

OFFICIAL RULES
CHEVY BATTLE AT THE BRICKYARD SWEEPSTAKES-BIG MACHINE
VODKA 400®

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. CHEVY BATTLE AT THE BRICKYARD SWEEPSTAKES-BIG MACHINE VODKA 400® (THE "SWEEPSTAKES") BEGINS AT 10:00 A.M. EASTERN STANDARD TIME ("CST") ON AUGUST 7, 2018, AND ENDS ON AUGUST 27, 2018, AT 4:59 P.M., EST (THE "PROMOTIONAL PERIOD"). ADMINISTRATOR'S COMPUTER WILL BE THE OFFICIAL TIME-KEEPING DEVICE FOR THE SWEEPSTAKES.

ELIGIBILITY: THE SWEEPSTAKES IS OPEN ONLY TO LEGAL RESIDENTS OF THE STATES OF INDIANA WHO RESIDE IN ONE OF THE COUNTIES LISTED IN THE CHART BELOW* WHO ARE 18 YEARS OF AGE OR OLDER AT TIME OF ENTRY ("ENTRANT"). ALL OTHERS ARE INELIGIBLE TO ENTER OR WIN AND WILL BE DISQUALIFIED. VOID WHERE PROHIBITED OR RESTRICTED. Employees of Chevrolet Motor Division, General Motors LLC, The Central Indiana Chevrolet Dealers' Association, Inc. ("Sponsor"), Synergy Marketing Partners ("Administrator"), Agency 720, Indianapolis Motor Speedway, LLC, The Crown Royal Company, and their respective parents, affiliates, subsidiaries, dealerships, distributors, and their advertising and promotion agencies, its parent, subsidiaries, limited liability and affiliated companies, advertising and promotion agencies, and each of their respective shareholders, officers, directors, employees, members, agents and assigns, (collectively the "Promotion Entities") and the members of their immediate families (spouses and parents, siblings, children and their spouses and in-laws) and persons living in the same household with such individuals (whether related or not) are not eligible to enter or win.

*County	State	Dealer Group Market
Bartholomew	IN	Indianapolis
Blackford	IN	
Boone	IN	
Brown	IN	
Carroll	IN	
Cass	IN	
Clinton	IN	
Delaware	IN	
Fayette	IN	
Grant	IN	
Hamilton	IN	
Hancock	IN	
Hendricks	IN	
Henry	IN	
Howard	IN	
Johnson	IN	
Lawrence	IN	
Madison	IN	
Marion	IN	
Miami	IN	
Monroe	IN	
Montgomery	IN	
Morgan	IN	
Owen	IN	
Putnum	IN	
Randolph	IN	

Rush	IN	
Shelby	IN	
Tipton	IN	
Wayne	IN	
White	IN	

AGREEMENT TO THE OFFICIAL RULES: By participating, Entrants agree to be bound by these Official Rules and the decisions of the Sponsor and/or Administrator, which are binding and final on all matters relating to this Sweepstakes. This Sweepstakes is subject to all applicable federal, state, and local laws. Winning a prize is contingent upon fulfilling all requirements set forth herein.

TO ENTER: There is one way to enter.

Method #1: Facebook: To enter the Sweepstakes on Facebook, during the Promotional Period, visit the Facebook page www.facebook.com/chevyindy (the "Facebook Page") and access the Sweepstakes tab. Then follow the provided instructions to complete and thereafter submit the entry form with the required contact information (which includes full name, complete mailing address, phone number, and email address) and submit as directed ("Facebook entry"). If Entrant does not have an account on Facebook.com s/he can create one free of charge. All terms and conditions of and Facebook.com apply. FACEBOOK ENTRIES MUST BE SUBMITTED BY 4:59 P.M. EST on August 27, 2018.

Facebook entries and on-site entries are hereinafter referred to as "Entry" or "Entries."

LIMIT: There is a limit of one Entry per person, per calendar day (CST), regardless of method of entry, for a total of twenty-one (21) entries. Multiple Entrants are not permitted to share the same email address or Facebook ID. Facebook Entries will be deemed made by the authorized account holder of the email address associated with the Facebook account 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. No mechanical reproductions of entry forms permitted. 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. Entrants are responsible for all charges imposed by their Internet service provider, including any applicable taxes on such services, in connection with submission of an entry. Administrator is not responsible for lost, late, incomplete, invalid, unintelligible, unreadable, or misdirected registrations, which will be disqualified. Administrator will not accept submissions from wireless domains, blacklist domains, or any email address Administrator deems to be potentially harmful to the Facebook page. Use of any automated system to participate is prohibited and will result in disqualification. All Entries become the property of Sponsor and/or Administrator and will not be acknowledged or returned. Please also see the "Entrant's Personal Information" section below, of these Official Rules.

