

OFFICIAL RULES RED RIVER BEST CHEVY DEALERS EDUCATOR RECOGNITION PROGRAM

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

PARTICIPANTS MUST HAVE A VALID FACEBOOK ACCOUNT THAT HAS NOT BEEN SUSPENDED. THIS PROMOTION IS NOT SPONSORED BY FACEBOOK AND FACEBOOK DOES NOT ADMINISTER THE PROMOTION SITE.

BY PARTICIPATING IN THIS PROMOTION, YOU ARE PROVIDING YOUR INFORMATION TO SPONSOR AS PROVIDED BELOW IN THE *HOW TO ENTER SECTION*, AND NOT TO FACEBOOK. SEE ALSO EDUCATOR'S PERSONAL INFORMATION SECTION, BELOW.

IN ADDITION, BY PARTICIPATING YOU AGREE TO ALLOW FACEBOOK TO PROVIDE SPONSOR ACCESS TO CERTAIN ELEMENTS OF YOUR FACEBOOK ACCOUNT INFORMATION.

THE RED RIVER BEST CHEVY DEALERS EDUCATOR RECOGNITION PROGRAM (THE "CONTEST") BEGINS AT 10:00 A.M. CENTRAL TIME ("CST") ON NOVEMBER 16, 2016, AND ENDS ON APRIL 1, 2017, AT 4:00 P.M., CST (THE "PROMOTIONAL PERIOD"). ADMINISTRATOR'S COMPUTER WILL BE THE OFFICIAL TIME-KEEPING DEVICE FOR THE CONTEST.

ELIGIBILITY: THE CONTEST IS OPEN ONLY TO SCHOOL EDUCATORS GRADES KINDERGARTEN THROUGH 12TH GRADE WHO, AT THE TIME OF ENTRY, ARE LEGAL RESIDENTS OF THE STATES OF OKLAHOMA AND TEXAS WHO RESIDE IN ONE OF THE COUNTIES LISTED BELOW* WHO ARE 18 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, Wichita Hutchinson Area Chevrolet Dealers Advertising Association ("Sponsor"), Synergy Marketing Partners ("Administrator"), Jack Morton Worldwide, Agency 720, and their respective parent companies, affiliates, subsidiaries, dealerships, distributors, and their advertising and promotion agencies (collectively the "Released Parties"), and the members of their immediate families (spouses, parents, stepparents, siblings, stepsiblings, children, stepchildren, 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.

Eligible Counties	State
TEXAS: Archer, TX ~ Baylor, TX ~ Clay, TX ~ Cottle, TX ~ Foard, TX ~ Hardeman, TX ~ King, TX ~ Montague, TX ~ Throckmorton, TX ~ Wichita, TX ~ Wilbarger, TX ~ Young, TX ~ OKLAHOMA: Comanche, OK ~ Cotton, OK ~ Jackson, OK ~ Jefferson, OK ~ Stephens, OK ~ Tillman, OK	TX & OK

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

HOW TO ENTER: There will be a total of *twelve* (12) Contest winners, including one (1) Grand Prize Winner from the state of Texas and one (1) Grand Prize Winner from the state of Oklahoma (total of two (2) Grand Prize Winners) and *ten* (10) Runner Up Winners.

VIA WEBSITE: Anyone may nominate an Educator for this Contest, and Educators may nominate themselves. You can find entry forms on the website www.ChevyEducatorProgram.com (the "Website"). Once on the website, review the Rules, and fully complete and submit the application ("entry"). All entries require a school photo and an essay submission (between 150-200 words), explaining why the Educator is a deserving winner, including their impact on their school, community, volunteer activities, and achievements, as well as the Educator's name, Educator's school name, school address, and the Educator's teaching grade. Anyone who is a nominator will need to provide their name, relationship to nominee, phone number, and email address. You must obtain permission from the person whose name you submit to use their personal information, including name, school, headshot, and reason why he or she deserves to win. If you are a Minor, you must also have your parent or legal guardian agree to the Terms and Conditions and the Official Rules by electronically signing the Application. **ENTRY DEADLINE: ENTRIES MUST BE SUBMITTED BY 11:59 P.M. CST ON APRIL 1, 2017.** There is a limit of one (1) entry per nominee. Nominators can nominate more than one Educator. All entries become the property of the sponsoring Chevy dealers and will not be returned and may be used by the sponsoring Chevy dealers for any purpose and in any media in perpetuity. Before prize will be awarded, all information submitted on the application by the educator will be verified. If ANY false or misleading information is submitted on the application, the educator will be disqualified without notification to the educator or nominator.

