

## **ULTIMATE RODEO EXPERIENCE PRESENTED BY JCB**

### **Official Rules**

1. NO PURCHASE OR PAYMENT IS NECESSARY TO ENTER OR WIN. A purchase will not improve your chance of winning. This sweepstakes promotion is open only to legal residents of the 48 contiguous United States & D.C., excluding AK and HI, who are 18 years of age or older or have reached the legal age of majority in their state of legal residence at the time of entry. Employees, officers, directors and agents of JCB Inc. ("Sponsor") and Garvin Promotion Group, LLC ("Administrator"), and of their respective subsidiaries, affiliates, divisions, agents and agencies and each of their immediate families (parents, siblings, children and/or spouses), regardless of where they live, or members of the same household (whether related or not) are not eligible to enter or win. Void in AK and HI, and where prohibited or restricted by law.

2. Sweepstakes begins on September 1, 2023 at 12:01 a.m. Eastern Time (ET) and ends on January 31, 2024 at 11:59 p.m. (ET) (the "Sweepstakes Period").

3. To enter, during the Sweepstakes Period, from your mobile device, scan the QR code from the JCB Ultimate Rodeo Experience Sweepstakes display at your local retailer, and follow the instructions to enter your submission information at the website, or visit [JCBRodeoExperience.com](http://JCBRodeoExperience.com) directly. Each submission constitutes one (1) entry into the Sweepstakes. The QR code scan method of entry is designed to work with all currently available apps, but Sponsor makes no guarantee that any particular app or mobile device that is used will be capable of submitting an entry.

4. Limit of one (1) Sweepstakes entry per person, per day during the Sweepstakes Period. For purposes of these Official Rules, a "day" is defined as any twenty-four (24) hour period beginning at 12:01 a.m. ET and ending at 11:59 p.m. ET. Duplicate entries received from the same person on the same day will be automatically eliminated, and Sponsor may disqualify any and all entries from such person. Entries become the property of the Sponsor and will not be returned.

5. Prize: Potential winner will be selected from among all eligible entries received, by random drawing conducted on or about February 5, 2024 by Administrator. One (1) Grand Prize will be awarded, consisting of a trip, for the winner and one (1) guest, to The American Rodeo on March 9, 2024. Grand Prize trip is scheduled for March of 2024, and includes: coach class, round-trip air transportation from the major U.S. international airport nearest to the winner's residence to Texas; a \$200.00 gift card for Uber or Lyft; two (2) VIP tickets to The American Rodeo in Arlington, Texas; and two (2) nights in a hotel, single room, double occupancy, walking distance from the arena. Approximate Retail Value ("ARV") of the Grand Prize is \$4,800.00. Actual value of Grand Prize may vary based on point of departure. Any difference between stated value and actual value will not be awarded. Prize will be awarded as indicated in the terms and conditions above. Sponsor is not liable for any expenses incurred as a consequence of any blackout days or other travel restrictions, flight cancellations, delays or other issues that impact, interrupt or prevent travel, including any carrier and/or governmental requirements relative to health regulations or restrictions. Winner and guest must travel together on the same itinerary and are responsible for obtaining all required travel

documents and clearances prior to travel. Travel must be made through Sponsor's agent, on a carrier of Sponsor's choice. All other costs associated with use and acceptance of the Grand Prize, such as additional meals, souvenirs, gratuities and other travel expenses not specified herein as being provided, are not included in the prize and are the sole responsibility of the winner. Winner is responsible for all federal, state, provincial and local taxes on prize awarded. Prize is non-transferable and no substitution or cash alternative will be made. Sponsor reserves the right to substitute the prize for one of equal or greater value if the designated prize should become unavailable for any reason. Odds of winning any Prize depends on the number of eligible entries received.

6. The potential winner will be notified using contact information provided or collected at the time of entry. Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by a potential winner for any reason. If, despite reasonable efforts, a potential winner does not respond within seventy-two (72) hours of the first notification attempt, such potential winner will forfeit the prize award and an alternate winner will be selected.

7. This Sweepstakes is in no way sponsored or administered by any local retailer or dealer. By entering this Sweepstakes, each entrant agrees to be bound by these Official Rules and by all decisions of the Sponsor and Administrator, which are final and legally binding in all matters related to this Sweepstakes. By participating in this Promotion, each entrant hereby (a) releases and agrees to hold harmless, the Sponsor, the Administrator, and their agents from any loss, damage, expense, rights, claims, demands, promises and actions of any kind arising out of or in connection with participation in this Sweepstakes or the acceptance, use or misuse of any prize, and, (b) agrees not to pursue any right, claim or action against the Sponsor or the Promotional Providers in connection with participation in this Sweepstakes. Winner and guest each grant to Sponsor the right to use his or her name, picture, voice, likeness and/or biographical information in any media now known or hereafter devised for advertising and publicity purposes throughout the world, in perpetuity, without additional compensation (except where prohibited by law).

8. Neither Sponsor nor its agents are responsible for lost, illegible, late, misdirected, incomplete, or non-delivered entries; or for interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), website, telephone or other connections, availability or accessibility, or miscommunications, or failed computer, satellite, telephone or cable transmissions, or lines, or technical failure or filtered, jumbled, garbled, corrupted, scrambled, delayed, or misdirected transmissions, or computer hardware or software or telephone malfunctions, failures, or technical errors or difficulties, or other errors of any kind whether human, mechanical, electronic or network or the incorrect or inaccurate capture of entry or other information or the failure to capture, or loss of, any such information. Neither Sponsor nor its agents are responsible for any incorrect or inaccurate information; and assume no responsibility for any error, omission, interruption, deletion, defect or delay in operation or transmission, printing or display of the QR code. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds to be tampering with entry process or operation of Sweepstakes. Neither Sponsor nor its agents are responsible for injury or damage to

entrant's or any other person's computer, mobile telephone or other device, related to or resulting from participating in this Sweepstakes.

9. If, for any reason, Sweepstakes, in the sole opinion of Sponsor, is not capable of running as planned by reason of any causes which, in sole opinion of the Sponsor, corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, Sponsor reserves the right to cancel, terminate, modify or suspend Sweepstakes, and determine winners from entries appropriately received prior to action taken, or as otherwise deemed fair and equitable by Sponsor.

For the name of the winner, please visit us at [www.JCBRodeoExperience.com](http://www.JCBRodeoExperience.com) between March 5, 2023 and April 5, 2024.

Sponsor: JCB Inc.

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