

**METRO DETROIT CHEVROLET DEALERS
LOCAL MARKETING ASSOCIATION**

PROMOTION: Silverado Touchdown Toss

DATES: Entries will be accepted from Saturday, September 5, 2026 – Saturday, November 14, 2026.

HOW TO PARTICIPATE: 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 participating. Enter to participate at each Lawrence Technological University (LTU) home football game at a TBD location.

PARTICIPANT SELECTION, LOGISTICS, & FOOTBALL TOSS RULES: Each contestant will be selected by random drawing of all entries submitted for each home football game. Contestants must be present in order to participate. There will be one randomly chosen contestant per Lawrence Technological University (“LTU”) home football game. Contestants will be chosen by a representative of LTU or the Association and will be contacted via phone or text at each home football game after the first quarter. Each contestant must throw a standard NCAA football of regulation size and weight into a box sitting in the endzone from a distance of 20 yards. Each contestant will be allowed a maximum of three (3) throw attempts. No practice or warm-up throws may be made under any circumstances. The football must enter the box on the fly and come to rest inside of the box to be considered a winning attempt. The ball may not bounce into or out of the box. A thrown ball that bounces, deflects, or otherwise comes into contact with any object, person, or surface prior to entering the box is automatically disqualified. A thrown ball that makes initial contact with the inside surface of the box and subsequently bounces out of the box is not eligible to be considered a winning throw. Once the ball makes contact with any object, person, or surface, the ball will not constitute a winning throw under any circumstances. No aid of any kind may be given to the contestant participating in these events. Nothing may be done to the football, box, contestant’s clothing or playing surface that would enhance the contestants’ chances of successfully completing the throws. Once selected as a contestant, he or she may not re-select anyone else to throw for him or her.

GRAND PRIZE: \$100.00 if the contestant successfully makes one (1) of the three (3) throws; \$300 if the contestant successfully makes two (2) of the three (3) throws; \$500 if the contestant successfully makes all three (3) throws. If the throw does not land in and stay in the box, the contestant will receive LTU merchandise just for participating.

GENERAL CONTEST RULES

1. **Eligibility and Limitations.** Entrants and winners 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. Multiple entries received from one person after the first entry received will be void.

2. **Publicity and Marketing.** By participating, all entrants, participants, and winners grant the Metro Detroit Chevrolet Dealers Local Marketing Association ("Association") exclusive permission to use their names, images, location, characters, photographs, voices, and likenesses for promotional purposes including but not limited to social media, digital marketing and electronic newsletters, and 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. **Odds of Winning.** Odds of winning are based on the number of entries received.
4. **Prize Release.** By participating, each entrant, participant, and winner waives and releases any and all claims of liability against LTU and 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.
5. **Taxes.** Since this prize is under \$600, taxes are not applicable.
6. **No Substitution.** The prize cannot be substituted for any other items by the winner. The winner cannot assign or transfer the prize.
7. **Applicable Laws.** This contest is subject to all applicable 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, participant, and winner releases both LTU, and 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 a potential contestant and winner is ineligible, unable or unwilling to take possession of the prize, then the potential contestant/winner will be disqualified and forfeit the prize and an alternate contestant will be selected by the Association in its' sole discretion at random from among all remaining entries. In such event, the disqualified potential contestant/winner will not be awarded any prize.
9. **Written Copies.** These rules are available online at chevydetroit.com/ltu or by emailing info@chevydetroit.com.
10. **Disqualification.** The Association reserves the right to disqualify any entrant, contestant, 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 ASSOCIATION 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. **Prize and Location.** Each winner will take possession of his or her prize at the LTU football game that they participated in. Each winner is required to be photographed for marketing purposes with an oversize prop at the game.
12. **Delivery Disclaimer.** The Association disclaims all liability for any delays, misdelivery, loss, or failure in the delivery of any items sent by mail, email, courier, express, electronic transmission, or other delivery method.
13. **Compliance with Law.** The conduct of this contest is governed by the applicable laws of the state of Michigan and the United States of America, which take precedence over any rule to the contrary herein. The Association shall follow the applicable laws for conducting contests.