the integrity of the Contest is prohibited. In the event of a dispute regarding online entry, entry will be deemed made by the authorized account holder of an established e-mail account associated with the 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 (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted email address.

The Contest is in no way sponsored, endorsed or administered by, or associated with, Instagram. Entrants agree to release, indemnify, and hold harmless Instagram and its respective directors, officers, employees, and other representatives from any and all claims, losses or liabilities of any kind arising from or relating to the administration or operation of the Contest.

GENERAL. Except where prohibited by law: (i) entry constitutes permission and a license to use entrant's submission on any and all media now known or hereafter created, including but not limited to Sponsor's web sites including Sponsor's third party social media web sites (e.g., Facebook, Twitter, Instagram, etc.); and (ii) entry constitutes permission to use each winner's name, hometown, voice, likeness, photograph and any statements regarding this Contest for editorial, public relations, promotional and advertising purposes on behalf of Sponsor without compensation. If winner notification is returned as undeliverable, the entry with the next highest score may become an alternate winner. By participating and winning a prize, winners release Sponsor, and their parents, affiliates, subsidiaries and agencies and their respective directors, officers, employees and agents from any and all liability with respect to the prize won and participation in the Contest, subject to all federal, state, provincial and local laws and regulations. Void where prohibited. Taxes on prizes are sole responsibility of winners.

WINNER'S LIST. For winner's name, available each Monday please check the Road America website under the event information page for Rockerbox.