LIMIT: There is a limit of one Entry per Educator. In the event of receipt of multiple entries from the same Educator, only the first entry will be considered. Nominators may nominate more than one Educator. 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 may void that Educator's entries and that Educator may be disqualified. Participants 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.

WINNER SELECTION: Winner selection period will run April 2, 2017 and ends on April 30, 2017 at 11:59 P.M. CST. Twenty-two (22) "Semi-Finalists" will be selected from the qualified nominations received by the entry deadline by a panel of judges consisting of (5) five members of the Administrator beginning on April 2, 2017. Semi-Finalists will be asked to fill out a release form to participate as a Semi-Finalists. Judges will select the Semi-Finalists based on the following: their impact on their school, community, volunteer activities, and achievements. The twenty-two (22) Semi-Finalists will then be narrowed down to twelve (12) "Finalists" by the Wichita Hutchinson Area Chevrolet Dealers Advertising Association Executive Board of Directors. The Board of Directors will choose the Finalists based on whom they deem the most well rounded educators based on their impact on their school, community, volunteer activities, and achievements. Out of the four (4) categories listed, finalists can receive up to twenty (20) points per category. The Board of Directors panel will rate each educator finalist from zero (0) to twenty (20) in each category to determine the Grand Prize winners and Runner Up winners. The Educators with the most points will be judged the Winners of the Grand Prize (subject to verification)

FINALISTS REVEAL DATES: On May 1, 2017 through May 5, 2017 and May 8, 2017 through May 12, 2017, at 4:00 P.M. CST the Sponsor will reveal a Finalist in no particular order on the Facebook page of www.facebook.com/redriverbestchevydealers ("Facebook Page"). On May 15, 2017, the Sponsor will reveal the Grand Prize Winners for the \$2,500 prize.

All potential winners are subject to verification of eligibility and compliance with the terms of these Official Rules. Potential winners will be contacted by the Administrator by telephone and/or email, and potential 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 seven (7) days of receipt. In the event of a tie among Entries for a Contest Prize winner(s) is/are determined. The decision of the judges is final. No prizes will be awarded to voters. If a potential winner's notification is rejected, returned, or deemed undeliverable or a potential winner fails to execute and return the affidavit/release within the specified time, forfeits the prize, or if he/she is otherwise ineligible under the Official Rules to receive a prize, that potential winner will be deemed ineligible and the prize will be awarded to an alternate selected by the Sponsor, who may, in its sole discretion, award the prize to the Finalist with the next highest number of votes (in the event of the potential Grand Prize Winner's ineligibility) or choose not to award that prize. In the event that all Finalists are determined to be

ineligible the Sponsor may, in its sole discretion, award prize(s) to alternate winners chosen by the judges based upon the specific judging criteria used to determine the Finalists from among the Semi-Finalists or from among all eligible Educators in the Contest. Winners will be required to provide their social security number or tax identification number for tax reporting purposes as Administrator will file an IRS Form 1099 with the Internal Revenue Service for the cash value of the Grand Prize and Runner Up Prize. Unclaimed prizes will not be awarded.

GRAND PRIZE: One (1) Grand Prize Winner from the state of Texas and one (1) Grand Prize Winner from the state of Oklahoma will be revealed on May 15, 2017.

- Grand Prize of \$2,500 cashier's check.

RUNNER UP PRIZE: The remaining ten (10) finalist will each receive a Runner Up Prize.

- Runner Up prize of \$800 in a cashier's check.

Approximate Retail Value ("ARV") of all prizes in the contest is \$13,000.00.

ODDS OF WINNING ARE DEPENDENT ON A MULTITUDE OF FACTORS, INCLUDING THE NUMBER OF ELIGIBLE ENTRIES AND VOTES RECEIVED, AS WELL AS THE EDUCATOR'S INDIVIDUAL ACHIEVEMENTS, AND CANNOT BE DETERMINED WITH ANY DEGREE OF CERTAINTY.

GENERAL PRIZE RESTRICTIONS: Prize money will be paid in the form of a check made out to the winner from Administrator. **Winners are 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) and any other expenses related to the acceptance and use of a prize specified herein.** Prizes may not be transferred or assigned. No 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. Except where prohibited by law, acceptance of a 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. All prize details are at Administrator's and/or Sponsor's sole discretion.

