

2023 Ariat Guitar Giveaway

Official Rules

NO PURCHASE NECESSARY.

A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. VALID E-MAIL ADDRESS AND INTERNET ACCESS REQUIRED.

The 2023 Ariat Guitar Giveaway (“Sweepstakes” or “Promotion”) is offered only in the 50 United States, District of Columbia, Puerto Rico and Canada (excluding Québec) (“Territory”) and is open only to legal residents of such jurisdictions who are at least 21, as of date of entry: if you do NOT reside in Territory or are otherwise ineligible, do NOT attempt to enter the Sweepstakes.

Employees, officers and directors and their immediate family members (parents, children, siblings, spouse) wherever they may live and others living in their same household (whether related or not) of **Sponsor Las Vegas Events (“LVE”)** or Ariat International, Inc. and subsidiaries, affiliates, suppliers, and their advertising, promotion or production agencies are not eligible to enter the Sweepstakes or win the prize. Void outside Territory and where prohibited by law. Void in Québec.

By participating, entrants accept and agree to abide by and be bound by these Official Rules and the decisions of Sponsor, which are final and binding in all respects and not subject to appeal.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Facebook or any social media entities involved in the sweepstakes.

1. **Sweepstakes Schedule.** Sweepstakes begins on Monday, October 9, 2023 at 12:01 a.m. Pacific Time (PT) and ends on Monday, December 4 at 11:59 p.m. PT.

To Enter. Access the 2023 Ariat Guitar Giveaway Sweepstakes at [NFRexperience.com](https://www.nfrexperience.com). Follow all of the instructions to enter. Provide all requested information on the entry form including your name, complete residential address, e-mail address as well as a phone number where you may be reached on December 5 between 11:30 a.m. PT and 2:30 p.m. PT (if you are selected as the winner).

You may be asked whether you want to receive e-mail news/updates from the Official NFR Experience. But, agreeing to receive such e-mail news/updates is optional and is NOT required to participate or win the prize in the Sweepstakes; nor will your agreement (or failure to agree) to receive such e-mail news/updates in any way affect your participation or ability to win the prize in the Sweepstakes. All entries must be received by Monday, December 4 at 11:59 p.m. PT.

Entry Restrictions. Receipt of entries will be acknowledged, but such acknowledgment does not constitute any representation by Sponsor of Sweepstakes eligibility. Proof of transmission does not constitute proof of entry. **LIMIT ONE (1) ENTRY PER PERSON. (An e-mail address may only be used by one (1) person to enter Sweepstakes). For the avoidance of doubt, you may enter via [NFRexperience.com](https://www.nfrexperience.com).** Any person who attempts to participate with multiple e-mail and/or street addresses, under multiple identities or uses any device or artifice to enter multiple times will be disqualified. Entries must be manually key-stroked. Entries generated by script, macro, robotic, programmed or like means are prohibited and will be disqualified. In the event of a dispute over the identity of an entrant, entry will be deemed submitted by the Authorized Account Holder of the e-mail account from which the entry is submitted as of date of entry. Authorized Account Holder means the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

2. **Winner Determination.** On Tuesday, December 5, 2023, the winner will be selected in a random drawing from among all eligible entries received. The drawing will be conducted by LVE at its offices located at 770 E. Warm Springs Road, Suite 160, Las Vegas NV, 89119 USA. By participating, entrants accept and agree to abide by and be bound by these Official Rules and the decisions of Sponsor, which are final and binding in all respects and not subject to appeal. The individual initially selected as the potential winner will be notified by telephone at indicated telephone number between 11:30 a.m. PT and 2:30 p.m. PT on December 5, 2023 and will receive documents by private courier/mail delivery (see Rule 5 below). If selected in the random drawing, in order to be deemed the potential winner, a Canadian resident must correctly answer a timed mathematical skill testing question, without assistance of any kind.

3. **Prize/Odds of Winning/Approximate Retail Value (“ARV”).**

A. Winner (1) will receive:

One (1) guitar signed by all National Anthem and Opening Acts performing at the 2023 Wrangler National Finals Rodeo in Las Vegas – (MSRP - \$700).

Two (2) tickets to opening night of the 2024 Wrangler National Finals Rodeo in Las Vegas (MSRP - \$250).

Actual/appraised value may differ at time of prize award. No cash or other prize substitution permitted except at Sponsor's 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. Sponsor is not responsible for complaints or issues regarding the prize. Sponsor makes no representation or warranty concerning the appearance, safety or performance of any prizes awarded. The prizes are nontransferable. Any and all prize related expenses, including without limitation any and all federal, state, and/or local taxes shall be the sole responsibility of the winner. Winners are responsible for all taxes and fees associated with prize receipt and/or use. In the event any prize is valued at over \$600, then an IRS form 1099 will be issued to the winner.