WINNER SELECTION: Administrator will select the potential Sweepstakes winners in a random drawing conducted on or about AUGUST 29, 2018, from among all eligible Entries received during the Promotional Period. Subject to verification of eligibility and compliance with the terms of these Official Rules, the potential winners will be declared the official winners of the Sweepstakes (the "Winners"). Winners will also be contacted by the Administrator by telephone and/or email and will be required to complete and return an affidavit of eligibility, liability release, and except where prohibited by law, a publicity release form ("affidavit/release") within three (3) days of receipt. If the potential Winners' 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 awarded to an alternate selected at an alternate drawing from all remaining eligible Entries. Winners may be required to provide his/her social security number or tax id for tax reporting purposes as Administrator will file an IRS Form 1099 with the Internal Revenue Service for the approximate retail value of the prize (only for prizes valued over \$600). In the event that the potential Winner is disqualified for any reason, that prize will be forfeited and awarded to an alternate. Unclaimed prizes will not be awarded.

PRIZE/ODDS: There will be one (1) Grand Prize Winner and two (2) First Prize Winners for this Sweepstakes.

GRAND PRIZE: One (1) Grand Prize Winner will receive:

- Four (4) tickets to the Big Machine Vodka 400® at the Brickyard Powered by Florida Georgia Line on Sunday, September 9, 2018.
 - Located at the Indianapolis Motor Speedway® (4790 West 16th Street, Indianapolis, IN 46222).
- Winner and one (1) guest will have the opportunity to participate in the Driver Introduction Parade on the track prior to the race.

The Approximate Retail Value ("ARV") of the Grand Prize package is: \$140.00.

FIRST PRIZE: Two (2) First Prize Winners will receive:

- Four (4) tickets to the Big Machine Vodka 400® at the Brickyard Powered by Florida Georgia Line on Sunday, September 9, 2018.
 - Located at the Indianapolis Motor Speedway® (4790 West 16th Street, Indianapolis, IN 46222).

The Approximate Retail Value ("ARV") of each First Prize package: \$140.00.

The Approximate Retail Value ("ARV") total of all First Prize package: \$280.00.

The total Approximate Retail Value ("ARV") of all Sweepstakes Prizes is: \$420.00.

ODDS OF WINNING DEPEND ON THE NUMBER OF ELIGIBLE ENTRIES RECEIVED.

GENERAL PRIZE RESTRICTIONS: All Prizes are subject to terms and conditions of issuer and ticket distributor and no substitution will be made except as provided herein at the Sponsor's sole discretion. Tickets are subject to certain terms and conditions as specified by issuer. Winner agrees that the tickets are awarded pursuant to a revocable, nontransferable license that is personal to the winner and may not be sold, resold, auctioned, bartered, assigned, exchanged, placed in commerce, transferred, given away, donated, or otherwise conveyed. Winners must comply with all venue and event rules and regulations, including execution of all required releases. Failure to do so may result in forfeiture of such portion(s) of prize. All prize details, including exact seat location, will be determined by Sponsor in its sole discretion. If any portion of prize or any other event or activity does not take place as planned for any reason, including but not limited to, cancellation, scheduling conflicts, lockout, labor dispute, strike, inclement weather, or an event of force majeure, the remaining components of the prize will be awarded and Sponsor's obligation to the winner will be fulfilled, and no other additional compensation or substitution will be provided. Any difference between the stated ARV and the actual value, if any, will not be awarded. Winner and guest for trip must be able to travel on dates specified above or prize will be awarded to an alternate, time permitting.

Prizes (including their individual components) may not be transferred or assigned. No cash or other substitution may be made, except by the Sponsor, who reserves the right to substitute a 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. Except where prohibited by law, acceptance of prize constitutes permission for Sponsor to use a prize 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, Winners will provide written consent to such use. All prize details are at Administrator's and Sponsor's sole discretion. If any portion of prize is cancelled or postponed, the remaining portion of the prize will be awarded as complete and final and no compensation will be offered. A prize Winner's guest (if minor child or legal ward of Winner, Winner on his/her behalf) may also be required to sign and return a Liability Release and (where legal) Publicity Release within three (3) days of date of issuance of notification. Non-compliance with any of the foregoing or these Official Rules, the inability to contact the potential Winner as set forth in the winner selection sections above, failure to return such documents within the specified time period, or the return of the prize as undeliverable may result in disqualification and, time permitting, awarding of prize to an alternate Winner, at Sponsor's sole discretion, from among all remaining eligible entries. All expenses not specifically included herein are solely the responsibility of the prize winner and guests. Prizes are awarded "as is" with no guarantee,

either expressed or implied, by Sponsor. In the event there is a discrepancy or inconsistency between disclosures and other statements contained in any Promotion materials and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern, and control. In no event will more prizes be awarded than are listed in the Prizes/Odds of Winning Section above. In the Sponsor's sole discretion, a selected Winner may be required to forfeit the prize and an alternate Winner may be selected in accordance with these Official Rules from the remaining eligible entries if selected winner (i); declines or cannot accept, receive or use the prize for any reason or (ii) fails to comply with these Official Rules. The maximum value of the Prizes set forth above represents the Sponsor's good faith determination of the maximum ARV thereof and the actual fair market value, as ultimately determined the Sponsor, cannot be challenged or appealed.

