



**OFFICIAL RULES OF  
THE CALGARY STAMPEDE  
"InstaStampede" CONTEST**

The Calgary Stampede "InstaStampede" contest (the "**Contest**") is provided by Calgary Exhibition & Stampede Limited ("**CE&S**").

**ELIGIBILITY:**

The contest is open only to: legal residents of Canada (excluding residents of Quebec) who have reached the age of majority according to the law of the province in which they reside. Excluded from eligibility are officers, directors, employees, volunteers, agents and representatives of CE&S, and Think! Social Media Ltd. (collectively, the "**Excluded Individuals**"). Immediate family members of the Excluded Individuals are not eligible to participate in this Contest as well. For the purposes of these Rules, "immediate family" means spouses, parents, children, siblings and their respective spouses, regardless of whether they reside in the same household. **NO PURCHASE IS NECESSARY TO ENTER THE CONTEST.** The Contest is void where prohibited by law.

**ACCEPTANCE OF RULES:**

Participation in the Contest constitutes a participant's full and unconditional agreement to these Official Contest Rules (the "**Rules**"), as may be amended by CE&S at its sole discretion. Winning a Prize (as defined below) is contingent upon fulfilling all requirements set forth herein.

**CONTEST PERIOD:**

The Contest commences at 11:00 a.m. (MDT) on May 22, 2014 and, subject to these Rules, concludes at 11:59 p.m. (MDT) on June 8, 2014 (the "**Contest Period**").

**PARTICIPATION:**

1. To participate in the Contest, you must have an Instagram account. At the time of writing, there are no fees associated with the creation of an Instagram account.
2. Upload a photo to your Instagram account with the hashtag #InstaStampede in its description that fits within the theme of the competition during the Contest Period (each a "**Photo Submission**"). We want users to pay tribute to the Calgary Stampede. In other words, users should share photographs of everything related to The Calgary Stampede, including: the festival, the performers, the animals and its values, and share them on the Instagram network (the "**Theme**").
3. To identify their participation in the Contest, applicants must register on the contest application (<http://instastampede.calgarystampede.com>) by completing the entry form (including accepting these contest rules).
4. Only Photo Submissions consistent with the theme of competition and including the hashtag in the description may enter the Contest. Photos Submissions must be original work, has not previously won any award, does not contain any material that would violate or infringe upon the rights of a third party, including copyrights, trademarks, or rights of privacy or publicity. CE&S retains the sole discretion to disqualify any entry that it believes contains obscene, insensitive or inappropriate content, and that does not comply with these official Rules or is not consistent with the spirit or theme of the contest.

5. Incomplete entries or entries received after the expiry of the applicable Contest Period will be considered null and void and ineligible to win any prize.
6. There is no limit to the number of Photo Submissions a participant may submit.
7. Each participant is responsible for coordinating their own travel to and from Stampede Park for the day they are selected to run the Stampede Instagram account.

## **PRIZES:**

### **Daily Prize Package:**

Each of the winning photographers (each a "**Daily Prize Winner**" and collectively the "**Prize Winners**") will be assigned a day at random between July 4 — July 13, 2014 to run the @CalgaryStampede Instagram account for one day (the "**Account Manager Day**") where they will be able to publish photographs that fall under the account posting guidelines of the CE&S. Specific dates cannot be guaranteed and the Daily Prize Winner's allocated Account Manager Day will be at the sole description of CE&S. If a Daily Prize Winner is unable to travel to the festival for the Daily Prize Winner's assigned date, the Daily Prize Winner must notify CE&S before June 27, 2014. The Daily Prize Winner must be able to attend their Account Manager Day otherwise they will forfeit the prize.

In addition, the Daily Prize Winner and one (1) guest (the "**Guest**") will receive the following to use on the Daily Prize Winner's allocated Account Manager Day:

- (i) two (2) Rodeo Tickets;
- (ii) two (2) Evening Grandstand Show Tickets\*;
- (iii) \$100 of Food & Drink Vouchers redeemable at the Stampede Park;
- (iv) \$50 in Stampede Bucks;
- (v) \$100 Store Merchandise Gift Card
- (vi) two (2) Midway vouchers; and
- (vii) two (2) Nashville North Passes (collectively, the "**Daily Prize Package**")

\* For the nights there are concerts, the Daily Prize Winner will receive two (2) concert tickets instead (either to Paul Brandt, Reba, Keith Urban, or Shania Twain) at the sole discretion of CE&S.

The approximate retail value of the Daily Prize Package is \$750 CDN.