4. **PRIZE CONDITIONS/RESTRICTIONS.**

The **2023 Ariat Guitar Giveaway** is open to all applicants 21 years of age or older by **date of entry**.

The Winning Prize is not transferable; prize is not exchangeable/redeemable in any other manner. No prize substitution except by Sponsor in its sole discretion for prize/prize component of comparable value in the event of unavailability of prize/prize component for any reason.

Odds of winning depend on the total number of eligible entries received.

5. **Conditions of Participation.** Potential Winners will be required to complete, execute and return an affidavit of eligibility, a liability release and a publicity release (where legal) within two (2) days of prize notification. A fax or electronic copy of documents shall have the same force and effect as the original, executed versions of same. In the event of non-compliance with these requirements or if prize notification for any reason is returned as undeliverable or winner cannot be contacted for any reason, prize will be forfeited and an alternate winner selected from among all remaining eligible entries received (time permitting). By accepting prize, except where prohibited by law, winner agrees to the use of his/her name, address (city, state/province), likeness, voice, photograph and/or other indicia of persona for advertising/publicity/trade purposes by Sponsor and its designees without further compensation or notice. **By participating, you indemnify, release and agree to hold harmless Sponsor, Ariat International, Inc. and their affiliates and subsidiaries, promotion marketing/advertising agencies, and the directors, officers, agents, representatives, shareholders, employees, successors and assigns of any of the above organizations from any and all liability arising from participating in the Sweepstakes, any Sweepstakes-related activity and/or acceptance, receipt, possession or use/misuse of prize.** Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds to be tampering (or attempting to tamper) with the entry process or the operation of the Sweepstakes or any web site; to be acting in violation of the Official Rules or to be acting in a disruptive manner, or with

intent to annoy, abuse, threaten or harass any other person. The preceding in no way precludes Sponsor from taking additional measures as permitted by law so as to protect its rights.

6. Limitations of Liability: Sponsor's computer is the official clock for purposes of the Sweepstakes. Neither Sponsor nor Ariat International, Inc. and its agencies assume any responsibility for (a) any incomplete, incorrect or inaccurate information, whether caused by web site users, tampering, hacking or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error; (b) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, any web site and/or entries; and (c) any problems or technical malfunctions of any telephone network or lines, computer on-line-systems, servers or providers, computer equipment, software, programming or failure of e-mail on account of technical problems or traffic congestion on the Internet or at any web site or any combination thereof, or for injury or damage to entrant's or any other person's computer (or any information/materials stored therein) related to or resulting from downloading materials from any web site or participating in the Sweepstakes. Sponsor and its agencies are also not responsible for late, lost, illegible/garbled, corrupted, inaccessible, jumbled, incomplete, damaged or misdirected entries regardless of cause, all of which are void. Sponsor's failure to enforce any provision of these Official Rules shall not constitute a waiver of such provision. Should a court of competent jurisdiction find any provision of these Official Rules to be invalid, illegal or unenforceable, such determination will not affect the validity, legality or enforceability of the balance of these Official Rules and the invalid/illegal/unenforceable provision will be replaced with a substitute provision that is valid, legal and enforceable and most closely mirrors the original intention of Sponsor.

7. Force Majeure. If, for any reason, the Sweepstakes (or any part thereof) is not capable of running as planned by reason of infection by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical failures, fire, flood, storm or other natural cataclysm, riot, strike, civil commotion, governmental regulation or any other causes beyond the control of Sponsor which, in the sole opinion of Sponsor, corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes (or any part thereof), Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes and conduct the Sweepstakes and select the prize winner in a manner which is fair, equitable and in accordance with these Official Rules, as determined by Sponsor in its sole discretion.

8. Winner's List: For the name of winner (available after December 4, 2023; requests must be received by December 18, 2023), send a self-addressed, stamped envelope to: 2023 Ariat Guitar Giveaway, c/o LVE, 770 E Warm Springs Road Suite 160, Las Vegas NV, 89119 USA. Residents of Canada only may omit return postage. This Sweepstakes may not be published elsewhere without written permission of Sponsor, which may be withheld or granted in its sole discretion.

9. Privacy: Online entrants are subject to all notices posted online including but not limited to the Sponsor's Privacy Policy located at <https://www.nfrexperience.com/media/pdf/lve23-2023-lve-privacy-policy.pdf>.

10. Trademark: Ariat® is a registered trademark of Ariat International, Inc.