



## Get Tagged Sweepstakes – 2016

### Official Rules

**Introduction:** Las Vegas Events wants to reward rodeo fans for things they love to do in December while in Las Vegas...Experience the NFR.

**NO PURCHASE NECESSARY.**

**A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. A VALID ENTRY FORM MUST BE SUBMITTED THROUGH THE NFR MOBILE APP. E-MAIL ADDRESS IS REQUIRED.**

The 'Get Tagged' ("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 Sponsors Las Vegas Events ("LVE") and the ten participating hotel partners, 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 selection process for prizes.**

1. **Sweepstakes Schedule.** The 'Get Tagged' Sweepstakes begins on Saturday, October 1, 2016 at 12:01 a.m. Pacific Time (PT) and ends on Saturday, December 10, 2016 at 9:00 p.m. PT.

**Sweepstakes Details:** The sweepstakes allows fans to collect entries (Tags) into the Prize Barn by attending designated NFR Experience events throughout Las Vegas during the 10 days of the Wrangler National Finals Rodeo, including Cowboy Christmas. The more entries (Tags) a fan collects increase the chances of winning one the Grand or Secondary prizes from the Prize Barn.

2. **How to Register and Gain Entries (Tags).**

**Register and Enter the Sweepstakes:** To participate in the 'Get Tagged' Sweepstakes fans must download the NFR Mobile App and complete the registration process. During the onboarding process, fans will be asked to register into the 'Get Tagged' Sweepstakes. If fans choose not to register during the onboarding process they will have the opportunity to register at anytime from Thursday, December 1 to Saturday, December 10 by clicking on the 'Get Tagged' Sweepstakes button located on the main menu of the NFR Experience App.

Entrants must 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 12, 2016 between 11:30 a.m. PT and 2:30 p.m. PT (if you are selected as one of the potential winners).

**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 the NFR Experience Mobile App.** 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.

**Privacy Policy:** Any information collected for the 'Get Tagged' Sweepstakes will be subject to the NFR's Privacy Policy. Notwithstanding the foregoing, by opting in to the "Get Tagged" Sweepstakes, participants acknowledge that information collected may be shared with the ten participating hotel properties ("Participating Hotels") at the discretion of LVE, and participants acknowledge the Participating Hotels may provide content, or advertising, such as personalized offers for products and services to participants ("Advertisements"), and the Participating Hotels may provide these Advertisements via email, print, social media or other electronic means.

**No Purchase Necessary:** There is no purchase necessary and absolutely no cost whatsoever to enter the 'Get Tagged' Sweepstakes. The **prizes** are subject to applicable U.S., federal, state, local and municipal laws and regulations. Void where prohibited or restricted by law.

**One Tag for Registration:** Fans automatically collect one entry (Tag) when they register on the NFR Mobile App.

**Additional Entries (Tags) at Cowboy Christmas:** Fans have the opportunity to collect one (1) entry (Tag) per visit to Cowboy Christmas per day. Cowboy Christmas is open to the public 9:00 A.M. until 5:00 P.M. PT from Thursday, December 1 through Saturday, December 10. Cowboy Christmas is located in the South Halls of the Las Vegas Convention Center (LVCC).

**Wrangler National Finals Rodeo:** Fans have the opportunity to collect one (1) entry (Tag) per visit to Thomas & Mack Center/Cox Pavilion (The Corral)/

Strip View (The 'Shoe) per day. The doors to the Thomas & Mack Center open at 5:00 P.M. until after the completion of the rodeo performance.

**Participating Hotel Partners:** Fans have the opportunity to collect one (1) entry (Tag) per day at each participating Wrangler National Finals Rodeo affiliated viewing parties for the dates of December 1 – 10, 2016, between the hours of 5 P.M. – 9 P.M. PT. Participating locations include:

**Caesars Palace – Montecristo Cigar Bar**  
**The D Las Vegas – Downtown Las Vegas Events Center**  
**Gold Coast – Showroom**  
**Golden Nugget Hotel & Casino – The Showroom**  
**Hard Rock – Vinyl**  
**Harrah's Las Vegas – Toby Keith's I Love this Bar & Grill**  
**MGM Grand – David Copperfield Theater**  
**Monte Carlo Resort & Casino – Double Barrel Road House**  
**The Orleans – Mardi Gras Ballroom**  
**Treasure Island Hotel & Casino – Gilley's Saloon**

**Tags are registered via beacon technology that interacts with the entrant's smart device via Bluetooth. By registering for the 'Get Tagged' Sweepstakes, tags will be automatically accrued at these locations.**

**Entrants must enable GPS Location Services and Bluetooth in order to acquire tags. This can be done in the on-boarding process when downloading the app of fans can choose to do this after the on-boarding process in mobile Settings.**

**3. Winner Determination.** On December 12, 2016, the winners 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 140, 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 individuals initially selected as the potential winners will be notified by telephone at indicated telephone number between 11:30 a.m. PT and 2:30 p.m. PT on December 12, 2016 and will receive documents by private courier/mail delivery (see Rule 6 below). If selected in the random drawing, in order to be deemed the potential Grand Prize winner, a Canadian resident must correctly answer a timed mathematical skill testing question, without assistance of any kind.

**4. Prize/Odds of Winning/Approximate Retail Value ("ARV").**

- A. Grand Prize (1)** – One winner will be selected to receive a pair of tickets to all ten (10) performances of the 2017 Wrangler National Finals Rodeo in Las Vegas, NV USA.
- B. Secondary Prize (3)** – Three winners will be selected to receive one (1) official 2016 NFR Official Contestant Jacket.
- C. All Entries** – All entrants will receive one (1) digital edition of American Cowboy Magazine. The digital magazine will be sent to the e-mail address entered via the registration form.

**Fulfillment:** An employee of Las Vegas Events will fulfill all elements of the 'Get Tagged' Sweepstakes.

**Approximate Retail Value:**

The approximate retail value of the Grand Prize is \$1,900. The approximate retail value of each Secondary Prize is \$500.

**Odds of winning depend on the total number of eligible entries received and 'tags' collected.**

**5. PRIZE CONDITIONS/RESTRICTIONS.**

The winners must be **21 years of age or older** as of November 1, 2016. Prize is not transferable; prize is not exchangeable/redeemable for cash.

- 6. Conditions of Participation.** Potential Grand Prize and Secondary Prize 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 LVE and all participating companies, 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 or mobile app; 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.

- 7. Limitations of Liability:** Sponsor's computer is the official clock for purposes of the Sweepstakes. Sponsor and its agencies assume no 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.

- 8. 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.
- 9. Winner's List:** For the name of Grand Prize and Secondary winners (available after December 11, 2016; requests must be received by December 18, 2016), send a self-addressed, stamped envelope to: 'Get Tagged' Sweepstakes, c/o LVE, 770 E Warm Springs Road Suite 140, 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.
- 10. Sponsor:** The 'Get Tagged' Sweepstakes is sponsored by Las Vegas Events, 770 E. Warm Springs Road, Suite 140, Las Vegas, NV 89119, whose decisions regarding the selection of the winner and all other aspects of the 'Get Tagged' Sweepstakes shall be in its sole discretion, final and binding in all respects. If you have any questions regarding this contest, please contact the Marketing Department by mail at the above listed address.