

FORD FINALS CONTEST (the “Contest”)

Official Contest Rules (the “Rules”)

The Contest is subject to all Canadian federal, provincial, and municipal laws.
Void where prohibited.

NO PURCHASE NECESSARY

- Contest Sponsor:** The Contest is sponsored by Ford Motor Company of Canada, Limited (“**Ford**” or the “**Contest Sponsor**”) and administered by Professional Bull Riding (“**PBR**”), (the “**Contest Administrators**”)
- This Contest will be run in accordance with these Rules, subject to amendment by the Contest Sponsor at any time, in its sole discretion. Entrants must comply with these Rules, and, by entering the Contest, will be deemed to have received and understood the Rules.
- Contest Period:** The Contest starts at [6:00 p.m.] Mountain Time (“**MST**”) on [Saturday May 25th, 2024] and continues until [11:59 p.m. MST] on [Saturday October 26th, 2024] (the “**Contest Period**”). The Contest Period is comprised of Eight (8) Entry Segments, as defined below. All times stated are stated as local time at the location.

Entry Segment	Location	Entry Period
May 25	Brandon, MB	6:00 p.m. – 10:00 p.m.
June 1	London, ON	6:00 p.m. – 10:00 p.m.
June 4/5	Kingston, ON	6:00 p.m. – 10:00 p.m.
June 8	Ottawa, ON	6:00 p.m. – 10:00 p.m.
July 18	Kelowna, BC	6:00 p.m. – 10:00 p.m.
Sept 27/28	Grande Prairie, AB	6:00 p.m. – 10:00 p.m.
October 5	Medicine Hat, AB	6:00 p.m. – 10:00 p.m.
October 25/26	Saskatoon, SK	6:00 p.m. – 10:00 p.m.

4. **Eligibility:** This Contest is open only to legal residents of Canada (excluding Quebec). Each an “**Entrant**”, collectively “**Entrants**”). Employees (and their immediate families and those with whom they are domiciled) of the Contest Sponsor, the Contest Administrators, and each of their respective subsidiaries, affiliates, directors, officers, governors, agents, and their advertising and promotional agencies (altogether, the “**Released Parties**”) are not eligible to enter the Contest. Immediate family includes the husband, wife, son, daughter, brother, sister, mother, or father of an individual, regardless of where such individual resides.
5. **Minors:** All Entrants who are minors in their province or territory of residence must obtain permission from their parent or legal guardian to participate in the Contest. In such cases, the parent or legal guardian will be deemed to be the Entrant, and must comply with all Contest requirements set forth herein and who may accept the prize on behalf of the minor winner.
6. **How to Enter:** No purchase necessary. To enter, visit a PBR Canada Cup Tour Event during the Contest Period and scan the PBR Daysheet QR Code (each, a “**Contest Activation Point**”). The PBR Daysheet will be promoted via the video screens. Entrants will scan the QR code presented and complete the necessary contest form, including but not limited to, first and last name, email address, phone number, agreement with the Official Contest Rules, and choice opt-in (not mandatory) to receive future email communications from the Contest Sponsor regarding their products and services. Once all registration conditions are submitted in accordance with these Rules, the Entrant will receive one (1) Entry into the contest. Limit one (1) entry per Entry Segment.
7. The Contest Sponsor reserves the right, in its sole discretion, to disqualify any individual found: (i) to be tampering with the entry process or the operation of the Contest; (ii) to be acting in violation of the Rules; (iii) to be acting in an un-sportsmanlike or disruptive manner; or (iv) to be engaging in any other offensive conduct that jeopardizes the integrity and/or administration of the Contest, which shall be determined at the Contest Sponsor’s sole discretion.
8. **The Grand Prize (A random draw from all Entries received in the eight (8) entry segments)** From all entries received, one Grand Prize Winner will be selected on Tuesday, October 29, 2024. The Grand Prize is a trip for two to the PBR Canada Cup Nationals in Edmonton, Alberta to be held on November 8th and 9th 2024. Prizing includes airfare for two people from the commercial airport closest to the winner’s place of residence. In the event there is not a commercial airport in proximity to the winner’s residence, the winner be reimbursed for mileage to and from Edmonton at a rate of .64 cents per kilometer. Accommodations for two for both nights of the PBR Canada Cup National Finals, and tickets for both nights to the PBR Canada Cup National Finals. The approximate value of the Grand Prize is \$2,000.00.