SUBMISSION GUIDELINES: Essay's must (i) be your won original work, created solely by you, and be the exclusive property of you alone; (ii) not have been previously published, released or distributed in any form; and (iii) not have won any prior awards or competitions. Nominations (and the accompanying essay and headshot) may or can be disqualified if, in the opinion of the Sponsor, they: (a) are sexually explicit or suggestive, violent, derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, or reference nudity or any materially dangerous activity; (b) promote alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message; (c) are obscene or offensive, endorse any form of hate or hate group; (d) infringe upon or include third-party trademarks, logos or trade dress owned by others, or advertise or promote any brand or product of any kind, or contain any personal identification, such as license plate numbers, personal names, email addresses or street addresses; (e) contain copyrighted materials owned by others; (f) contain materials embodying the names, likeness, or other indicia identifying any person, living or dead; or (g) suggest, or are in violation of, any law. Any waiver of any obligation hereunder by Sponsor does not constitute a general waiver of any obligation to participants. Sponsor reserves the right to waive the contest entry requirements set forth herein in its reasonable discretion. Sponsor reserves the right, in its reasonable discretion, during or upon completion of the Promotional Period, to request that any Educator resubmit his or her entry that fails to comply with the contest entry requirements before any judging period.

USE OF SUBMISSIONS: By submitting an entry, you agree that your submission, essay, and headshot is gratuitous and made without restriction and will not place Released Parties under any obligation and that Released Parties are free to otherwise disclose the ideas contained in the entry on a non-confidential basis to anyone or otherwise use the ideas without any additional compensation to you. You acknowledge that, by acceptance of your submission, Released Parties do not

waive any rights to use similar or related ideas previously known to Released Parties, or developed by their employees, or obtained from sources other than you. Released Parties reserve the right to, and may or may not, monitor/screen entries prior to posting them to the website. By entering, you acknowledge that Released Parties have no obligation to use or post any entry you submit. By submitting an entry, you warrant and represent that: (a) it is your original work, (b) it has not been previously published, (c) it has not won previous awards, (d) it does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity; (e) you have obtained permission from a person whose name or likeness is used in the entry and (f) publication of the entry via various media, including web posting, will not infringe upon the rights of any third party. If someone else takes a picture of you, you MUST have their consent to use the picture that you submit. Any such participant will indemnify and hold harmless Released Parties from any claims and damages to the contrary (including reasonable attorney's fees). By accepting a prize, the winner (or nominator) agrees that its entry will be deemed a work made for hire under the copyright laws of the United States, but if it cannot be so deemed, then the winner irrevocably assigns and transfers to Sponsor all of his/her right, title and interest in and to his/her entry, including all but not limited to all, copyright and trademark rights which he or she may have, in the United States and worldwide, therein, for consideration, the receipt and sufficiency of which is hereby acknowledged. Winner hereby waives in favor of Sponsor all rights of "droit moral" or "moral rights of authors" or any similar rights or principles of law that winner may now or later have to their entry. Sponsor reserves the right to alter, change or modify the winning entry in its sole discretion. Upon request of Sponsor, a winner shall execute and deliver such additional instrument of assignment as may be solely deemed by Sponsor reasonably necessary to establish the ownership of record of the right, title and interest in and to the entry and of the copyrights transferred and "moral rights of authors" waived under these Official Rules. Educator agrees that the Released Parties are not responsible for any unauthorized use of entries by third parties.

Should Sponsor fail to request the said assignment as stated, that shall not be deemed a waiver of Sponsor's rights and Sponsor may at a later time request the assignment. Further, Sponsor may request from a winner that the winner secure from any photographer an irrevocable assignment and transfer to Sponsor all of any photographer's right, title and interest in and to the winner's entry, including all but not limited to all copyright and trademark rights which he or she may have, in the United States and worldwide, therein, for consideration, the receipt and sufficiency of which is hereby acknowledged. The photographer may be required to waive in favor of Sponsor all rights of "droit moral" or "moral rights of authors" or any similar rights or principles of law that the photographer may now or later have in the entry. Should Sponsor fail to request the said photographer assignment as stated, that shall not be deemed a waiver of Sponsor's rights and Sponsor may at a later time request the assignment(s).

