

## Hope in the Saddle 2020 Tack Room Makeover Official Rules

**1. Introduction:** Active Interest Media, LLC (d/b/a Hope in the Saddle ("Sponsor")) is offering the 2020 Tack Room Makeover ("Contest"). NO PURCHASE NECESSARY. A PURCHASE DOES NOT IMPROVE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED.

**2. Eligibility:** Entrant must be 18 years of age or older as of Monday, August 31, 2020 and a resident of the 50 United States and the District of Columbia. Employees of Sponsor, Cargill, and Tractor Supply Co.; their subsidiaries, affiliated companies, and agents; and the immediate family (defined as parents, spouse, children, siblings, grandparents) of each such employee, and all those with whom such employees are domiciled, are NOT eligible.

**3. Timing:** Contest begins at 12:00:01 a.m. E.S.T. on Monday, August 31, 2020 and ends at 11:59:59 p.m. E.S.T. on Wednesday, September 30, 2020. One (1) grand prize "nominee" and one (1) grand prize "nominator" will be chosen and contacted on or around Monday, October 12, 2020. Sponsor reserves the right to extend or shorten the contest at their sole discretion.

**4. How to Enter:** Visit <http://hopeinthesaddle.com/page/tack-room-makeover>, correctly complete the official entry form, then submit your entry as directed (limit one [1] entry via an official entry form per participant). In the entry form, include a 250-word or less essay nominating a therapeutic riding center that is deserving of a tack room makeover. Information/fields must be fully, accurately and legibly completed or entry may be voided. Contestants may enter once (1 time per person) during the Contest period. More than one (1) entry from any person or email address during the Contest period will void all entries from that person or email address.

Sponsor is not responsible for late or incomplete entries. If a problem occurs in the online submission process, Entrant should receive an "Error" message. However, the responsibility to electronically complete the Entry process is the Entrant's and neither the Sponsor nor the Contest Administrator shall be responsible for any entry not actually received to do incomplete or improper transmission. Similarly, neither the Sponsor nor Contest Administrator has any obligation to advise Entrant of an incomplete Entry or submission.

### 5. Submitted Photograph/Essay

By participating in the Contest, entrant warrants and represents that: (a) the submitted photograph and essay are unpublished, truthful in all respects, original, do not violate any law or regulation and do not infringe or violate any third party rights, including but not limited to the rights of copyright, trademark, privacy and publicity; (b) watermarks, signatures and copyright notices have NOT been added to the submitted photograph; and (c) submitted photograph and/or essay do not contain nudity, sexually explicit content or violent or offensive material.

**6. Judging Criteria:** Each entrant selected as a potential winner must comply with all terms and conditions set forth in these Official Rules and winning is contingent upon

fulfilling all such requirements. This contest will have one (1) grand prize “nominee” and one (1) grand prize “nominator” winner that will be chosen by the Contest Sponsor based on the uniqueness of the submitted essay. No purchase necessary to enter. By entering your email address, you agree to receive offers from Cargill and Tractor Supply Co., and a weekly newsletter from Hope in The Saddle. Entrants will have the opportunity to unsubscribe at any time, immediately, once you receive your first newsletter. IF YOU DO NOT WISH TO SHARE YOUR CONTACT INFORMATION WITH THE SPONSOR, CARGILL, OR TRACTOR SUPPLY CO., PLEASE DO NOT ENTER THIS CONTEST. Participants agree to be bound by these rules and the decision of the judges, whose decisions are final. Odds of winning depend on the total number of eligible entries received. If a potential winner cannot be contacted within three (3) days after the first attempt to contact such potential winner, an alternate entrant will be selected in his or her place from all entries received.