### **Grand Prize:**

Of the photos shared by the Daily Prize Winners on the @CalgaryStampede Instagram account, one (1) winning photo will be selected by CE&S at its sole discretion as the grand prize winner ("**Grand Prize Winner**") based on the Judging Criteria. The Grand Prize Winner will receive a prize consisting of:

- i. One (1) iPhone 5S — 16 MB; (collectively, the "**Grand Prize Package**" and together with the Daily Prize Package, the "**Prizes**").

The approximate retail value of the Grand Prize Package is \$719 CDN.

### **Prize Conditions:**

The Grand Prize Winner, the Daily Prize Winners, and their Guests must each:

- (i) be over the age of eighteen (18);

- (ii) provide a scan or photocopy of a valid government issued photo identification card such as (driver's license or passport) to CE&S;
- (iii) make their own travel arrangements and be responsible for all costs and expenses not specifically included as part of the above Daily Prize;
- (iv) be present for their entire Account Manager Day. (Specific times will be clarified once the day is assigned); and
- (v) sign and return to CE&S (or its agents) a declaration, consent, and/or a waiver and release in a form acceptable to CE&S and executed by the selected participant (collectively, the "**Conditions**").

If the Grand Prize Winner, any Daily Prize Winner and/or his or her Guest cannot satisfy any of the foregoing Conditions, then CE&S, in its sole and absolute discretion, can disqualify said Winner and, if CE&S so chooses, select a new winner from all remaining Photo Submissions.

#### **ODDS:**

The odds of winning a Daily Prize Package or the Grand Prize Package will depend upon the total number of Photo Submissions received during the Contest Period.

#### **SELECTION OF WINNERS:**

A panel of judges, selected by CE&S, will select and decide upon the ten (10) Daily Prize Winners from the eligible Photo Submissions submitted during the Contest Period. Daily Prize Winners and the Grand Prize Winner will be decided based equally on the following criteria:

- (i) originality;
- (ii) creativity;
- (iii) the photos aesthetic and graphic value; and
- (iv) consistency with the Theme of the competition (collectively, the "**Judging Criteria**").

In determining the Judging Criteria, the judges may consider the quantity of "Likes" and comments associated with a Photo Submission, but the number of "Likes" or comments will not determine the winning submission.

On June 12, 2014, CE&S will contact the Daily Prize Winners via the email provided in the contest registration form to inform a participant that they are a Daily Prize Winner. If after exercising reasonable efforts, CE&S cannot reach a participant within two days, CE&S will be free of any liability and may choose another winner. If there is a dispute as to the identity of an online participant, the prize will be awarded to the authorized account holder of the email address tied to the Instagram account. The authorized account holder is defined as the natural person to whom the email address is assigned by an internet service provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. Participants are solely responsible for monitoring their own email accounts for notification.

#### **TERMS OF ACCEPTANCE:**

Each Prize must be accepted as awarded. No prize substitution, assignment or transfer of prizes is permitted, except: (i) as otherwise explicitly provided herein; or (ii) at CE&S' sole discretion. CE&S reserves the right to substitute a Prize with one of comparable value or greater value without liability or consent. All costs and expenses not specifically included above as part of any prize, including, without limitation, insurance, taxes, meals, beverages, gratuities, phone calls, transportation costs and any other personal and incidental expenses and any taxes thereon, are the sole responsibility of the Winner (and his/her Guest, as applicable).

## **PRIVACY:**

CE&S, its authorized agents and/or representatives may collect, use, and disclose the personal information provided by each participant at the time they enter the Contest for the purposes of administering the Contest and Prize fulfillment. By entering this Contest, each participant expressly consents to the use of their personal information for such purposes. Each participant represents and warrants that the participant: (i) has obtained the consent of those who appear in the Photo Submissions to have the participant submit the same as an entry in this Contest; and (ii) can grant the licenses contained herein.

By accepting a Prize, a winner hereby consents to CE&S' use of the winner's name, city of residence, picture, biographical information, statements, voice and likeness in any advertising and publicity that CE&S may conduct in any media or format, whether now known or hereafter developed, including but not limited to the Internet, at any time in perpetuity, without further compensation or notice to the winner.

For further information about CE&S' privacy practices, please contact CE&S' privacy officer at 1- 800-661-1260 or visit CE&S' Privacy Policy at: <http://cs.calgarystampede.com/info/general/about-us/privacy.html>.

## **ADDITIONAL TERMS:**

CE&S reserves the right, at its sole discretion, to disqualify any participant from the Contest if CE&S finds or reasonably believes such individual to be tampering with the entry process or the operation of the Contest or where applicable, the Contest Page; and/or to be acting: (i) in violation of these Rules; (ii) in an unsportsmanlike or disruptive manner; or (iii) with the intent to annoy, abuse, threaten or harass CE&S, Think! Social Media Ltd., any of their respective employees, any other participants, or any other person. Any attempt by a participant or other individual to automate the entry process, or otherwise, undermine the legitimate administration, security or operation of the Contest, is a violation of criminal and civil laws. CE&S reserves the right to seek remedies and damages from any such person to the fullest extent permitted by law. Participants engaging in any of the foregoing activities may be disqualified and will forfeit any Prizes won.

