

OFFICIAL RULES

GO ORANGE! GO WHITE! SILVERADO SWEEPSTAKES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THE GO ORANGE! GO WHITE! SILVERADO SWEEPSTAKES (THE "SWEEPSTAKES") BEGINS AT 10:00 A.M. CENTRAL TIME ("CST") ON MARCH 11, 2019, AND ENDS ON APRIL 3, 2019, AT 11:59 P.M., CST (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 STATE OF TENNESSEE AND KENTUCKY, WHO LEGALLY RESIDE IN ONE OF THE COUNTIES LISTED IN THE CHART BELOW AND WHO ARE 21 YEARS OF AGE OR OLDER, WITH A VALID DRIVER'S LICENSE AT TIME OF ENTRY ("ENTRANT"). ALL OTHERS ARE INELIGIBLE TO ENTER AND WILL BE DISQUALIFIED. VOID WHERE PROHIBITED OR RESTRICTED. Employees of Chevrolet Motor Division, General Motors LLC, Knoxville Chevrolet Local Marketing Association ("Sponsor"), Synergy Powered by EventLink ("Administrator"), University of Tennessee, other NCAA Entities (defined below), Learfield IMG College/The Vol Network, participating Chevrolet Dealerships, Jack Morton Worldwide, Agency 720, and their respective employees, parents, affiliates, subsidiaries, dealerships, distributors, and their advertising and promotion agencies (collectively the "Released Parties") 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.

<u>*Participating Dealer Group Market</u>	<u>Eligible Counties</u>
Knoxville, TN	TENNESSEE: Anderson, TN ~ Blount, TN ~ Campbell, TN ~ Claiborne, TN ~ Cocke, TN ~ Cumberland, TN ~ Fentress, TN ~ Grainger, TN ~ Hamblen, TN ~ Jefferson, TN ~ Knox, TN ~ Loudon, TN ~ Monroe, TN ~ Morgan, TN ~ Roane, TN ~ Scott, TN ~ Sevier, TN ~ Union, TN ~ KENTUCKY: Bell, KY ~ Harlan, KY

*The "NCAA Entities" shall mean, collectively, the National Collegiate Athletic Association (NCAA), the NCAA Board of Governors, Collegiate Sports, LLC, College Football Officiating, LLC, and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees. The NCAA Entities have not offered or sponsored this Sweepstakes in any way. The NCAA Entities shall have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or any prize awarded. ©2019 National Collegiate Athletic Association Properties LLC. All NCAA-related trademarks are trademarks of the National Collegiate Athletic Association.

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 will be eight (8) First Prize Winners to be determined by random drawing from among all eligible entries received during the Promotional Period and one (1) Grand Prize Winner to be determined by random drawing from among the eight (8) First Prize Winners.

On-Line: Visit one (1) of the participating Chevrolet Dealerships websites (listed in the chart below) during the Promotional Period to obtain one (1) entry into the sweepstakes. Entrants will complete an Official Entry Form by following the provided instructions and provide the requested information ("Entry") and submit as directed. ENTRIES MUST BE RECEIVED BY APRIL 3, 2019, BY 11:59 P.M. CST. There is no purchase or fee required to enter.

<u>Dealership Name</u>	<u>Website Entry Point</u>
Beaty Chevrolet	https://knoxville.syns.co/goorange/beaty

Chevrolet of Morristown	https://knoxville.syns.co/goorange/morristown
Dave Kirk Automotive	https://knoxville.syns.co/goorange/davekirk
Rusty Wallace Chevrolet	https://knoxville.syns.co/goorange/rustywallace
Reeder Chevrolet	https://knoxville.syns.co/goorange/reeder
Volunteer Chevrolet	https://knoxville.syns.co/goorange/volunteer
West Chevrolet	https://knoxville.syns.co/goorange/west
Duncan Family Automotive	https://knoxville.syns.co/goorange/duncan

On-line Entries are hereinafter referred to as “Entry” or “Entries.”

LIMIT: There is a limit of one (1) Entry per person regardless of method of entry. Multiple entrants are not permitted to share the same email address. 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. 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.

FIRST PRIZE WINNER SELECTION: Administrator will randomly select one (1) potential winner from each participating Dealership for a total of eight (8) First Prize Winners. Administrator will select the potential First Prize Winners in a random drawing conducted on or about April 4, 2019, from all eligible Entries received during the Promotional Period, subject to verification and compliance with these Official Rules. Each of the up to eight (8) First Prize Winners will be required to be present and checked in at the final Grand Prize Drawing during the University of Tennessee’s Orange and White Game presented by Chevrolet at Neyland Stadium (1600 Phillip Fulmer Ave, Ste 201, Knoxville, TN 37996), where the Grand Prize Winner will be announced. If a First Prize Winner does not attend the Drawing for any reason, he or she is not eligible to receive the Grand Prize. **MUST BE PRESENT TO WIN THE GRAND PRIZE.** First Prize Winners cannot transfer their chance to win the Sweepstakes to another individual. First Prize Winners will receive an opportunity to attend the **FREE** University of Tennessee’s Orange and White Game presented by Chevrolet, and a chance to win the Grand Prize. First Prize Winners will be contacted by the Administrator by telephone and/or email and will be required to complete and return an affidavit of eligibility, liability, and use of likeness release, and except where prohibited by law, a publicity release form ("affidavit/release") within three (3) days of receipt. If any of the potential First Prize Winner’s notifications are rejected, returned, or deemed undeliverable or a potential First Prize 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 First Prize Winner will be deemed ineligible and a replacement may be randomly selected by Administrator from among the remaining eligible entries, time permitting.