By submitting an entry, you grant Sponsor and its agents the right to publish, use, adapt, edit and/or modify the entry and each element thereof in any way, in commerce and in any and all media worldwide, without limitation and without consideration to the Educator. Submission of an entry further constitutes the Educator's consent to irrevocably assign and transfer to the sponsor any and all rights, title and interest in and to the entry, including, without limitation, all intellectual property rights as set forth above. By entering, Educators agree that Released Parties are indemnified, released and will be held harmless by Educators from any and all liability for any damages, injuries or losses of any kind to person(s), including death, or property, arising directly or indirectly from the acceptance, possession, misuse or use of a prize or his/her participation in the contest or any contest-related activity. By entering, winner grants (and agrees to confirm such grant in writing promptly upon request) to Sponsor and those acting under Sponsor's authority the right to the use of his/her name, photograph, likeness, voice, image, statements and biographical information at any time or times for advertising, trade, publicity and promotional purposes in any media now known or hereafter discovered, worldwide and on the world wide web, without review, notification, approval or additional compensation, unless prohibited by law.

REPRESENTATIONS AND WARRANTIES/INDEMNIFICATION: Each Educator represents and warrants he/she has not engaged or taken part in (or induced or encouraged anyone else to do so) any activity or conduct in connection with this contest that may or is likely to harm or create a risk of harm, physical or mental injury, emotional distress, death, disability, disfigurement, or physical or mental illness to any person, other living things or any property; may or is likely to create a risk of any other loss or damage to any person, living thing or any property; is or may constitute a crime, unlawful or non-consensual activity (e.g., conduct that could lead to criminal prosecution), tortious conduct (e.g., conduct that could lead to civil prosecution). Each Educator hereby agrees to indemnify and hold the Released Parties harmless from and against any and all claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses

relating, in whole or in part, directly or indirectly, to or arising out of any breach or alleged breach of any of the warranties, representations or agreements of Educator hereunder. Failure of Sponsor to enforce any provision herein shall not be deemed a waiver of such.

GENERAL CONDITIONS/RELEASE: By participating (a) participants (Educators, voters, and nominators) (and if participant is a Minor, participant's parent or legal guardian) release 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 a prize; (b) (and if participant is a Minor, participant's parent or legal guardian) participants agree that Released Parties will have no liability whatsoever and shall be held harmless by participants 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 a prize(s) (including any travel or activity associated thereto) or participation in this Giveaway; and (c)) participants ((and if participant is a Minor, participant's parent or legal guardian) 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, a prize quality or availability. Neither Released Parties nor any service providers are responsible for incorrect or inaccurate transcription of Entry or voting 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 Contest. Neither Released Parties nor any service providers are responsible for typographical or other error in the printing of Contest materials, the administration of the Contest, 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 GIVEAWAY, TAMPER WITH THE ENTRY PROCESS, OR OTHERWISE UNDERMINE THE LEGITIMATE OPERATION OF THE GIVEAWAY MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR AND/OR 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 Contest dates or Rules at any time without prior notice or obligation to you. If for any reason the Contest is not capable of being executed as planned, or infection by computer virus, bugs, tampering, unauthorized intervention, fraud, action of Educators, voters, 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 Giveaway, Administrator reserves the right, at its sole discretion, to disqualify any suspect Entry or Educator and to cancel, terminate, modify or suspend the Contest. In the event of any cancellation, termination or suspension, notice thereof will be posted at www.ChevyEducatorProgram.com and the determination of the Winner may 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: Participants (including Educators or nominators) (and if participant is a Minor, participant's parent or legal guardian) agree that (a) any and all disputes, claims and causes of action arising out of, or connected with, the Contest 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 Hennepin County, Minnesota; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest but in no event attorneys' fees; and (c) under no circumstances will participant be permitted to obtain awards for, and participant 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, participant 's rights and obligations, or the rights and obligations of the Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of State of North Dakota, without giving effect to any choice of law or conflict of law rules (whether of the

State of North Dakota or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than State of North Dakota.

FACEBOOK: This Contest is not sponsored, endorsed, administered by, or otherwise associated with, Facebook in any way, shape or form. All information provided by participants in connection with this Contest is being provided solely to the Sponsor and not to Facebook. By entering this Contest, participants 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 Contest's 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 Prize winners will be available after June 30, 2017, and may be obtained by sending a self-addressed stamped envelope to: Winner's Name, THE RED RIVER BEST CHEVY DEALERS EDUCATOR RECOGNITION PROGRAM c/o Synergy Marketing Partners, 100 W. 22nd Street, Suite 134, Lombard, IL 60148, for receipt no later than August 1, 2017.

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

SPONSOR: Wichita Hutchinson Area Chevrolet Dealers Advertising Association, 1025 West Everett Road, Lake Forest, IL 60045.

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