



2017/2018 BUILT FORD TOUGH F-150 SWEEPSTAKES OFFICIAL RULES

NO PURCHASE, TEST DRIVE, OR SALES PRESENTATION NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT INCREASE YOUR CHANCE OF WINNING.

DESCRIPTION: The 2017/2018 Built Ford Tough F-150 Sweepstakes ("Sweepstakes") begins at 12:00 AM Eastern Time ("ET") on 10/1/17 and ends at 11:59 PM ET on 9/30/18 ("Sweepstakes Period").

SPONSOR: Ford Motor Company, One American Road, Dearborn, MI 48126.

ADMINISTRATOR: Exposure Marketing & Promotion, Inc., 1000 North Opdyke Rd, Auburn Hills, MI 48326.

ELIGIBILITY: The Sweepstakes is open to legal resident of the United States and D.C. who are current Farm Bureau members as of 10/1/17, 21 years of age or older with a valid driver's license at the time of entry ("Entrant"). State and County Employees, agents, directors and officers and their immediate families (if they reside in the same household) (spouses and siblings, parents and children and their spouses) and household members of Ford Motor Company ("Sponsor"), Farm Bureau (with the exception of county Farm Bureau volunteer Board of Directors), Marketing Associates LLC., Exposure Marketing & Promotion, Inc. ("Administrator") and their respective parent companies, subsidiaries and affiliates, distributors, dealerships and companies involved in the implementation and execution of the Sweepstakes (collectively the "Sweepstakes Entities") are not eligible. Sweepstakes is void in Puerto Rico, and other US Commonwealths, Territories and jurisdictions (including overseas military installations) and where prohibited. For the avoidance of doubt, the Sweepstakes Entities, with the exception of Ford Motor Company, are not Sponsors of this Sweepstakes.

AGREEMENT TO THE OFFICIAL RULES: By participating in the Sweepstakes, each participant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

HOW TO ENTER THE SWEEPSTAKES: There are three (3) ways to enter the Sweepstakes –

- 1) **ONLINE VIA WEBSITE-** Visit www.fordspecialoffer.com/farmbureau/sweeps (the "Website") during the Sweepstakes Period, complete the online entry form with the required contact information and submit as directed ("Online Entry"). ALL ONLINE ENTRIES MUST BE SUBMITTED BY 11:59 PM ET on 9/30/18.
- 2) **AT AN EVENT** – Complete an official entry form, while supplies last, at certain Sponsor-selected events ("Event") during the Sweepstakes Period ("Event Entry"). ALL EVENT ENTRIES MUST BE RECEIVED BY THE POSTED CLOSING TIME OF THE EVENT IN EACH LOCATION.
- 3) **VIA TEXT** – Send the word SWEEPS as an SMS text message from your mobile device to shortcode 46786 ("SMS Entry"). You will receive a link to the entry form. Click on the link and provide the information as requested. You must have an MMS

enabled device with text messaging capabilities to enter by text message. Some mobile providers may block messaging to short codes. Not all wireless carriers participate. Standard message and data rates will apply. Check with your wireless service provider for details on these and other applicable charges. Participants are solely responsible for any such message, data, and wireless charges. Each SMS Sweepstakes text entry will generate a text response. Opting-in to receive additional promotional offers by email will not increase one's chances of winning. Participation constitutes entrant's unconditional agreement to these Official Rules and to Sponsor's and/or Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Text HELP for help. Text STOP to discontinue reply texts. Proof of text message does not constitute proof of delivery or Play. ALL SMS ENTRIES MUST BE SUBMITTED BY 11:59 PM ET on 9/30/18.

LIMIT: One (1) Entry per person or email address, regardless of method of Entry. In the event more than one (1) Entry is received from any one person or email address, the first Entry processed will be considered the only valid Entry received. In the event of a dispute, online Entries will be deemed made by the authorized account holder of the email address submitted at the time of Entry. The authorized account holder is the natural person who is assigned to the email address by an internet access provider, online service provider, or other organization that is responsible for assigning email addresses or the domain associated with the submitted email address. Any potential winner may be required to show proof of being the authorized account holder. Any attempt by any participant to obtain more than the stated number of Entries by using multiple/different identities, registrations or any other methods will void that participant's Entries and that participant may be disqualified. Entry in this Sweepstakes by mobile device means that participant understands that he or she may receive additional text messages from Sponsor relating to this Sweepstakes as well as text messages relating to future offers if participant elects to "opt-in" (see "Participant's Personal Information," below). Participant further understands that any such text messages will be subject to the charges imposed by participant's carrier's rate plan. Proof of sending (such as a link to the Entry form via a reply message) does not constitute proof of actual receipt by Administrator of an Entry for purposes of this Sweepstakes. Only eligible Entries actually received by Administrator before the Closing Date will be included in the Sweepstakes drawing. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. Sponsor will not accept submissions from wireless domains, blacklist domains, or any email address Sponsor deems to be potentially harmful to the Website. Use of any automated system to participate is prohibited and will result in disqualification.

