BASS PRO SHOPS #BATBASS SWEEPSTAKES OFFICIAL RULES

INTERNET ACCESS AND AN ACTIVE TWITTER ACCOUNT ARE REQUIRED.

- 1. **ELIGIBILITY:** NO PURCHASE NECESSARY TO ENTER OR CLAIM PRIZE. Open to legal residents of the 50 United States and District of Columbia ("U.S.") who are 21 years of age or older at time of entry. Employees of Bass Pro Intellectual Property, L.L.C., a Missouri Limited Liability Company (the "Sponsor"), National Rifle Association of America (NRA), and their respective subsidiaries, agencies, affiliates and members of the immediate families (spouses and parents, siblings, children and their spouses and in-laws) and persons living in the same household of such individuals are not eligible. Void where prohibited.
- 2. DESCRIPTION: The #BatBass Sweepstakes ("Promotion" or "Sweepstakes"), is offered via Twitter. Entrants are to post a tweet on Twitter with a photo of themselves and the BatBass Mobile located in the Midway at Bristol Motor Speedway using the hashtag #BatBass. The Promotion runs from 12pm Central Time on Wednesday, August 16, 2017 through 2pm Central Time on Saturday, August 19, 2017 ("Promotion Period"). One winner will be randomly selected at approximately 2:15pm Central Time on Saturday, August 19, 2017. Potential winner will first be notified on Twitter by Direct Message to the potential winner's Twitter account. To claim a prize, the potential winner will be required to respond by email within 30 minutes. Failure to do so will result in disqualification and an alternate winner will be selected.
- TO ENTER: To prepare to enter the #BatBass Sweepstakes: (1) sign into your Twitter account or, if you are not already a member, become a member of Twitter.com and sign into your Twitter account; and (2) "follow" @BassProShops on Twitter. Submit a tweet with a photo of yourself with the BatBass Mobile using the hashtag #BatBass. Limit one entry per person/Twitter account. Entries and other submitted material become the property of Sponsor and will not be acknowledged or returned. All entries must be received by 2pm Central Time on Saturday, August 19, 2017. Entries submitted in excess of stated entry limits will be void. Use of any automated system to enter as determined by Sponsor in its sole judgment is prohibited and will result in disqualification at Sponsor's sole discretion. Any attempt by any entrant to obtain more than the stated maximum number of entries by using multiple/different Twitter accounts, identities, registrations, or logins, or through any other methods, may void all of that entrant's entries and that entrant may be disqualified. If your Twitter account is set to "protected mode", your updates/responses will not be visible in Sponsor's @Reply inbox and, therefore, will not be received by Sponsor. Normal Internet access and usage charges imposed by your online service will apply. If you post updates to or receive updates from Twitter from your wireless phone, such activity will be subject to the charges pursuant to your wireless service provider's rate plan. You further understand that by participating in this Promotion via mobile phone, if you are a potential winner, the Sponsor may contact you via mobile phone, which will be subject to the charges pursuant to your wireless service provider's rate plan. Please consult your wireless service provider for more information. All terms and conditions of Twitter.com apply. Multiple entrants are not permitted to share the same Twitter account. In the event of a dispute regarding the identity of the person submitting an Entry, the Entry will be deemed to be submitted by the natural person who is the "authorized account holder" assigned by Twitter to the Twitter account in question. It is your sole responsibility to notify the Sponsor in writing if you change your Twitter account.
- **4. RANDOM DRAWING/PRIZE/ODDS OF WINNING:** At approximately 2:15pm Central Time on Saturday, August 19, 2017, a random drawing will be conducted by Sponsor from among all eligible entries received to award the following prize:
 - (1) Grand Prize: a seat in the pace car at the Bass Pro Shops NRA Night Race at Bristol Motor Speedway on Saturday, August 19, 2017. Prize consists of (1) spot in the pace car for the winner; (4) passes to the Drivers Meeting; (4) passes to the Pre Race Concert; (1) parking pass, and, (4) tickets to the race. The total combined approximate retail value of the prize is \$450.
- WINNER NOTIFICATION: Potential winner will first be notified on Twitter by Direct Message to the potential winner's Twitter account. To claim the prize, the potential winner will be required to respond by email within 30 minutes after transmission of the aforementioned message and provide his/her full name, email address, physical mailing address, date of birth, and phone number. Subsequently, winner will receive additional prize claim instructions by email and may be required to complete, sign and return a Declaration of Eligibility/Liability Release, and where lawful, a Publicity Release. All requested documents must be returned to Sponsor by the time specified in winner's notification email. Any prize details not specified will be determined by the Sponsor in its sole discretion. Prize is not transferable or refundable and must be accepted as awarded. No other substitutions may be made. except by the Sponsor, who reserves the right to substitute a prize (or component thereof) with another prize (or component thereof) of equal or greater value if the prize is not available for any reason as determined by the Sponsor in its sole discretion. Winner is solely responsible for all applicable federal, state, and local taxes and for any expenses, costs or fees associated with acceptance and/or use of prize not specified by Sponsor as being included. At the sole discretion of the Sponsor, disgualification, prize forfeiture and the selection of an alternate winner may result from any of the following: (a) a potential winner's failure to respond to initial notification via Twitter Direct Message within 30 minutes after its transmission; (b) the failure of notification due to deactivation of the potential winner's Twitter account prior to receipt of notification; (c) a potential winner's failure to become a follower of @BassProShops, resulting in the potential winner's failure to receive a Direct Message from Sponsor; (d) a potential winner's Twitter account being set to "protected mode" so that the potential winner's updates/responses may not be visible in Sponsor's @Reply inbox; (e) potential winner's failure to provide Sponsor with satisfactory proof of age, identity and residency; (f) potential winner's failure to complete and return required documents by the time specified in winner's notification email; and (g) any other non-compliance with these Official Rules or the specific terms of a Promotion.

