

## TRICK YOUR TRUCK GIVEAWAY

### OFFICIAL RULES

NO PURCHASE NECESSARY OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINING.

**1. To Enter.** To enter, go to <https://coveyrisemagazine.com/trick-your-truck-giveaway/> and complete the official entry form, then click "enter." No mechanically reproduced entries will be accepted. All entries must be received between 12:00 AM (CST) on July 21, 2017 and 11:59 PM (CST) on August 18, 2017 (the "Entry Period"). Entries submitted before or after the Entry Period will not be eligible. Sponsor's computer is the official time-keeping device for the Sweepstakes. Limit one entry per person and per e-mail address. Sponsor will not verify receipt of entries. In case of dispute, entries will be declared made by the authorized account holder of the e-mail address submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet Access Provider, on-line service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Sweepstakes entries become property of Covey Rise Magazine ("Sponsor") and will not be returned. Automated entries are prohibited, and any use of such automated devices will cause disqualification. Sponsor and its advertising and promotions agencies are not responsible for lost, late, illegible, misdirected or stolen entries or transmissions, or problems of any kind whether mechanical, human or electronic.

**2. Eligibility.** Only open to legal residents of the 50 United States and the District of Columbia, age 21 and older. Employees of Sponsor and its affiliates, advertising and promotional agencies, manufacturers or distributors of Sweepstakes materials and their immediate families in the same household are not eligible. This Sweepstakes is intended for viewing in the United States only; you are not authorized to participate in the Sweepstakes if you are not located within the United States. By submitting an entry, you indicate your full and unconditional agreement to these Official Rules, and Sponsor's decisions, which are final and binding on all matters relating to this Sweepstakes.

**3. Prize Details. One (1) Winner:** One (1) Winner will receive: a Mud River Two Barrel Double Seat Cover, a Mud River Shotgun Single Seat Cover, a Mud River Truck Seat Organizer, a Mud River Hoss Food Bag, a Mud River Cargo Liner, a Mud River Dog Handler Bag, Mud River Travel and Training Accessories, a One Year Subscription to Covey Rise Magazine, Purina Pro Plan Sport for One Year, and a Yeti Hopper Flip 12. Approximate Retail Value ("ARV"): \$1,567. All prizes claimed will be awarded. Prizes cannot be transferred, substituted or redeemed for cash except at Sponsor's sole discretion. Federal, state and local taxes, if any, are the responsibility of the winner. Sponsor reserves the right to substitute a prize with a prize of equal or greater value. In no event will the Sponsor be obligated to award more than the number of prizes stated in these Official Rules. Except as otherwise provided herein, SPONSOR MAKES NO WARRANTY, GUARANTEE OR REPRESENTATION OF ANY KIND CONCERNING ANY PRIZE, AND EXPRESSLY DISCLAIMS ANY AND ALL WARRANTIES INCLUDING, BUT NOT LIMITED TO, ANY IMPLIED WARRANTY. Prize winner will receive the applicable manufacturer's warranty of each prize item.

**4. Drawing and Awarding of Prize.** Prize winner will be determined in a random drawing from all entries received. Drawing will be held on or about August 24, 2017 by Sponsor, Odds of winning are determined upon the number of entries received. Potential winner will be notified by email no later than on or about August 24, 2017. If a potential winner cannot be reached within five (5) calendar days from the first notification attempt, then such person shall be disqualified and an alternate winner will be selected. Potential

winner may be required provide Sponsor with their social security numbers for the purpose of verifying eligibility and tax reporting purposes, and to sign an affidavit of eligibility and liability/publicity release within 14 days after notification is mailed. If any potential winner cannot be contacted, is ineligible, fails to sign and return any required documentation or other information within the requested time period, refuses to accept the prize or does not comply with or cannot meet any of the requirements of these Official Rules or any requirements under applicable law or regulation, that winner's prize will be forfeited and awarded to an alternate winner selected by random drawing from all remaining entries received.

**5. Limitation of Liability.** Winner agrees that (except where prohibited) Sponsor may use winner's name, picture, portrait, likeness and voice for advertising and promotional purposes without further compensation. Sponsor, its promotional and advertising agencies, and all respective officers, directors, employees, representatives and agents thereof (individually or collectively, the "Released Parties") shall have no liability and shall be held harmless by winners for any damage, loss or liability to person or property, due in whole or part, directly or indirectly, by reason of the acceptance, possession, use or misuse of prize or participation in this Giveaway. Sponsor reserves the right, in its sole discretion, to cancel or suspend part or all of this Giveaway should any virus, bugs, non-authorized human intervention or other causes corrupt or impair the administration, security, fairness or proper play of the Giveaway. In such event, Sponsor may award prizes in a random drawing from all eligible entries received up to the date of cancellation or suspension. Released Parties are not responsible for technical, hardware, software or telephone failures of any kind, lost or unavailable network connections, fraud, incomplete, garbled or delayed computer transmissions, whether caused by the Sponsor, users or by any of the equipment or programming associated with or utilized in the Giveaway or by any technical or human error which may occur in the processing of entries which may damage a user's system or limit an entrant's ability to participate in the Giveaway. Sponsor may prohibit an entrant from participating in the Giveaway or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Giveaway by cheating, hacking, deception, or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass any other entrants or Sponsor representatives. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE GIVEAWAY MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS. SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY'S FEES) FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

**6. Disputes.** Except where prohibited by law, as a condition of participating in this Giveaway, entrant agrees that: (1) any and all disputes and causes of action arising out of or connected with this Giveaway, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively by final and binding arbitration under the rules of the American Arbitration Association and held at the AAA regional office nearest the entrant's residence; (2) the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; and (3) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than entrant's actual out-of-pocket expenses (i.e., costs associated with participating in this Sweepstakes), and entrant further waives all rights to have damages multiplied or increased.

**7. Choice of Law.** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Sponsor in connection with the

Giveaway, shall be governed by, and construed in accordance with, the substantive laws of the State of Alabama, without consideration of any applicable conflict of laws provisions.

**8. Privacy.** Any personal information supplied by entrant will be subject to Sponsor's privacy policy posted at <https://coveyrisemagazine.com/privacy-policy/>. By participating in the Giveaway, entrant grants Sponsor permission to share entrant's email address and any other personally identifiable information provided in the Giveaway entry for the purpose of administration and prize fulfillment. By entering the Giveaway all participants agree to receive marketing material from the Giveaway affiliates. Sponsor will not sell, rent, transfer or otherwise disclose entrant's personal data to any third party other than as described herein.

**9. Rules.** For a copy of the Official Rules, send a stamped, self-addressed envelope for receipt by August 15, 2017 to Sponsor, Covey Rise Magazine, 6400 Highway 63 South, Alexander City, AL 35010. Please specify rules information. You may also review the rules at <https://coveyrisemagazine.com/trick-your-truck-giveaway/> until August 30, 2017.

**10. Sponsor/Affiliates.** Covey Rise Magazine, 6400 Highway 63 South, Alexander City, AL 35010. "Mud River Dog Products" is the registered trademark of Boyt Harness Company, One Boyt Drive, Osceola, IA 50213. Sponsor reserves the right to cancel this Giveaway at any time and, in its sole discretion, substitute another promotion in its place.

*All rights reserved. Giveaway entrants are hereby authorized to copy or download these Official Rules on the condition that doing so will be for the entrant's personal use and not for any commercial purpose whatsoever.*