Longest Feather Contest
Official Rules

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

2. AGREEMENT TO THE OFFICIAL RULES: By participating in the Longest Feather Contest ("Contest"), each entrant (and their parent/legal guardian, if a minor) fully and unconditionally agree to and accept these Official Rules and the Sponsor's decisions which are final and binding in all matters related to the Contest. Winning a prize (described below) is contingent upon fulfilling all requirements set forth herein.

3. ELIGIBILITY: Contest is only open to legal residents of the fifty (50) United States and the District of Columbia who are at least 18 years of age and possess a current and valid small game license, or are between the ages of 12 through 17 and possess a valid hunter safety certificate and current, valid small game license, as well as their parent/legal guardian's permission to participate in this Contest. All applicable federal, state and local laws apply. Employees of Bass Pro Outdoor World, L.L.C. (the "Sponsor"), Cabela's Wholesale, L.L.C. ("Cabela's"), their respective parents, subsidiaries, agencies, affiliates, dealers, employees, 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 any of the aforementioned individuals are not eligible. Void where prohibited by law.

4. SPONSOR: Contest is sponsored by Bass Pro Outdoor World, L.L.C., 2500 E. Kearney, Springfield, MO 65898 ("Sponsor").

5. CONTEST PERIOD: This contest will begin on October 16, 2021, and end on October 24, 2021.

6. HOW TO ENTER: Participants who legally harvest a pheasant may present their bird to Customer Service at the Cabela's Mitchell Retail Store located at 601 Cabela Dr., Mitchell, SD 57301 by the deadline of 5pm on October 24, 2021 for its tail feather to be measured by Cabela's staff. The bird must be brought in for measuring within 48 hours of being harvested, and, its tail feather MUST BE ATTACHED to the bird in order to qualify for the Contest.

7. PRIZES: Participant entries will be divided into two groups: Adult Group (participants ages 18+), and Youth Group (participants between the ages of 12-17). The eligible participant in each group who presented the pheasant with the longest eligible tail feather as measured by Cabela's staff and in accordance with these Official Rules, will be declared that group's winner. Prizes to be awarded are:
   Adult Group Prize: a Cabela's gift card in the amount of $100.
   Youth Group Prize: a Cabela's gift card in the amount of $50.

ARV of all Prizes combined is up to $150. Gift cards are subject to issuer's terms and conditions. Winners assume responsibility of all applicable taxes associated with the acceptance and use of a prize.

PRIZES DO NOT INCLUDE, AND WINNERS WILL BE RESPONSIBLE FOR, ALL COSTS AND EXPENSES RELATED TO PARTICIPATING IN THIS CONTEST AND/OR CLAIMING A PRIZE, INCLUDING BUT NOT LIMITED TO COST OF TRAVEL TO/FROM CABELA'S MITCHELL RETAIL STORE, APPLICABLE HUNTING LICENSES, FEES, AND EQUIPMENT.
8. **WINNER ANNOUNCEMENTS:** Winners will be announced at the Cabela's Mitchell Retail Store located at 601 Cabela Dr., Mitchell, SD 57301, at approximately 6pm CT on Sunday, October 24, 2021. Winners need not be present to win. Prizes will be awarded immediately after winners are announced. If a winner is not present, they will be notified by Cabela's staff by phone, email, or mail at Sponsor's sole discretion with prize claim instructions.

9. **GENERAL:** Taxes on prizes and expenses not specified, are the sole responsibility of winners (and their parent/legal guardian if a minor). By participating, entrants (and their parent/legal guardian, if a minor) agree (a) to these rules and decisions of Sponsor and its designees which shall be final in all respects; (b) to release and hold harmless Sponsor, Cabela's, their respective subsidiaries, affiliates and agencies, and their respective directors, officers, employees, agents and representatives (hereafter referred to as “Releasees”) from any and all claims, demands, costs, expenses, liability, losses or damages of any kind resulting from their participation in the promotion or their acceptance, use or misuse of a prize, including liability for personal injury or death; (c) if a winner, to the use by Sponsor and its designees of name and/or photograph for advertising and publicity purposes without compensation (unless prohibited by law) and to execute specific consent to such use if asked to do so, and to the announcement of their name, city and state; and (d) that Sponsor and its agents have not made any representation, warranty or guaranty, in whole or in part, in law or in fact, relative to the prize. Winners (and their parent/legal guardian if a minor) will be required to complete a declaration of eligibility and liability release and (where legal) a publicity release, which must be returned within the time period specified by Sponsor or prize will be forfeited. Releasees are not responsible and shall not be liable for: (a) any telephone, electronic, hardware or software program, network, Internet or computer malfunctions, failures, or difficulties of any kind, including without limitation, server malfunction or any human error which may occur in the processing of entries; (b) failed, incomplete, garbled or delayed computer transmissions; (c) late, lost, illegible, postage-due, incomplete, damaged or misdirected entries or mail; and (d) any condition caused by events that may cause the promotion to be disrupted or corrupted. No more than the advertised number of prizes will be awarded. Sponsor further reserves the right, in its sole discretion, to cancel, terminate or modify this Contest if not capable of completion as planned, including infection by computer virus, technical corruption, non-authorized human intervention or force majeure. Entries become the property of Sponsor. No prize transfer. No prize substitution except at Sponsor’s sole discretion, in which case a prize of equal or greater value will be awarded. The Sponsor’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. When terms such as “may” are used in the Official Rules, Sponsor has sole and absolute discretion. Participants (and their parent/legal guardian if a minor) agree to waive any rights to claim ambiguity of these Official Rules.

10. **COLLECTION AND USE OF PERSONAL INFORMATION:** As a condition of entering the Promotion, participants (and their parent/legal guardian, if a minor) agree and consent to Sponsor’s collection, use and retention of their personal and other information for all purposes related to the Promotion (including, without limitation, processing and administering entries or prize claims, sharing participant’s personal information with third parties, including Sponsor’s service providers, contractors, prizing partners, etc. as necessary to conduct and operate the Promotion, communicating with and awarding prizes to winners, making public announcements about winners, and advertising, promotion and publicizing the Promotion), and to comply with applicable laws, rules and regulations, including the storing of your information for purposes of complying with state record retention requirements. Information collected from entrants will be subject to Sponsor’s Privacy Policy, published at [https://www.basspro.com/shop/en/privacy-policy-summary-bass-pro-shops](https://www.basspro.com/shop/en/privacy-policy-summary-bass-pro-shops). If you object to anything stated in these Official rules or Sponsor’s Privacy Policy, do not participate in the Promotion. If you are a California resident and wish to review what choices and rights you are afforded under the California Consumer Privacy Act (CCPA) or other applicable California privacy laws, please review that section of Sponsor’s Privacy Policy using the link provided above.
11. **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 Sponsor 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.

12. **ODDS OF WINNING.** Odds of winning a prize will depend upon the number and skill of eligible participants in each age group.

13. **WINNERS LIST:** A list of winners, available after October 24, 2021, will be posted at the customer service desk at the Cabela's Mitchell Retail Store located at 601 Cabela Dr., Mitchell, SD 57301 for a minimum of 60 days.

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