

**2017 T-shirt Design Contest for JDRF,  
hosted by Motorcraft/Quick Lane Tire and Auto Centers**

OFFICIAL RULES

**NO PURCHASE NECESSARY.**

**1. Eligibility:** The 2017 T-shirt Design Contest for JDRF, hosted by Motorcraft/Quick Lane Tire and Auto Centers (the "Contest") is open to all individuals who are legal US residents of the forty-eight (48) contiguous United States

The prize is subject to all applicable federal, state, and local laws and regulations. Void where prohibited by law. Participation constitutes the entrant's and his/her parents or legal guardians' full and unconditional agreement to these Official Rules and the Sponsor, Prize Provider and Program Manager's decisions, which are final and binding in all matters related to the Contest and prize.

**2. Contest Administrators: Sponsor:** JDRF, 26 Broadway, 14th Floor, New York, NY 10004. **Prize Provider:** Ford Motor Company, One American Road, Dearborn, MI 48126. **Program Manager:** CCO Communications, Inc. (dba Campbell Marketing and Communications), 3200 Greenfield Road, Suite 280, Dearborn, MI 48120.

**3. Release:** Once submitted, all designs of entrants become the sole property of JDRF, Ford Motor Company, CCO Communications, Inc., and each of their respective subsidiaries, affiliates, dealers and retailers, and shall have the right to treat such property as its own. Designs can/will be used to promote Sponsor and Prize Provider programs and services without further permission or compensation. All designs, including entrant's name, age and city can/will be posted for public viewing on any of Ford Motor Company's/JDRF's social media pages. Except where prohibited, participation in the Contest constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration or notification of permission.

By receipt of the Grand Prize, the Grand Prize Winner and his/her parents or legal guardians agree to release and hold harmless the Sponsor, Prize Provider and Program Manager and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Contest or receipt or use or misuse of any prize.

**4. Timing:** The contest begins on April 26, 2017 at 9:00 a.m. Eastern Time ("ET") and ends on July 31, 2017 at 12 Noon, ET (the "Promotion Period").

**5. How to Enter:** To enter, eligible entrants must log on to TeamStore (<http://teamstore.gtmsportswear.com/lp/jdrf-landing-page>) and follow the online instructions to create their own "Store". Individuals then design their own t-shirt in a 14" by 14" design, and follow the instructions to upload their design to TeamStore <https://teamstore.gtmsportswear.com> Individuals must opt in to be entered into the contest.

Once the design is finalized, the Store will go live and individuals can sell their shirts/merchandise. Any individual who meets a minimum threshold of \$250 in sales will be entered into the official contest and become eligible for the grand prize.

**6. Submission Requirements:** Submissions cannot include profanity or inappropriate text or images of any kind whatsoever as determined by Sponsor in its sole and absolute discretion. Designs cannot promote any brand or product of any kind other than Ford, Motorcraft, Quick Lane, fordparts.com or JDRF. Entries cannot include any copyright or trademark images, or violate any persons *Rights of Privacy or Rights of Publicity*. Sponsor reserves the right in its sole

discretion to reject any entry it believes violates these Official Rules or violates any laws, regulations, rights of a person or entity, or could result in litigation or claims (or threatened litigation) by another person or entity.

## **7. Winner Selection:**

**7a. Contest Finalists:** After the contest end date, any design with over \$250 in sales will be considered a "Contest Finalist".

On or around July 20, 2017, final judging will take place. The Contest Finalists' designs will be reviewed by a committee made up of JDRF and Motorcraft/Quick Lane Tire and Auto Centers managers, and Program Manager (the "Committee"). The Committee will determine the Contest winner.

**7b. Judging Criteria:** The Grand Prize Winning entrant will be based upon the following judging criteria:

50% - Use of Theme: JDRF Mission – treatment, prevention and cure of Type 1 diabetes

25% - Creativity

25% - Visual Impact

The Grand Prize Winner will be notified by phone at the number and e-mail on his/her Registration Form on or about August 1, 2017. The Grand Prize Winner selected will be a potential Grand Prize Winner until his/her eligibility is verified as set forth in these Official rules.

The Grand Prize Winner's parent or legal guardian must sign and return to the Administrator, within ten (10) days of the date notice or attempted notice is sent, an Affidavit of Eligibility, Liability & Publicity Release in order to claim the prize. The notice and an Affidavit of Eligibility, Liability, Publicity & Privacy Release shall be sent to the address on the Registration Form. If the Grand Prize Winner cannot be contacted, or if his/her parent/legal guardian fails to sign and return the Affidavit of Eligibility, Liability, Publicity & Privacy Release within the required time period, the potential winner forfeits the prize. A potential Grand Prize Winner must comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements. In the event that a potential Grand Prize Winner is disqualified for any reason, the Committee will award the applicable prize to an alternate winner as determined by the Judges.