Winners are responsible for all costs associated with his or her individual prize, including but not limited to: all federal, state, and local taxes (including income and withholding taxes), transportation, travel expenses, and any other expenses related to the acceptance and use of the prize except as otherwise specifically provided herein.

GENERAL CONDITIONS/RELEASE: By participating (a) Entrants release the Promotion Entities, Facebook, the Indianapolis Motor Speedway; City of Indianapolis, and County of Marion and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers, Web masters and their respective officers, directors, employees, representatives, designees and agents (collectively, the "Released Parties") 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; (b) Entrants agree that Released Parties will have no liability whatsoever, and shall be held harmless by Entrants against any liability, for any injuries, losses or damages of any kind, including, but not limited to, death or destruction of property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize(s) (including any travel or activity associated thereto) or participation in this Sweepstakes; and (c) 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. The execution of additional releases and/or waivers of liability required by Indianapolis Motor Speedway, LLC and/or any other applicable sanctioning body may also be required as appropriate. Neither Released Parties 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, or any other error or malfunction, or late, lost or misdirected mail, or any injury or damage related to or resulting from participation in this Sweepstakes. Neither Released Parties nor any service providers are responsible for typographical or other error in the printing of Sweepstakes materials, the administration of the Sweepstakes, or the announcement of the prize winner, including any such error as may give an erroneous indication that a prize has been won. In no event will more than the stated number of prizes be awarded. **Caution: any attempt to deliberately damage any website associated with this Sweepstakes, 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 and Administrator reserve the right to cooperate in the prosecution of any such individual(s) and to pursue all remedies to the fullest extent permitted by law.** Released Parties' failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Sponsor and/or Administrator reserve the right to amend the Sweepstakes dates or rules at any time without prior notice or obligation to you. 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.synmp.com/rules and the determination of the 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 these Official 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 federal, state and local courts for Marion County, Indiana; (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 Indiana, without giving effect to any choice of law or conflict of law rules (whether of the State of Indiana or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than State of Indiana.

FACEBOOK: This contest is not sponsored, endorsed, administered by, or otherwise associated with Facebook in any way, shape or form. All information provided by Entrant in connection with this contest is being provided solely to the Sponsor and not to Facebook. By entering this Sweepstakes, Entrant forever releases and discharges, and agrees to hold harmless, Facebook together with its subsidiaries and affiliates for any and all claims, causes of action, liabilities and damages whatsoever, without limitation. This Sweepstakes involvement of Facebook is being conducted in accordance with Facebook's rules and regulations (https://www.facebook.com/promotions_guidelines.php).

WINNER'S NAME: The name of the Winner is available after October 27, 2018 and may be obtained by sending a self-addressed stamped envelope to: Winner's Name, CHEVY BATTLE AT THE BRICKYARD SWEEPSTAKES-BIG MACHINE VODKA 400® c/o Synergy Marketing Partners, 100 W. 22ND Street, Suite 134, Lombard, Illinois 60148, for receipt no later than November 27, 2018.

ENTRANT'S PERSONAL INFORMATION: Any personally identifiable information collected during an Entrant's participation in this Promotion will be collected by Administrator and used by Sponsor, its affiliates, agents and marketers for purposes of the proper administration and fulfillment of the Promotion as described in these Official Rules and in accordance with Sponsor's Privacy Statement as such are stated at (<http://www.gm.com/privacy>) and Administrator's privacy policy found at <http://www.synmp.com/privacy>. By entering the Promotion, you agree to all of the terms and conditions of the Sponsor and Administrator's Privacy Statement.

SPONSOR: The Central Indiana Chevrolet Dealers' Association, Inc.; 251 East Ohio Street, Suite 1100; Indianapolis, IN 46204.

Indianapolis Motor Speedway® and Big Machine Vodka 400 at the Brickyard® powered by Florida Georgia Line are registered trademarks of Brickyard Trademarks, Inc., used with permission. Indianapolis Motor Speedway, LLC and Brickyard Trademarks, Inc. are not sponsors of, and are not responsible for, this Sweepstakes.

ADMINISTRATOR: Synergy Marketing Partners, 100 W. 22nd Street, Suite 134, Lombard, Illinois 60148.