

**BASS PRO SHOPS  
#FLANNELFANATIC SWEEPSTAKES  
OFFICIAL RULES**

**INTERNET ACCESS AND AN ACTIVE TWITTER OR INSTAGRAM ACCOUNT ARE REQUIRED.**

- 1. ELIGIBILITY:** NO PURCHASE NECESSARY TO ENTER OR CLAIM THE PRIZE. Open to legal residents of the 50 United States and District of Columbia ("U.S.") and Canada (excluding Quebec) 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; Bass Pro Shops Canada (Calgary), Inc., a Canadian corporation; and Bass Pro Shops Canada, Inc., an Ontario corporation (the "Sponsors"), 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 in Quebec and where prohibited.
- 2. DESCRIPTION:** The #FlannelFanatic Sweepstakes ("Promotion" or "Sweepstakes"), is offered via Twitter and Instagram. Entrants are to upload a photo of themselves in flannel via Twitter or Instagram, and tag it with #FlannelFanatic. The Promotion runs from 12am Central Time on Friday, October 20, 2017 through 11:59pm Central Time on Sunday, November 5, 2017 ("Promotion Period"). Winners will be randomly selected on or about November 6, 2017.
- 3. TO ENTER:** To prepare to enter the #FlannelFanatic Sweepstakes: (1) sign in to your Twitter or Instagram accounts, or, if you are not already a member, become a member and then sign in to your account(s); (2) "follow" @BassProShops on Twitter or bassproshops on Instagram. Upload a photo of yourself in flannel via either Twitter or Instagram and tag it with #FlannelFanatic. **Limit one entry per person, regardless of method of entry.** Entries and other submitted material become the property of Sponsor and will not be acknowledged or returned. All entries must be received by 11:59pm Central Time on Sunday, November 5, 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 or Instagram 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 and Instagram apply. Multiple entrants are not permitted to share the same Twitter or Instagram 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 or Instagram to the account in question. It is your sole responsibility to notify the Sponsor in writing if you change your account(s).
- 4. RANDOM DRAWING/PRIZES/ODDS OF WINNING:** On or about November 6, 2017, a random drawing will be conducted by Room 214, an independent judging organization, from among all eligible entries received to award the following prizes:

Bass Pro Shops Prizes:  
(3) prizes: a \$300 Bass Pro Shops gift card.

Ascend Prizes:  
(14) prizes: a Trek flannel shirt for ladies, approximate retail value ("ARV") \$45.  
(14) prizes: an Altimeter for men, ARV \$19.99.

RedHead Prizes:  
(14) prizes: a lined shirt jacket for men, ARV \$44.99  
(14) prizes: a pair of flannel-lined field pants for men, ARV \$29.97  
(16) prizes: an ultimate flannel shirt for men, ARV \$19.97.

Natural Reflections Prizes:  
(14) prizes: a flannel shirt jacket for ladies, ARV \$39.99  
(14) prizes: a pair of flannel pajamas, ARV \$19.99

Specific styles, sizes and colors of prize items are to be determined by Sponsor.
- 5. WINNER NOTIFICATION:** Potential winners will first be notified on Twitter or Instagram by direct message to the potential winners' accounts. To claim a prize, potential winners will be required to respond by email by the deadline included in the aforementioned message and provide his/her full name, email address, physical mailing address, date of birth, and phone number. Subsequently, winners may 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. Winners are 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, disqualification, 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 direct message within the deadline included in the message; (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. CANADIAN RESIDENTS:** Canadian residents, in order to win, must first correctly answer a mathematical skill testing question.
- 7. 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.
- 8. 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.
- 9. 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.
- 10. 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.

- 11. 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.
- 12. PRIVACY POLICY:** Information submitted with an entry is subject to the Privacy Policy stated at [www.basspro.com](http://www.basspro.com).
- 13. 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.
- 14. WINNERS LIST:** For winner's name, mail a self-addressed, stamped envelope to be received by November 15, 2017 to: Bass Pro Shops #FlannelFanatic Winners, PMI Station, P.O. Box 750, Southbury, CT 06488-0750, USA.

**Sponsors:**

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

Bass Pro Shops Canada (Calgary), Inc., a Canadian corporation, 2500 E. Kearney, Springfield, MO 65898, USA.

Bass Pro Shops Canada, Inc., an Ontario corporation, 2500 E. Kearney, Springfield, MO 65898, USA.

**Administrator:** Promotion Mechanics, Inc., 87 South Main Street, Newtown, CT 06470, USA.

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