



**2017/2018 ALABAMA FARMERS FEDERATION - BUILT FORD TOUGH F-150 SWEEPSTAKES
OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT INCREASE YOUR CHANCE OF WINNING.

DESCRIPTION: The 2017/2018 Alabama Farmers Federation - Built Ford Tough F-150 Sweepstakes ("Sweepstakes") begins at 12:00 AM Eastern Time ("ET") on 11/1/17 and ends at 11:59 PM ET on 5/31/18 ("Sweepstakes Period").

SPONSOR: Alabama Farmers Federation, 2108 East South Blvd., Montgomery, Alabama 36116

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

ELIGIBILITY: The Sweepstakes is open to legal U.S. residents of Alabama who are Alabama Farmers Federation members as of 11/1/17, 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 Alabama Farmers Federation ("Sponsor") [with the exception of county Alabama Farmers Federation volunteer Board of Directors], the American Farm Bureau Federation, other U.S. State Farm Bureaus/Federations, Ford Motor Company, 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 offered only in Alabama and is void elsewhere and where prohibited. For the avoidance of doubt, the Sweepstakes Entities, with the exception of Alabama Farmers Federation, are not Sponsors of this Sweepstakes; without limiting the foregoing, Ford Motor Company is not a Sponsor 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 the prize is contingent upon fulfilling all requirements set forth herein.

HOW TO ENTER THE SWEEPSTAKES: Visit www.fordspecialoffer.com/farmbureau/sweeps or (the "Website") during the Sweepstakes Period and complete the online entry form for the 2017/2018 Built Ford Tough F-150 Sweepstakes with the required contact information. If you are eligible for this Sweepstakes, check the box indicating that you have read, understand and agree to the Official Rules of THIS Sweepstakes and that you wish to enter THIS Sweepstakes ("Entry"). ALL ENTRIES MUST BE SUBMITTED BY 11:59 PM ET on 5/31/18.

For the avoidance of doubt:

- (a) If you enter the 2017/2018 Built Ford Tough F-150 Sweepstakes online but do not check the box for THIS Sweepstakes, you will NOT be entered in THIS Sweepstakes. (Eligible persons for THIS Sweepstakes who do NOT check the box for THIS Sweepstakes will NOT be automatically entered in THIS Sweepstakes by entering the 2017/2018 Built Ford Tough F-150 Sweepstakes online.)
- (b) Eligible persons for THIS Sweepstakes who enter the 2017/2018 Built Ford Tough F-150 Sweepstakes at an event or via text message will be able to enter THIS Sweepstakes. Event entries will have a check box that must be marked in order to be eligible to submit your entry. Text Message submissions are done via the same online submission from their Mobile Phones. (The opportunity to enter THIS Sweepstakes is only available to eligible persons who choose to enter the 2017/2018 Built Ford Tough F-150 Sweepstakes via the online entry method.)
- (c) If eligible persons for THIS Sweepstakes enter the 2017/2018 Built Ford Tough F-150 Sweepstakes via the online entry method AFTER 5/31/18 (but prior to 9/30/18, the entry deadline of the 2017/2018 Built Ford Tough F-150 Sweepstakes), they will NOT be able to enter THIS Sweepstakes.
- (d) Eligible persons who entered the 2017/2018 Built Ford Tough F-150 Sweepstakes via the online entry method prior to 11/1/17 will NOT be able to enter THIS Sweepstakes.
- (e) **Except to the extent expressly set forth herein, THIS Sweepstakes is a separate, distinct promotion from the 2017/2018 Built Ford Tough F-150 Sweepstakes. Accordingly, the prize offered in THIS Sweepstakes is IN ADDITION TO (AND NOT IN PLACE OF) the prize offered in the 2017/2018 Built Ford Tough F-150 Sweepstakes and, as such, the prize offered in the 2017/2018 Built Ford Tough F-150 Sweepstakes is available at different odds of winning than the prize offered in THIS Sweepstakes. (The 2017/2018 Built Ford Tough F-150 Sweepstakes is subject to its own, independent official rules, accessible at www.fordspecialoffer.com/farmbureau/sweeps.**