SWEEPSTAKES WINNER SELECTION: The potential Sweepstakes Grand Prize winner will be selected in a random drawing conducted on or about 10/10/18 from among all eligible Entries received. Odds of winning Grand Prize depends on the number of eligible Entries received. Sweepstakes drawing will be conducted by Administrator, an independent judging organization. Potential Grand Prize winner will be contacted by 11/1/18 by the Administrator by telephone and/or email and will be required to complete and return an Affidavit of Eligibility and Liability Release and except where prohibited by law, a Publicity Release Form ("Affidavit/Release") within five days of receipt. If the prize notification is rejected, returned, or deemed undeliverable or the potential winner fails to execute and return the Affidavit/Release within the specified time or if he/she is otherwise ineligible to receive the prize, that potential winner will be deemed ineligible and the prize will be forfeited or awarded to an alternate as solely determined by Sponsor. In the event that the potential Grand Prize winner is disqualified for any reason, that prize will be forfeited and awarded to an alternate.

ONE (1) GRAND PRIZE (APPROXIMATE RETAIL VALUE – ARV): A 24-month lease on a 2018 Ford F-150. The Approximate Retail Value ("ARV") of the prize is \$14,736. ARV is based on a 24-month lease of a 2017 Ford F-150 XLT 2-wheel drive and ARV and/or lease duration. Value of the prize may change when additional leasing information is made available in October 2018. Lease is subject to all conditions imposed by grantor including 12,000 miles per year maximum. Winner is subject to credit approval from Ford Motor Credit and will be responsible for execution of and compliance with the standard form of "Red Carpet Lease" through Ford Motor Credit Company. Winner is responsible for any and all taxes, title, plate fees, documentation fees, full-coverage insurance, additional miles in excess of the 12,000 per year (as defined above) and for all costs associated with any available upgrade/option not provided with the prize vehicle

and any other expenses related to the acceptance and use of the prize not specified. Winner must take delivery within 30 days of vehicle award date at a Ford dealership specified by Sponsor. Winner must have a valid U.S. driver's license and proof of insurance to take delivery. Vehicle awarded may differ from any vehicle shown in Sweepstakes materials. Vehicle color, options and equipment may be determined by Sponsor in its sole discretion.

GENERAL PRIZE RESTRICTIONS: Prize may not be transferred or assigned. No cash or other substitution may be made, except by the Sponsor, who reserves the right to substitute the prize in whole or in part with another prize of comparable or greater value if the intended prize is not available for any reason as determined by the Sponsor in its sole discretion. Winner will be responsible for all taxes (federal, state, local and/or income) and all expenses not listed related to acceptance and use of prize. Grand Prize Winner will be required to provide, to Administrator, his/her Social Security number or tax ID for tax reporting purposes. Administrator will file an IRS Form 1099 with the Internal Revenue Service reflecting the actual lease value of the vehicle. In the event that the actual value of the Grand Prize is less than its stated ARV, that Grand Prize Winner will not receive the difference in value. Except where prohibited by law, acceptance of prize constitutes permission for Sponsor to use winner's name, hometown, likeness, statements and other personally identifiable information for promotional, advertising and marketing purposes in any media throughout the world without additional prize, incentive, consideration, consent or review; and upon request, winner will provide written consent to such use.

MOBILE DEVICE TERMS: In the event of a dispute over the identity of a mobile device entrant, the entry will be deemed submitted by the Authorized Account Holder of the mobile device at time of entry. "Authorized Account Holder" is defined as the natural person who is assigned to a mobile device by its respective wireless service provider. If a dispute cannot be resolved to the Administrator's satisfaction, the entry will be deemed ineligible. Participation in this Sweepstakes by mobile device means that entrant understands that he or she may receive additional text messages from Sponsor relating to this Sweepstakes as well as text messages relating to future offers if entrant elects to "opt-in" (see "Entrant's Personal Information," below). Entrant further understands that any such text messages will be subject to the charges imposed by entrant's carrier's rate plan. Proof of sending (such as a "thanks for entering" reply message) does not constitute proof of actual receipt by Administrator of an entry for purposes of this Sweepstakes. Only eligible entries actually received by Administrator before the Closing Date will be included in the Sweepstakes drawing.

