

## **Official Rules for the “Progressive Insurance 2013 Great Milwaukee RV Fair Coloring Contest”**

**CONTEST PERIOD:** The Progressive Insurance 2013 Great Milwaukee RV Fair Coloring Contest (“Contest”) begins on April 12, 2013, at 10:00 a.m. Central Standard Time (“CST”) and ends on May 10, 2013, at 8:00 p.m. CST (the “Contest Period”).

**HOW TO ENTER:** There are two (2) ways to enter: **(1) Mail in:** During the Contest Period, go to [www.GreatMilwaukeeRVFair.com](http://www.GreatMilwaukeeRVFair.com), download and print the designated coloring sheet for your child to color (note: an entry form must be signed by child’s parent or legal guardian at time of Entry); print your child’s full name, parent’s full name, parent’s email address and phone number on the back of the coloring sheet; and mail completed coloring sheet to GS Media & Events, Attn: Marketing, 3300 Fernbrook Ln N, Suite 200, Plymouth, MN 55447, for an Entry to the Contest. All Entries must be received by May 1, 2013 via US Mail. **(2) Personal Delivery:** During the Contest Period, go to [www.GreatMilwaukeeRVFair.com](http://www.GreatMilwaukeeRVFair.com), download and print the designated coloring sheet for your child to color (note: an entry form must be signed by child’s parent or legal guardian at time of Entry); print your child’s full name, parent’s full name, parent’s email address and phone number on the back of the coloring sheet. The completed coloring sheets can also be submitted in person at the Show Office during the Progressive Insurance Great Milwaukee RV Fair (“Event”) scheduled to be conducted at Wisconsin State Fair Park, Wednesday May 8, 2013, through Saturday, May 11, 2013, ending at 8 p.m. CST. Coloring sheet must be submitted by parent or legal guardian. Entries generated by script, macro or other automated or mechanical means or by any means which subvert the entry process are void. Limit one (1) Entry per person, regardless of method of entry. Entries received from any person in excess of the limitation will be void. All Entries become the sole property of the Sponsor and will not be returned. Released Parties (as defined below) are not responsible for lost, late, stolen, garbled, incomplete, damaged, delayed, illegible, mutilated, misdirected, or postage-due Entries or mail. Incomplete, illegible, or fraudulent entries not considered.

**REQUIREMENTS OF ENTRIES:** Entry must be the original work of the entrant, may not have been previously published, may not have won previous awards, and must not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity. If the Entry contains any material or elements that are not owned by the entrant, and/or which are subject to the rights of third parties, the entrant is responsible for obtaining, prior to submission of the Entry, any and all releases and consents necessary to permit the use and exhibition of the Entry by Sponsor in the manner set forth in these Official Rules, including, without limitation, name and likeness permissions from any person who appears in or is identifiable in the Entry. Sponsor reserves the right to request proof of these permissions in a form acceptable to Sponsor from any entrant at any time. Failure to provide such proof may, if requested, render Entry null and void. By submitting an Entry, entrant warrants and represents that he/she and any persons appearing or who are identifiable in the Entry consent to the submission and use of the Entry in the Contest and to its use as otherwise set forth herein.

**ELIGIBILITY:** Contest is open to children 12 and under whose parents or legal guardians sign a release and waiver of liability and enter their children’s coloring sheet in the Contest. Employees of GS Media & Events (“Sponsor”), and its parent, subsidiaries, limited liability and affiliated companies, advertising and promotion agencies, and each of their respective family members (parent, child, spouse, sibling and their respective spouses, regardless of where they reside), and members of their households, whether or not related, are not eligible to enter or win. Contest is subject to all applicable federal, state and local laws. Void where prohibited by law.

**JUDGING:** All eligible Entries received by Sponsor during the Contest Period or at the Event will be judged on May 11, 2013, by a panel of qualified judges based on the following criteria: originality and

overall appearance. The Entry with the highest score will be deemed the potential Grand Prize winner. In the event of a tie, an additional, “tie-breaking” judge will determine the winner based on the criteria listed herein. Sponsor reserves the right not to award all prizes if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Entries. Prize awards are subject to verification of eligibility and compliance with these Official Rules.

**WINNER NOTIFICATION:** Potential winner will be contacted via phone or email and will be required to execute a publicity release (except where prohibited). Return of prize or prize notification as undeliverable, the inability of Sponsor to contact a potential winner within a reasonable time period or noncompliance with these Official Rules by any potential winner will result in disqualification and, at Sponsor’s sole discretion, the prize may be awarded to a runner-up.

**PRIZE:** One (1) Grand Prize winner in each age category will be awarded a \$50 gift card for Target. Prizes are awarded “as is” with no warranty or guarantee, either express or implied by Sponsor. Total actual retail value of all prizes is: \$150.00. All prize details are at Sponsor’s sole discretion.

**OWNERSHIP/USE OF ENTRIES:** By submitting an Entry, each entrant agrees Sponsor shall own the Entry submitted (including all rights embodied therein) and that it and its designees may exploit, edit, modify, and distribute the Entry and all elements of such Entry, including, without limitation, the names and likenesses of any persons or locations embodied therein, in any and all media now known or hereafter devised, worldwide, in perpetuity without compensation, permission or notification to entrant or any third party.

**GENERAL CONDITIONS:** By entering this Contest and/or using any prize, entrant agrees: (1) to release, discharge and hold harmless Sponsor, its parent, subsidiaries, limited liability and affiliated companies, advertising and promotion agencies, and each of their respective shareholders, officers, directors, employees, members, agents and assigns (collectively, the “Released Parties”) from liability of any kind or nature for any loss, claims, damages, or injuries of any kind resulting in whole or in part, directly or indirectly from entrant’s participation in this Contest or from the acceptance and use/misuse of any prize; and (2) to abide by, and be bound by these Official Rules and the decisions of the Sponsor relating to participation in the Contest, selection of winners and awarding of prizes, which shall be final. Acceptance of any prize constitutes permission to use winner’s name, biographical information, city and state of residence, voice, photograph, image and/or likeness for advertising, promotional and other purposes in any and all media now known or hereafter devised, worldwide, in perpetuity, without further compensation, notification or permission from entrant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use if asked to do so, unless prohibited by law. Released Parties are not responsible for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing or judging of Entries, the announcement of the prize, the incorrect uploading of the coloring sheet or in any Contest-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. Released Parties are not responsible for injury or damage to any person's computer related to or resulting from participating in this Contest or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the Contest or website, who act in an unsportsmanlike or disruptive manner or who are in

violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated Entries will be void. Should any portion of the Contest be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of Entries, or should the Contest be unable to run as planned for any other reason, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Contest and, if terminated, at its discretion, select the potential winner from all eligible, non-suspect Entries received prior to action taken using the judging procedure outlined above. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

**WINNERS' LIST:** The winners' names will be posted on [www.GreatMilwaukeeRVFair.com](http://www.GreatMilwaukeeRVFair.com) from May 12, 2013, to May 19, 2013, or they may be obtained by sending a properly stamped, self-addressed envelope to GS Media & Events, c/o Progressive Insurance Great Milwaukee RV Fair Coloring Contest, Attn: Marketing, 3300 Fernbrook Ln N, Suite 200, Plymouth, MN 55447. Mail-in winners' list requests must be postmarked by May 11, 2013, and received by May 19, 2013. Requests not postmarked and/or received by the specified will not be honored.

**SPONSOR:** This Sweepstakes is sponsored by **GS Media & Events**, an affiliate of Good Sam Productions, LLC, a limited liability company, having its principal place of business at 3300 Fernbrook Ln N, Suite 200, Plymouth, MN 55447.