

## EX MARKS THE SPOT – SCAVENGER HUNT

(the “Contest”)

1. Eligibility: The Contest is open to legal residents of the Province of Ontario, who are eighteen (18) years of age or over. Employees of Peterborough Agricultural Society, its affiliates, subsidiaries, advertising and promotion agencies, suppliers, or those persons involved in the development, production, administration or fulfillment of the Contest (collectively the “Employees”), and immediate family members and/or those living in the same household of Employees are not eligible to participate in the Contest. The Contest is subject to all applicable federal, provincial, and local laws and regulations.

2. Agreement to Rules: By participating in the Contest, the Contestant (“You”) agree to be legally bound by these Rules, and You represent and warrant that You meet the eligibility requirements. In addition, You agree to accept the decisions of The Peterborough Agricultural Society as final and binding as it relates to the content of this Contest.

3. Contest Period: Entries for the grand prize will be accepted online starting on July 1<sup>st</sup>, 2017 at 8am Eastern Standard Time and ending August 9<sup>th</sup>, 2017 at 10:00 p.m. Eastern Standard Time. All online entries must be received by August 9<sup>th</sup>, 2017 at 10:00 p.m. Eastern Standard Time.

To qualify for weekly prizes an entry must be received no later than 10:00 p.m. on Monday for the first weekly task and 10:00 p.m. on Friday for the secondly weekly task of that week. Please note that entries received after this time will still be entered into the Grand Prize draw but will not qualify for that week’s weekly prize draw.

4. How to Enter: No purchase is necessary to enter the Contest. To enter the Contest you submit an entry online using any of the following social media platforms

(Facebook, Instagram and Twitter). The entry must fulfill all Contest requirements, as specified, to be eligible to win a prize. Entries that are incomplete or do not adhere to the rules or specifications may be disqualified at the sole discretion of The Peterborough Agricultural Society. You may enter only once per Scavenger Hunt Target. You must provide the information requested. There is a limit of one (1) entry per person per hunt-item. You may not enter more times than indicated by using multiple email addresses, identities, or devices in an attempt to circumvent the rules. If You use fraudulent methods or otherwise attempt to circumvent the rules, your submission may be removed from eligibility at the sole discretion of The Peterborough Agricultural Society. All entries must not be defamatory, libelous, pornographic, obscene or condone or promote any illegal, inappropriate or risky behavior or conduct.

5. Prizes: There will be three (3) grand prizes, which are as follows

- a) 1<sup>st</sup> Prize: \$1,250.00 cash
- b) 2<sup>nd</sup> Prize: \$750.00 cash
- c) 3<sup>rd</sup> Prize: Maple Leaf Platinum Tickets

There will be twelve (12) weekly prizes, which are as follows:

- a) Week 1: Voucher for Peterborough Chrysler Service Center with an approximate retail value of \$50.00;
- b) Week 2: Weekend passes for the Peterborough Exhibition with an approximate retail value of \$10.00/ticket;
- c) Week 3: Peterborough Mucisfest VIP Tickets with an approximate retail value of \$25.00/ticket;
- d) Week 4: Cattleman's BBQ Family Pack of Tickets with an approximate retail value of \$50.00;
- e) Week 5: Canstruct Kits with an approximate retail value of \$45.00/kit;
- f) Week 6: President's Choice Super Dogs Prize Package with an approximate retail value of \$100.00;

- g) Week 7: Kawartha Dairy Ice Cream Coupons (1.5L) with an approximate retail value of \$8.00/coupon;
- h) Week 8: Discount Meal Coupon from Dr. Js with an approximate retail value of 10% off meal;
- i) Week 9: Let It Be tickets with an approximate retail value of \$49.50 to \$69.50/ticket;
- j) Week 10: DBIA Coupons with an approximate retail value of \$25.00/coupon;
- k) Week 11: 3-hour face painting session with an approximate retail value of \$150.00;
- l) Week 12: Green Tractors Merchandise with an approximate retail value of \$50.00;

The Peterborough Agricultural Society reserves the right to substitute any prize with a prize of equal or greater retail value. The prizes are non-transferable. Any and all prize-related expenses, including without limitation any and all federal, provincial, and/or local taxes, shall be the sole responsibility of Winner. No substitution of prize or transfer/assignment of prize to others or request for the cash equivalent by Winner is permitted. Acceptance of prize constitutes permission for The Peterborough Agricultural Society to use Winner's name, likeness, and entry for purposes of advertising and trade without further compensation, unless prohibited by law.