**8. One (1) Grand Prize:** The designer of the winning design will receive a trip to Miami, Florida. The prize includes: Roundtrip airfare for four (4) from an international airport near the winner's residence to Miami/Ft. Lauderdale, FL; hotel accommodations for three nights at a hotel of the Sponsor's choice, with check-in on Friday, November 17, 2017 and check-out on Monday, November 20, 2017; \$200 Visa gift card for meals/incidentals; one (1) rental car; apparel package and hospitality package to the Ford EcoBoost 400 race. The airfare, hotel and car types/accommodations shall be in Promotion Entities' sole discretion. Estimated prize value is \$6,700.

The winning design will appear on the Motorcraft/Quick Lane Ford Fusion at the 2017 Monster Energy NASCAR Cup race at Homestead-Miami Speedway on November 19, 2017. The running of the Motorcraft/Quick Lane race car in the Race is not guaranteed and is contingent upon the car qualifying for the Race.

**9. Grand Prize Restrictions/Conditions:** Prize is non-transferable, non-exchangeable and non-refundable. No cash or other prize substitution, except by the Sponsor, in whole or in part, in their sole discretion. Sponsors are not responsible for cancellation of travel or race event for circumstances that are unpredictable: acts of God, war, government regulation, disaster, civil orders, emergencies or other event beyond the control of the Promotion Entities. The parents or legal guardians of the Grand Prize Winner are solely responsible for any taxes on prize and any expenses not listed herein, relating to acceptance of and travel for the prize. Award is subject to winner providing all applicable information necessary to issue a 1099 tax form.

**10. General Conditions:** The Sponsor reserves the right to cancel, suspend and/or modify the prize, or any part of it, if any fraud, technical failures or any other factor beyond the Sponsor's reasonable control, impairing the integrity or proper functioning of the prize, as determined by the Sponsors in their sole discretion. The Sponsor reserves the right, in

its sole discretion, to disqualify any individual it finds to be tampering with the entry process. If, for any reason, an entry is confirmed to have been erroneously deleted, lost or otherwise destroyed, corrupted or for any other reason not accepted as an entry in the Contest, the entrant's sole remedy is to enter the Contest again to receive another entry. If, for any reason, the Contest is not capable of running as planned, Sponsor reserves the right, at its sole discretion, to cancel, terminate, extend, modify or suspend the Contest and/or proceed with the Contest, including the selection of a winner in a manner it deems fair and reasonable, including the selection of a winner from among eligible entries received prior to such cancellation, termination, modification or suspension. This Contest is subject to all federal, state and local laws and regulations.

**11. Entrant's Personal Information:** Any personally identifiable information collected during an entrant's participation in the Contest will be collected by Sponsor or designee and used by Sponsor, its affiliates, designees, agents and marketers for purposes of the proper administration and fulfillment of the Contest as described in these Official Rules and in accordance with Sponsor's Privacy Policy, as stated at the Sponsor's (JDRF) Privacy Policy <http://jdrf.org/privacy>.

**12. Disputes:** The contest is governed by, and will be construed in accordance with the laws of the State of Michigan, and the forum and venue for any dispute shall be in Wayne County, Michigan. If the controversy or claim is not otherwise resolved through direct discussions or mediation, it shall then be resolved by final and binding arbitration administered by Judicial Arbitration and Mediation Services, Inc., in accordance with its streamlined arbitration rules and procedures or subsequent versions thereof ("JAMS Rules"). The JAMS Rules for selection of an arbitrator shall be followed, except that the arbitrator shall be experienced and licensed to practice law in Michigan. All proceedings brought pursuant to this section will be conducted in Wayne County, Michigan. The remedy for any claim shall be limited to actual damages, and in no events shall any party be entitled to recover punitive, exemplary, consequential or incidental damages, including attorney's fees or other such related costs of bringing a claim, or to rescind this agreement or seek injunctive or any other equitable relief. Any demand for arbitration must be filed within one (1) year of the time the cause of action occurred, or the cause of action shall be forever barred.

13. Contest Results: Will be posted online at <https://teamstore.gtmsportswear.com/lp/jdrf> after the Grand Prize Winner has been contacted.

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ABBREVIATED RULES

**ABBREVIATED RULES for Print**

NO PURCHASE NECESSARY. LEGAL RESIDENTS OF THE 48 CONTIGUOUS UNITED STATES AND D.C. VOID WHERE PROHIBITED. Design submissions are due 7/31/17. For Official Rules and complete details, visit <https://teamstore.gtmsportswear.com/lp/jdrf> Sponsors: JDRF and Ford Motor Company.