It is anticipated that there will be a total of eight (8) First Prize Winners, but this number could change based on various factors such as a First Prize Winner being deemed ineligible or unable to attend the Grand Prize drawing.

FIRST PRIZE: Each First Prize Winner will receive:

- Two (2) tickets to the 2019 Football Home Opener of University of Tennessee vs Georgia State on Saturday, August 31, 2019.
 - Located at Neyland Stadium (1600 Phillip Fulmer Ave, Ste 201, Knoxville, TN 37996)
- Two (2) Pre-Game Hospitality Passes for the 2019 Football Home Opener of University of Tennessee vs Georgia State on Saturday, August 31, 2019.
 - Located at Neyland Stadium (1600 Phillip Fulmer Ave, Ste 201, Knoxville, TN 37996)
- Orca 40 QT Cooler

- Chevrolet Prize Pack
- University of Tennessee Prize Pack

Approximate Retail Value ("ARV") of each First Prize: \$705.00. Additional expenses, including travel to/from the Grand Prize Drawing, parking fees, taxes, or other fees and costs not explicitly mentioned, are not included in the First Prize.

The odds of a particular entrant being selected as a First Prize Winner depends on the number of eligible entries received during the Sweepstakes.

GRAND PRIZE WINNER SELECTION/VERIFICATION: Each of the up to eight (8) First Prize Winners will be required to be present and checked in at the final Grand Prize Drawing on April 13, 2019, to win during the University of Tennessee's Orange and White Game presented by Chevrolet at Neyland Stadium (1600 Phillip Fulmer Ave, Ste 201, Knoxville, TN 37996, where the Grand Prize Winner will be announced. If a First Prize Winner does not attend the Drawing for any reason, he or she is not eligible to receive the Grand Prize.

All First Prize Winners must present themselves to a Sweepstakes Sponsor representative for Drawing registration and present a valid government-issued photo identification. Each First Prize Winner must personally appear at the Drawing to be eligible – no proxies are permitted. **FIRST PRIZE WINNERS MUST BE PRESENT TO WIN THE GRAND PRIZE.** First Prize Winners must fill out any registration and waiver forms required by Sponsor. Any First Prize Winners who do not present themselves to Sweepstakes sponsor representatives for Grand Prize Drawing registration by the time period specified may be disqualified and not replaced at the sole discretion of Sponsor. The Grand Prize Sweepstakes winner will then be selected in a random drawing event conducted by a representative of the Sponsor from among all eligible First Prize Winners that are present at the Drawing (the "Potential Grand Prize Winner").

Potential Grand Prize Winner 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 five (5) days of receipt. If the Potential Grand Prize Winner's 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 Grand 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 First Prize Winners. Alternate winner will be subject to the same requirements. Subject to verification of eligibility and compliance with the terms of these Official Rules, the potential Grand Prize Winner will be declared the official winner of the Grand Prize (the "Grand Prize Winner"). Unclaimed Prizes will not be awarded.

GRAND PRIZE/ODDS: Grand Prize consists of one purchase of a new 2019 Chevrolet Silverado vehicle (the "Vehicle") with an actual Manufacturer's Suggested Retail Price ("MSRP") of up to fifty-four thousand eight hundred and twenty dollars (\$54,820.00). If the Vehicle's MSRP is under \$54,820.00 the Grand Prize Winner will not be awarded the difference between the vehicle's actual MSRP and \$54,820.00. Grand Prize Winner is solely responsible for any expenses in connection with acceptance and use of the Vehicle not expressly described herein as being awarded, including, without limitation, the following: (i) income, federal, state or local taxes; (ii) insurance, registration fees, dealer preparation fees and/or additional options, additions or equipment; and (iii) any additional expenses not described herein as being awarded, including, without limitation, any travel or transportation costs, associated with winning and subsequent use of Vehicle. All options and upgrades on Vehicle that increase the MSRP over \$54,820.00 are the sole responsibility of Grand Prize Winner. Model, color, package, factory options, and other Grand Prize specifics are subject to availability. Other than the manufacturer's limited warranty, Sponsor does not make, nor in any manner is responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the Vehicle including but not limited to its quality, fitness for purpose or mechanical condition. Grand Prize Winner must take delivery of Vehicle within 30 days of notice of availability from one of the participating Chevrolet dealers (listed above) near Grand Prize Winner's residence, subject to Sponsor's approval. Sponsor and Administrator shall not be responsible for delays in delivery of Vehicle; delivery is subject to availability. Grand Prize Winner must personally retrieve Vehicle within (30) days of written notification of delivery and must present a valid U.S. driver's license issued in his/her state of residence and proof of insurance to take delivery. In the event that the potential winner is disqualified for any reason, the prize may not be awarded.