The decisions of CE&S in regards to all matters of the Contest are final and binding upon participants. In the event of any dispute regarding the interpretation of the rules of the Contest or any decision rendered by CE&S, the decision or interpretation of CE&S shall prevail.

Participants agree that upon submitting a Photo Submission, CE&S shall have an unlimited, irrevocable perpetual license to publish, distribute, publicly perform or display, post electronically, create derivative works from, or otherwise reproduce in any manner the participant's Photo Submission in any media whatsoever, including, without limitation, in connection with the CE&S's social media websites, and photostreams anywhere in the world, without further payment or notice for the purposes of CE&S' advertising, marketing, promotion, and/or journalistic, archival, historical, internal and external recognition activities. Each participant waives all moral rights in and to the Photo Submissions.

All participants must comply with applicable laws.

Any entry that is illegible, incomplete, altered, or contains false information, is invalid.

Contestants acknowledge that CE&S, and all involved advertising and promotional agencies, other suppliers providing Prizes or other materials or services in connection with this Contest, anyone else involved in the development or execution of this Contest (e.g. Think! Social Media Ltd. and Instagram), each of their respective parent companies, subsidiaries and affiliated companies and each of their respective shareholders, directors, officers, employees, agents, representatives, successors and assigns (collectively, the "**Releasees**") have not made, -nor are in any manner responsible, for any warranty, representation or guarantee, express or implied, in fact or in law, relative to any prize, including but not limited to, its quality, merchantability and fitness for a particular purpose. Further, no responsibilities are

accepted by any of the Releasees for any additional expenses, omissions, delays, re-routing, or acts of any government or authority.

BY PARTICIPATING IN THE CONTEST, EACH PARTICIPANT HEREBY RELEASES AND HOLDS HARMLESS ALL OF THE RELEASEES FROM ANY AND ALL LIABILITY, INJURIES, LOSS, CLAIMS OR DAMAGE OF ANY KIND WHATSOEVER (INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES) ARISING FROM OR IN CONNECTION WITH: (I) PARTICIPATING IN THE CONTEST; AND/OR (II) ACCEPTANCE, USE, MISUSE OR NONUSE OF ANY PRIZE OR PARTS THEREOF, INCLUDING, WITHOUT LIMITATION, LIABILITY FOR DEATH, PERSONAL INJURY, DAMAGE OR LOSS OF ANY KIND, LOSS INCURRED DURING TRAVEL TO/FROM, AND/OR ATTENDANCE AT, ANY OF THE EVENTS FORMING PART OF THE PRIZES AND FROM LIABILITY TO ANY OTHER PERSONS RELATING TO OR RESULTING FROM ENTERING THE CONTEST.

Without limiting the foregoing, the Releasees are not responsible for: (i) any incorrect or inaccurate information, whether caused by participants, Instagram, or any third parties, or by any of the equipment, hardware, software or programming associated or used with the Contest; (ii) technical errors, defects, delays or failures of any kind, including, without limitation, malfunctions, interruptions or disconnections in communications lines, Internet or website access, hardware or software; (iii) digital or electronic disruptions (e.g. security breaches); (iv) unauthorized human intervention (e.g. hacking); (v) technical or human error which may occur in connection with any aspect of the Contest; (vi) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from a participants or Guest's participation in the Contest, or receipt or use of any Prize; and (vii) lost, incomplete, illegible or garbled entries, mail or transmissions, interrupted or unavailable network, server or other connections, miscommunications, computer viruses, bugs, worms, tampering, unauthorized intervention, fraud, failed computer hardware or software or telephone transmissions, or other errors or problems of any kind whether electronic, mechanical, or human.

Notwithstanding any other provision contained herein, CE&S reserves the right, in its sole discretion, to modify, amend, cancel, suspend, reinstate or close the Contest, at any time in whole or in part without prior notification, and for any reason whatsoever.

The Contest and the Rules shall be governed exclusively by and construed in accordance with the laws in the Province of Alberta, without regard to conflicts of laws principles. Any dispute not otherwise determined in accordance with the rules of the Contest shall be adjudicated in the courts sitting in Calgary, Alberta (or any appeals court therefrom).

The Contest is in no way sponsored, endorsed or administered by, or otherwise associated with, Instagram. Participants are providing their information to CE&S and not to Instagram.