**7. Prizes:** The following prize package will be awarded to “nominee:” vouchers good for a year supply of Nutrena® Equine Feed for one horse (approx. 20 free bags) redeemable only at Tractor Supply Co. stores, limit of one coupon per customer per visit (ARV: \$500); Tractor Supply Co. gift card for \$500 (ARV: \$500); nutrition consultation with Nutrena feed expert (ARV: \$100); Hope in the Saddle jacket (ARV: \$75); custom barn sign (ARV: \$100); and 12-month subscription to any Equine Network magazine (ARV: \$15). **Total Approximate Retail Value of All Prizes: \$1,290.**

The following prize package will be awarded to “nominator:” Tractor Supply Co. gift card for \$200 (ARV: \$200); Hope in the Saddle jacket (ARV: \$75); and 12-month subscription to any Equine Network magazine (ARV: \$15). **Total Approximate Retail Value of All Prizes: \$290**

**8. Other Terms and Conditions:** All entries must be original and must not infringe on any third-party rights. Submission of entry constitutes entrant's consent to irrevocably assign to Sponsor any and all rights to their entry including, but not limited to, intellectual property rights; this includes that the entry may be used in existing and future promotions by Hope in the Saddle. Potential winner will be required to sign and return an Affidavit of Eligibility, Liability Release, and where lawful, a Publicity Release, within seven (7) days of notification, failing which the potential winner will be disqualified and another winner selected in the place of the disqualified person at random from all entries received. If any prize or prize notification is returned as non-deliverable, the potential winner will be disqualified and another potential winner will be selected in the original potential winner's place. By accepting the prize, the winner agrees that the Sponsor and those acting under the Sponsor's authority, may use winner's name, picture/portrait likeness and/or voice, for advertising and promotional purposes without further consideration, unless prohibited by law. BY ACCEPTING THE PRIZE, THE WINNER AGREES THAT THE SPONSOR, ITS SUBSIDIARIES, AFFILIATES, ADVERTISING AND PROMOTION AGENCIES, AND ALL OF THE SPONSOR'S OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS, WILL HAVE NO LIABILITY WHATSOEVER FOR, AND WILL BE HELD HARMLESS BY WINNER FOR ANY LIABILITY FOR ANY INJURY, LOSS OR DAMAGES OF ANY KIND TO PERSONS, INCLUDING DEATH, AND PROPERTY, DUE IN WHOLE OR IN PART, DIRECTLY OR

INDIRECTLY, FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZE OR PARTICIPATION IN THIS CONTEST OR PARTICIPATION IN ANY CONTEST OR PRIZE RELATED ACTIVITY. Subject to all federal, state and local laws. Void where prohibited.

**9. Miscellaneous:** All entries become the sole property of Sponsor and none will be returned. All entries submitted may be used in the promotion of, or marketing of the 2020 Tack Room Makeover and Hope in the Saddle in perpetuity. In the event of a dispute, entries made by Internet will be deemed made by the authorized account holder of the email address submitted at the time of entry. The "authorized account holder" is deemed the natural person who is assigned to an email address by an Internet access provider, service provider or other online organization that is responsible for assigning email addresses for the domain associated with the submitted email address. A potential winner may be requested to provide Sponsor with proof that the potential winner is the authorized account holder of the email address associated with the winning entry. If for any reason the Contest is not capable of running as planned, including due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure, human error or any other causes beyond the control of Sponsor that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Contest, Sponsor reserves the right in its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Contest. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. The Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any email or entry to be received by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site, any combination thereof, or otherwise, including any injury or damage to entrant's or any other person's computer related to or resulting from participation or downloading any materials in the Contest. Sponsor is not responsible for late, lost, illegible, incomplete, stolen, or misdirected entries. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

**10. Use of Information:** The collection and use of entrant information will be governed by Sponsor's online privacy policy, available for viewing at <https://hopeinthesaddle.com/page/privacy-policy-terms-of-service>.

**11. Winners List:** A complete list of prizewinners will be available at <http://www.equisearch.com/page/sweepstakes-winners> by October 30, 2020, or by sending a stamped self-addressed envelope to 2020 Tack Room Makeover Contest, Equine Network, 5720 Flatiron Parkway, Boulder, CO 80301.

**12. Prize Providers:** Cargill, Tractor Supply Co., and Active Interest Media Equine Network

**13. Sponsor:** The Sponsor of this Contest is Hope in the Saddle / Active Interest Media, LLC, 5720 Flatiron Parkway, Boulder, CO 80301.