LIMIT: One (1) Entry per person or email address. 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, Entries will be deemed made by the authorized account holder of the email address submitted at the time of Entry; i.e., the email address used to enter the 2017/2018 Built Ford Tough F-150 Sweepstakes. 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; such disqualification may also affect such participant's eligibility to win the prize in the 2017/2018 Built Ford Tough F-150 Sweepstakes. Should a Participant enter the Sweepstakes via mobile device, he/she understands that use of the mobile device may be subject to the charges imposed by participant's carrier's rate plan. Proof of sending 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 is also not responsible for any technological error/malfunction/failure involving the issuance or receipt of the "Thank You" message from the 2017/2018 Built Ford Tough F-150 Sweepstakes and/or the use of the functionality provided in or with the "Thank You" message so as to enter THIS Sweepstakes; the preceding expressly includes but is not limited to the provision of the opportunity to enter THIS Sweepstakes in error to any person who is not eligible to enter THIS Sweepstakes (as set forth in ELIGIBILITY above). 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 6/15/18 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 6/29/18 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 June 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 and its designees (including Ford Motor Company) 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.

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 Ford Motor Company 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. (For the avoidance of doubt, tampering includes but is not limited to any use of the functionality provided in or with the "Thank You" message from the 2017/2018 Built Ford Tough F-150 Sweepstakes by any person other than the intended recipient of same [i.e., the actual entrant in the 2017/2018 Built Ford Tough F-150 Sweepstakes] who is eligible to enter THIS Sweepstakes, as set forth in ELIGIBILITY above.) Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. If for any reason THIS Sweepstakes and/or the 2017/2018 Built Ford Tough F-150 Sweepstakes is/are 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 and/or the 2017/2018 Built Ford Tough F-150 Sweepstakes, Administrator reserves the right at its sole discretion to disqualify any suspect Entry or Entrant and to cancel, terminate, modify or suspend THIS Sweepstakes (and perhaps the 2017/2018 Built Ford Tough F-150 Sweepstakes.) In the event of any cancellation, termination or suspension, notice thereof will be posted at www.alfafarmers.org/perks & www.fordspecialoffer.com/farmbureau/sweeps (and, as per the official rules of the 2017/2018 Built Ford Tough F-150 Sweepstakes, any notice as to cancellation, termination or suspension of the 2017/2018 Built Ford Tough F-150 Sweepstakes will be posted at www.fordspecialoffer.com/farmbureau/sweeps) and the determination of the Grand Prize winner for THIS Sweepstakes will be made, from among all eligible, non-suspect Entries received for THIS Sweepstakes 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.

WINNER: To receive Sweepstakes results (winner's list), go to www.promodetails.com and enter the promo code "2017/2018ALABAMAf-150sweeps". Results will be available after 8/1/18.

ABBREVIATED RULES (FOR PRINT MEDIA)

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. TO ENTER, YOU MUST BE LEGAL U.S. RESIDENT OF ALABAMA, 21 YEARS OR OLDER WITH VALID DRIVER'S LICENSE AND AN ALABAMA FARMERS FEDERATION MEMBER AS OF 11/1/17. Offered only in Alabama; void where prohibited. Sweepstakes ends 5/31/18. Sweepstakes entry available in conjunction with online entry in the 2017/2018 Built Ford Tough F-150 Sweepstakes. THIS Sweepstakes is separate from the 2017/2018 Built Ford Tough F-150 Sweepstakes, with its own prize offered at different odds of winning. For entry and official rules with complete eligibility, prize description and other details, visit www.fordspecialoffer.com/farmbureau/sweeps. Sponsored by Alabama Farmers Federation, 2108 East South Blvd., Montgomery, Alabama 36116.

ABBREVIATED RULES (FOR BROADCAST MEDIA)

No purchase necessary. Alabama only; void where prohibited. Must be legal resident of AL, 21 years of age or older and Alabama Farmers Federation member as of 11/1/17. Entry available after online entry in 2017/2018 Built Ford Tough F-150 Sweepstakes, a separate promotion. Sweepstakes ends 5/31/18. For Official Rules with prize, entry, odds and eligibility details, go to www.fordspecialoffer.com/farmbureau/sweeps. Sponsor: Alabama Farmers Federation.

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ABBREVIATED RULES for online Ads – Banner

NO PURCHASE NECESSARY. Sweepstakes ends 5/31/18. [Click here for details.](#)