

**METRO DETROIT CHEVROLET DEALERS  
LOCAL MARKETING ASSOCIATION**

**PROMOTION:** #Shareyourchevy Giveaway

**DATES:** Entries will be accepted from June 1, 2017 – December 31, 2017.

**HOW TO ENTER:** No purchase necessary to register. You must be at least 18 years old to enter, a Michigan resident and able to provide valid photo identification upon winning. Register by posting a photo of you and a Chevrolet vehicle on one of the following accepted social media platforms using the hashtag #Shareyourchevy – Accepted social media platforms are: Facebook, Instagram, Twitter

**WINNER SELECTION:** Winner will be selected by random drawing of all entries. Winner will be notified by the social media outlet on which they entered. Winner has 48 hours from notification to respond or will forfeit prize. Entrant need not be present to win.

**PRIZES:** **Grand Prize:** \$500 to apply towards the purchase of Accessories from a Metro Detroit Chevy Dealership.

<b>CONTEST RULES</b>
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**1. Eligibility and Limitations.** Entrants and winner(s) must be at least 18-years old, and a Michigan resident. Void outside Michigan and where prohibited. Previous winners, employees of the members of the Association, its advertising agencies, and members of the immediate family of any such persons are not eligible to participate and win. The term "immediate family" includes spouses, siblings, parents, children, grandparents, and grandchildren, whether as "in-laws," or by current or past marriage(s), remarriage(s), adoption, cohabitation or other family extension, and any other persons residing at the same household whether or not related. Each entrant must show proper identification.

No purchase is necessary to be eligible to win. Purchase of any product or service from a Metro Detroit Chevrolet Dealer will not increase your chance to win. Limit one (1) entry per person, regardless of social media platform of entry. Multiple entries received from one person after the first entry received will be void.

**2. Publicity and Marketing.** By participating, all entrants and the winner grant the Association exclusive permission to use their names, location, characters, photographs, voices, and likenesses in connection with promotion of this and other contests and waive any claims to royalty, right, or remuneration for such use. You also grant permission to the Association to contact you from time to time, for market research

purposes or to provide promotional messages (in the form of mail or email) about services and specials offered by the Association or its member dealerships.

3. **Winner Selection.** Winner will be selected (via a random drawing) by a representative of the Association on or around the week of January 1<sup>st</sup>, 2018. Winner will be notified by the social media outlet on which they posted their photo. Winner has 48 hours from notification to respond to the Association's notification through the same social channel he/she was notified by or by email, call or text. If for any reason the winner does not respond to this notification within 48 hours, he/she automatically forfeits the prize and the prize will be awarded to an alternate random winner.
4. **Odds of Winning.** Odds of winning are based on the number of entries received. Only photos of Chevrolet vehicles with the hashtag #Shareyourchevy will be accepted.
5. **Prize Release.** By participating, each entrant and winner waives any and all claims of liability against the Association, its members and agents, for any loss, which may occur from the conduct of, or participation in, the contest, or from the use of any prize.
6. **No Substitution.** The prize cannot be substituted for any other items by the winner. The winner cannot assign or transfer the prize.
7. **Errors.** This contest is subject to all applicable federal and Michigan laws and regulations. The Association is not responsible for typographical or other errors in the printing, offering or administration of the contest or in the announcement of the prize.
8. **Participation Release.** By entering, each entrant represents they are eligible and agree to be bound by these rules and the decisions of the Association in all matters including, without limitation, eligibility of contestants. Each entrant and winner releases the Association, its directors, officers, advertising representatives and agents from any and all liability for any injuries, losses or damages of any kind resulting from entrants entry into this contest or from acceptance, possession or use of the prize and waives any such claims. If for any reason the potential winner is ineligible, unable or unwilling to take possession of the prize, then the potential winner will be disqualified and forfeit the prize and an alternate winner will be selected by the LMA in its' sole discretion at random from among all remaining entries. In such event, the disqualified potential Grand Prize Winner will not be awarded any prize.
9. **Written Copies.** These rules are available online at [chevydetroit.com/shareyourchevy](http://chevydetroit.com/shareyourchevy) or during normal business hours at the business offices of Strive Creative at 23510 Woodward, Ferndale, MI 48220, and by mail upon written request with a stamped self-addressed return envelope.
10. **Disqualification.** The Metro Detroit Chevrolet Dealers LMA reserves the right to disqualify any entrant or winner and may refuse to award any prize to a person who is

ineligible or has violated any rule, gained unfair advantage in participating in the contest, or obtained winner status using fraudulent means. The Metro Detroit Chevrolet Dealers LMA will resolve any disputes, conflicting claims or ambiguities concerning the rules and its decision concerning such disputes shall be final. Failure to explicitly conform to all terms and conditions outlined herein will result in a claim denial.

- 11. Location of Prizes.** Winner of prize must take possession of their prize at the Metro Detroit Chevy Dealership of their choice.
- 12. Delivery Disclaimer.** The Association is not responsible for late, lost, incomplete, stolen inaccurate, misdirected, delayed, undelivered or garbled entries or other errors of any kind whether human, printing, typographical, mechanical, telephonic, electronic or network relating to the Contest including, but not limited to the processing of entries and the awarding of the Prize(s).
- 13. Compliance with Law.** The conduct of this contest is governed by the applicable laws of Michigan and the United States, which take precedence over any rule. Anything to the contrary notwithstanding, the Association shall follow the applicable laws for conducting contests.