6. Odds: The odds of winning the grand prize or a weekly prize are dependent on the number of eligible entries received.

7. Winner Selection and Notification: Prize winners ("Winner") will be selected by a random drawing under the supervision of The Peterborough Agricultural Society. Weekly winners will be randomly selected within two (2) days after receipt of qualifying entries for the weekly draw. The grand prize winner will be randomly selected on August 10<sup>th</sup> 2017. Winners will be notified via social media (Facebook, Instagram, or Twitter) within five (5) days following selection of Winner.

The Peterborough Agricultural Society shall have no liability for Winner's failure to receive notices due to spam, junk e-mail or other security settings or for Winner's provision of incorrect or otherwise non-functioning contact information. If Winner cannot be contacted, is ineligible, fails to claim the prize within 5 days from the time award notification was sent, or fails to timely return a completed and executed declaration and release confirming, among other things, compliance with the Rules, an assignment of intellectual property rights, and a general release with respect to the Contest and the Peterborough Agricultural Society, the Winner will be disqualified and an alternate Winner selected. Receipt by Winner of the prize offered in this Contest is conditional upon compliance with any and all federal, provincial, and local laws and regulations. ANY VIOLATION OF THESE OFFICIAL RULES BY WINNER (IN THE PETERBOROUGH AGRICULTURAL SOCIETY'S SOLE DETERMINATION) WILL RESULT IN WINNER'S DISQUALIFICATION AS WINNER OF THE CONTEST, AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED.

In order to claim a prize the Winner will be required to answer a skill-testing question.

8. Rights Granted by You: By entering this Contest You understand and agree that The Peterborough Agricultural Society, anyone acting on behalf of The Peterborough Agricultural Society, and The Peterborough Agricultural Society's licensees, successors, and assigns, shall have the right, where permitted by law, to print, publish, broadcast, distribute, and use in any media now known or hereafter developed, in perpetuity and throughout the world, without limitation, your personal information, entry, name, portrait, picture, voice, likeness, image, statements about the Contest, and biographical information for news, publicity, information, trade, advertising, public relations, and promotional purposes. Without any further compensation, notice, review, or consent. By entering this Contest You represent and warrant that any and all entries will be original works of authorship, and will not violate any third party's proprietary or intellectual property rights. If your entry infringes upon the intellectual property right of another, You will be disqualified at the

sole discretion of The Peterborough Agricultural Society. If the content of your entry is claimed to constitute infringement of any proprietary or intellectual proprietary rights of any third party You shall, at your sole expense, defend or settle against such claims. You shall indemnify, defend, and hold harmless The Peterborough Agricultural Society from and against any suit, proceeding, claims, liability, loss, damage, costs or expense, which The Peterborough Agricultural Society may incur, suffer, or be required to pay arising out of such infringement or suspected infringement of any third party's right.

9. Terms & Conditions: The Peterborough Agricultural Society reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Contest or these Rules in any way in the event of an error, technical problem, computer virus, bug, non-authorized human intervention, fraud, or any other cause beyond The Peterborough Agricultural Society's control which affects the administration, security, fairness, or proper conduct of the Contest or for any other reason in their sole and absolute discretion. The Peterborough Agricultural Society reserves the right, in its sole discretion, to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Contest or website or violates these Rules. The Peterborough Agricultural Society has the right, in its sole discretion, to maintain the integrity of the Contest, to void entries for any reason, including, but not limited to: multiple entries from the same user from different IP addresses; multiple entries from the same computer in excess of that allowed by these Rules; or the use of bots, macros, scripts, or other technical means for entering. Any attempt by an entrant to deliberately damage any website or undermine the legitimate operation of the Contest may be a violation of criminal and civil laws. Should such attempt be made, The Peterborough Agricultural Society reserves the right to seek damages to the fullest extent permitted by law.

10. Limitation of Liability: By entering, You agree to release and hold harmless The Peterborough Agricultural Society and its subsidiaries, affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns,

employees, officers, and directors from any liability, illness, injury, death, loss, litigation, claim, or damage that may occur, directly or indirectly, whether caused by negligence or not, from: (i) such entrant's participation in the Contest and/or his/her acceptance, possession, use, or misuse of any prize or any portion thereof; (ii) technical failures of any kind, including but not limited to the malfunction of any computer, cable, network, hardware, or software, or other mechanical equipment; (iii) the unavailability or inaccessibility of any transmissions, telephone, or Internet service; (iv) unauthorized human intervention in any part of the entry process or the Promotion; (v) electronic or human error in the administration of the Promotion or the processing of entries.

11. Disputes: This Contest governed by the laws of Canada and the Province of Ontario.

12. Social Media: The Contest hosted by The Peterborough Agricultural Society is in no way sponsored, endorsed, administered by, or associated with Facebook, Instagram or Twitter.

13. By participating in the Contest, You confirm having reviewed, understood, accepted, and agreed to all of these Rules.