No cash or Vehicle substitutes and no cash rebates. Vehicle cannot be assigned or transferred to a third party. Vehicle delivery is through an authorized Chevrolet dealer and conditional upon Grand Prize Winner's execution and return of any

and all required paperwork. Depiction of Vehicle in any advertising or promotional materials may not reflect the actual Vehicle delivered. Sponsor and Administrator shall have no liability in conjunction with such differences between depicted Vehicle and actual Vehicle.

In the Sponsors' sole discretion, a selected Grand Prize Winner may be required to forfeit the prize and an alternate Grand Prize Winner may be selected (in Sponsors' sole discretion) in accordance with these Official Rules from the remaining eligible Finalists if selected Grand Prize 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 prize set forth above represents the Sponsors' good faith determination of the maximum ARV thereof, and the actual fair market value, as ultimately determined the Sponsors, cannot be challenged or appealed.

The odds of a particular Finalist winning the Grand Prize are not to exceed 1 in 8, or 1 in the number of Finalists participating in the Grand Prize drawing if less than 8 participate due to ineligibility.

GENERAL PRIZE RESTRICTIONS: 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' sole discretion. Tickets are subject to certain terms and conditions and availability as specified by event promoter, ticket distributor, or venue. Winner and guests must comply with all venue, promoter, event, and ticket distributor rules and regulations. Failure to do so may result in forfeiture of such portion(s) of prize, which will not be replaced by Sponsor. Sponsor will determine all prize details, including exact seat location and date of race in their 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 obligation to the winner will be fulfilled, and no other additional compensation or substitution will be provided.

Winners are solely responsible for all costs associated with their individual prize, including but not limited to: all federal, state, and local taxes (including income and withholding taxes), transportation (including to and from event), travel expenses, and any other expenses related to the acceptance and use of the prize specified herein. Prizes may not be transferred or assigned. No cash or other substitution may be made, except by the Sponsor and/or Administrator, who reserve the right to substitute the Prizes 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 and/or Administrator in its sole discretion. All prize details are at Sponsor' or Administrator's sole discretion.

PUBLICITY: Except where prohibited by law, the acceptance of a Prize constitutes permission for Sponsor and/or Administrator to use the 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 compensation, prize, incentive, consideration, consent or review; and upon request, the Prize Winner must provide written consent to such use.

RELEASE: By participating (a) Entrants release SPONSOR, Administrator, Employees of Chevrolet Motor Division, General Motors LLC, Learfield IMG College/The Vol Network, University of Tennessee, Jack Morton Worldwide, Agency 720, and their respective parents, affiliates, subsidiaries, dealerships, distributors, prize suppliers, attorneys, and their advertising and promotion agencies, the City of Knoxville, and the County of Knox (collectively, "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, by participating, 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 Chattanooga Riverbend Festival and/or any other applicable sanctioning body or opportunity provider may also be required and returned within the time period specified by such entities, as appropriate.

LIMITATIONS OF LIABILITY: 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. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE, TAMPER WITH THE ENTRY PROCESS OR INSTANT WIN GAME, 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 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.

GENERAL CONDITIONS: Sponsor's or Administrator'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, SPONSOR and/or Administrator reserve the right, at their sole discretion, to disqualify any suspect Entry or Entrant and to cancel, terminate, modify, or suspend, the Sweepstakes and randomly select the winner from valid entries received prior to action taken, or otherwise as may be deemed fair and equitable by the SPONSOR in its sole discretion. In the event of any cancellation, termination or suspension, notice thereof will be posted at the Website at <http://www.synmp.com/rules>. Entries not complying with all rules are subject to disqualification. Administrator reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. If any provision(s) of these Official Rules is held invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

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 Knox County, Tennessee (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 Tennessee, without giving effect to any choice of law or conflict of law rules (whether of the State of Tennessee or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than State of Tennessee.

WINNER'S NAME: The names of the Prize winners are available after June 8, 2019 and may be obtained by sending a self-addressed stamped envelope to: Winner's Name, GO ORANGE! GO WHITE! SILVERADO SWEEPSTAKES c/o Synergy Powered by EventLink, 100 W. 22nd Street, Suite 134, Lombard, Illinois 60148, for receipt no later than August 8, 2019.

ENTRANT'S PERSONAL INFORMATION: By entering the Sweepstakes, you acknowledge that Sponsor and Administrator may use any personal information collected as part of the Sweepstakes entry form in accordance with Sponsor's privacy policy, located at <https://www.gm.com/privacy-statement.html>, and Administrator's Privacy Policy, located at <http://www.SYNMP.com/privacy>.

SPONSOR: Knoxville Chevrolet Local Marketing Association, 9615 Parkside Drive, Knoxville, TN 37922.

ADMINISTRATOR: Synergy Powered by EventLink, 100 W. 22nd Street, Suite 134, Lombard, Illinois 60148.