- 6. ENTRY REQUIREMENTS/CONDUCT: By submitting an Entry, you represent and warrant that your Entry: (a) is not sexually explicit, violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, nor does it describe any materially dangerous activity; (b) is not obscene or offensive; (c) does not defame, misrepresent or contain disparaging remarks about Sponsor or its products, or other people, products or companies; (d) does not contain trademarks or logos owned by others (except trademarks and logos owned by Sponsor), or advertise or promote any brand or product of any kind (other than those owned by Sponsor); (e) does not otherwise infringe any third party's intellectual property or privacy rights, or contain any personal identification, such as license plate numbers, e-mail addresses or street addresses; (f) does not contain copyrighted materials owned by others; (g) does not contain materials embodying the names, likenesses, photographs, or other indicia identifying any person, living or dead, without such person's explicit advance permission; and (h) does not depict, and cannot itself, be in violation of any law. Sponsor's determination as to whether any Entry potentially violates the rights of any third party is final. In Sponsor's sole discretion, Entries that do not include all required information and do not adhere to the foregoing and following requirements will be considered void.
- 7. GENERAL CONDITIONS: In the event that the operation, security, or administration of this Promotion is impaired in any way for any reason, including, but not limited to fraud, virus, or other technical problem, the Sponsor may, in its sole discretion, either: (a) suspend the Promotion to address the impairment and then resume the Promotion in a manner that best conforms to the spirit of these Official Rules; (b) award the prize from among the eligible Entries received up to the time of the impairment; or (c) to proceed in such a manner as may be deemed fair and equitable by Sponsor in its sole discretion. If, due to a human, typographical, mechanical or other error, the number of potential winners notified is greater than the listed number of prizes, such prizes will be awarded in a random drawing from among all eligible entrants who submit a legitimate prize claim. The Sponsor 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 Promotion or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. The Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.
- 8. RELEASE AND LIMITATIONS OF LIABILITY: By participating in this Promotion, entrants agree to release and hold harmless the Sponsor, its parent companies, subsidiaries, divisions, affiliates, suppliers, brokers, printers, distributors and advertising, promotional and judging agencies, and any other entities affiliated with the administration of the Promotion, together with the respective officers, directors, employees, and agents of each (collectively, the "Releasees") from and against any claim or cause of action arising out of participation in the Promotion or receipt or use/misuse of any prize, including, but not limited to: (a) unauthorized human intervention in the Promotion; (b) technical errors related to computers, servers, providers, or telephone or network lines; (c) printing errors or any errors made in the advertisement of the Promotion; (d) errors in the administration of the Promotion or the processing of entries; (e) changes to Twitter policies and procedures that may interfere with the operation of the Promotion; or (f) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt of any prize. Entrants further agree that in any cause of action, the Releasees' liability will be limited to the cost of entering and participating in the Promotion, and in no event shall the Releasees be liable for attorney's fees. Entrants waive the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. Without limiting the foregoing, this Promotion, all prizes, and all materials provided on or through any Promotion-related website are provided "as is" without warranty of any kind, either express or implied, including without limitation the implied warranties of merchantability, fitness for a particular purpose, and non-infringement.
- 9. **INDEMNIFICATION:** You agree to indemnify and hold the Releasees harmless from any and all claims, damages, expenses, costs (including reasonable attorneys' fees) and liabilities (including settlements), brought or asserted by any third party against any of the Releasees due to or arising out of your Entry, or your conduct in creating an Entry or otherwise in connection with the Promotion, including but not limited to: claims for trademark infringement; copyright infringement; violation of an individual's right of publicity or right of privacy; or defamation.
- 10. PUBLICITY: By submitting an Entry, you grant to Sponsor and its affiliated companies the right, except where prohibited by law, to use your name, likeness, picture, address (city and state), voice, biographical information, Entry and written or oral statements, for advertising and promotional purposes in promoting or publicizing Sponsor, its affiliated companies, and the products or services of each, in any and all media without limitation as to time or territory, without compensation unless required by law. You shall have no right of approval, no claim to compensation, and no claim (including, without limitation, claims based on invasion of privacy, defamation, or right of publicity) arising out of any use, blurring, alteration, or use in composite form of your name, picture, likeness, address (city and state), biographical information, or Entry.
- 11. PRIVACY POLICY: Information submitted with an entry is subject to the Privacy Policy stated at www.basspro.com.
- 12. ARBITRATION/CHOICE OF LAW: Except where prohibited, entrants agree that (a) any and all disputes, claims, and causes of action arising out of or connected with this promotion, or any prize awarded, or the determination of the winners, shall be resolved individually, without resort to any form of class action, and exclusively by arbitration pursuant to the Rules of the American

Arbitration Association, then effective, in Greene County, Missouri, (b) any and all claims, judgements and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this promotion but in no event attorneys' fees; and (c) under no circumstances will entrant will 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 for actual out-of-pocket expenses), and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and/or Sponsors in connection with the promotion, shall be governed by, and construed in accordance with, the laws of the State of Missouri, without regard for conflicts of law doctrine, and all proceedings shall take place in Greene County, Missouri.

13. WINNERS LIST: For winner's name, visit @BassProShops Twitter page. Winner will be posted for a minimum of 30 days following the end of the Promotion.

SPONSOR: Bass Pro Intellectual Property, L.L.C., a Missouri Limited Liability Company, 2500 E. Kearney, Springfield, MO 65898.

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