9. The winner will be solely responsible for all other incidental costs and expenses related to their prize not mentioned above, including, but without limitation, transportation to and from the event, gratuities, personal expenses, meals, entertainment, etc. The Contest Sponsor will not be held to award more prizes than as set out in these Rules.

No responsibility is assumed by the Contest Sponsor for cancelled, delayed, suspended or re-scheduled events for any reason whatsoever beyond its control and the Prize winner will not be reimbursed for any portion of the Prize that may become unavailable.

10. **Prize Substitution:** Any Prize is non-exchangeable, non-transferable, non-refundable, has no cash-surrender value, and must be accepted as awarded with no substitutions. The Contest Sponsor reserves the right, in its sole discretion, to substitute and/or modify any prize with (a) prize(s) of equal or greater value for any reason.
11. **Winner Conditions:** To be declared the winner, a selected Entrant must first: (i) have complied with, be in compliance with, and continue to comply with the Rules; (ii) correctly answer, unaided, a time-limited, mathematical skill-testing question which will be sent to the winner via email by the Contest Administrators.
12. **Tampering:** All entries that are incomplete, illegible, damaged, irregular, have been submitted through illicit means, or do not conform to or satisfy any condition of the Rules may be disqualified by the Contest Sponsor, in its sole discretion. The Contest Sponsor takes no responsibility for lost, stolen, delayed, damaged, misdirected, late or destroyed entries, typographical or other production errors, or any errors or omissions in printing or advertising related to this Contest, as applicable. Any use of robotic, repetitive, automatic, programmed or similar entry methods or agents (including, but not limited to, Contest entry services) will void all entries by that Entrant.

The Contest Sponsor assumes no responsibility for failure of the Internet or any website during the Contest, for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any e-mail or traffic congestion on the Internet or on any website, or any combination thereof including any injury or damage to an Entrant's or any other person's computer related to or resulting from participation in the Contest. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws. Should such an attempt be made, the Contest Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

The Released Parties will not assume any responsibility of any nature whatsoever in all cases where their inability to hold the Contest or to remit any Prize to any winner results from a cause beyond their control, including

Acts of God, weather conditions, strike, lock-out or other labour dispute, or cancellation of any PBR event.

13. **Modification/Termination:** Subject to applicable law, the Contest Sponsor reserves the right, in their sole discretion and without liability, to terminate or suspend the Contest in whole or in part, or modify the Rules of the Contest at any time without notice, if fraud, technical failures including any network server or hardware failure, viruses, bugs, errors in programming, or communications or any other errors or other causes beyond the control of the Contest Sponsor that corrupts the administration, integrity or security of the Contest or if any other factor interferes with the conduct of this Contest as contemplated by these Rules, or for any other reason at the sole discretion of the Contest Sponsor. In such event, the Contest Sponsor may, in its sole discretion, choose to select (a) winner(s) via random drawing from among all eligible entries received up until the time of cancellation, termination, modification, or suspension.
14. **Privacy:** The Contest Sponsor is collecting personal data about Entrants for the purpose of administering this Contest only. Entrant's personal information will not be used for any further informational or marketing communications.
15. **Publicity:** By accepting a Prize, each winner agrees that the Released Parties and their respective designees may use his/her name, social media name, photographs, videos, likenesses, city of residence, biographical information, Prize information and/or statements about this Contest for advertising and/or publicity purposes in any and all media (now or hereafter known) throughout the world, in perpetuity, without compensation, notification, or permission, unless otherwise prohibited by law.
16. **Release and Liability:** By entering this Contest, Entrants forever release and hold harmless the Contest Sponsor, its advertising and promotional agencies, their affiliates and respective directors, officers, owners, partners, employees, agents, dealers, representatives, successors and assigns from any and all damages, injuries, death, loss, or liability to person or property, due in whole or in part, directly or indirectly, by reason of entering the Contest, the acceptance, possession, use or misuse of any prize, or while preparing for and/or participating in any Contest and/or prize-related activity.
17. **Construction:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Rules, or the rights and obligations of Entrants and the Contest Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the Province of Ontario, without giving effect to its conflict of law rules and provisions. All Entrants consent to the jurisdiction and venue of the Province of Ontario. All Entrants expressly agree that the Ontario courts shall have sole jurisdiction over any dispute or litigation arising from or relating to this Contest and agree to submit to the laws of and the jurisdiction of the federal courts of Canada and provincial courts of the Province of Ontario, and hereby waive the

jurisdiction of any other court that now or in the future could be considered competent for any reason. The venue shall only be Toronto, Ontario.

The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision. If any provision is determined to be invalid or otherwise unenforceable, these Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.