GENERAL CONDITIONS / RELEASE: By participating, Entrants release Sweepstakes Entities, their respective directors, officers, agents and employees from any and all liability for any claims, costs, injuries, losses or damages of any kind caused by their participation, including the unauthorized or illegal access to personally identifiable or sensitive information or the acceptance, possession, use, or misuse of the prize; and (b) acknowledge that said parties have neither made nor are in any manner responsible or liable for any warranty representation or guarantee, expressed or implied, in fact or in law, relative to a prize including, but not limited to the prize quality or availability except for Sponsor and the limited warranty provided with the Grand Prize vehicle. Neither Sweepstakes Entities nor any service providers are responsible for incorrect or inaccurate transcription of Entry information, or for any human or other error, technical malfunctions, lost/delayed data or voice transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software, inability to access any online service or Website or to complete a telephone call or facsimile transaction, or any other error or malfunction, or late, lost or misdirected mail, or any injury or damage to participant's or any other person's computer related to or resulting from participation in this Sweepstakes. **CAUTION:** ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE, TAMPER WITH THE ENTRY PROCESS, OR OTHERWISE UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO COOPERATE IN THE PROSECUTION OF ANY SUCH INDIVIDUAL(S) AND TO PURSUE ALL REMEDIES TO THE FULLEST EXTENT PERMITTED BY LAW. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. If for any reason the Sweepstakes is not capable of being executed as planned, or infection by computer virus, bugs,

tampering, unauthorized intervention, fraud, action of Entrants, technical failures or any other causes which in the opinion of Administrator and/or Sponsor, corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Administrator reserves the right at its sole discretion to disqualify any suspect Entry or Entrant and to cancel, terminate, modify or suspend the Sweepstakes. In the event of any cancellation, termination or suspension, notice thereof will be posted at www.fordspecialoffer.com/farmbureau/sweeps and the determination of the Grand Prize winner will be made, from among all eligible, non-suspect Entries received as of the date of the termination, cancellation or suspension, as Administrator determines in its sole discretion. Entries not complying with all rules are subject to disqualification.

GOVERNING LAW/JURISDICTION/DISPUTE RESOLUTION: Entrants agree that (a) any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan or the appropriate Michigan State Court located in Oakland County, Michigan; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes but in no event attorneys' fees; and (c) under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to, claim punitive, incidental and consequential damages and any other damages, other than out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, Entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than State of Michigan.

ENTRANT'S PERSONAL INFORMATION: Information collected from ENTRANTS is subject to Ford Motor Company's Privacy Statement located at <http://www.ford.com/help/privacy/>. By entering the Sweepstakes, you expressly agree to the terms of the Privacy Statement.

WINNERS: To receive Sweepstakes results (winners list), go to www.promodetails.com and enter the promo code "2017/2018builttoughf-150sweeps". Results will be available after 1/1/19.

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ABBREVIATED RULES (FOR PRINT MEDIA)

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. MUST BE LEGAL U.S. RESIDENT OF US and D.C., 21 YEARS OR OLDER WITH VALID DRIVER'S LICENSE TO ENTER AND A CURRENT FARM BUREAU MEMBER. ADDITIONAL RESTRICTIONS MAY APPLY. Void where prohibited. Sweepstakes ends 9/30/18. For entry and official rules with complete eligibility, prize description and other details, visit www.fordspecialoffer.com/farmbureau/sweeps. Sponsored by Ford Motor Company, One American Road, Dearborn, MI 48126.

ABBREVIATED RULES (FOR BROADCAST MEDIA)

No purchase necessary. Void where prohibited. Must be legal resident of US, 21 years of age or older and current Farm Bureau member. Sweepstakes ends 9/30/18. For Official Rules with prize, entry, odds and eligibility details, go to www.fordspecialoffer.com/farmbureau/sweeps. Sponsor: Ford Motor Company.

ABBREVIATED	RULES	for	online	Ads	-	Banner
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NO PURCHASE NECESSARY. Sweepstakes ends 9/30/18. Click here for details.