

2018 Ford Hot Shots Contest (the “Contest”)

Official Contest Rules (the “Rules”)

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

NO PURCHASE NECESSARY

1. **Contest Sponsor:** The Contest is sponsored by Ford Motor Company of Canada, Limited (the “**Contest Sponsor**”).

This Contest will be run in accordance with these Rules, subject to amendment by the Contest Sponsor. Entrants must comply with these Rules, and, by entering the Contest, will be deemed to have received and understood the Rules.

2. **Contest Period:** The Contest starts at 9:00:00am Central Time (CT) on January 29, 2018 and continues until 11:59:59pm CT on February 18, 2018 (the “**Contest Period**”).
3. **Eligibility:** This Contest is open only to legal residents of Saskatchewan who have reached the age of majority and reside within a two hundred kilometres (200km) radius of the Brandt Centre, Regina’s limits at the time of entry (each an “**Entrant**”). Employees, representatives (excluding Canadian Curling Association volunteers), dealers and agents of the Contest Sponsor, Match MG Canada Inc. (“Match”), Canadian Curling Association (“Curling Canada”), and each of their respective parent and affiliated companies, Contest suppliers and judges (where applicable), and immediate family members of any such person (regardless of where they live) or those with whom any such persons are domiciled are not eligible to enter the Contest. Entries are limited to individuals only; commercial enterprises and business entities are not eligible to enter the Contest.
4. **How to Enter:** No purchase necessary. To enter, visit www.fordhotshotcontest.ca during the Contest Period, complete all mandatory fields on the submission form, attach a 500-words essay or a 3-minutes video on the Entrant’s contribution to the community and click “Submit” for one (1) entry into the Contest. All entries become the property of the Contest Sponsor and will not be returned. Limit one (1) entry during the Contest Period.

If the identity of an Entrant is disputed, the authorized account holder of the e-mail address submitted at the time of entry will be deemed to be the Entrant. The individual assigned to the e-mail address for the domain associated with the submitted e-mail address is considered the authorized account holder. A selected Entrant may be required to provide proof that he/she is the authorized account holder of the e-mail address associated with

the selected entry. All entries must be submitted from a valid e-mail account that may be identified by reverse domain name search. The sole determinant of time for the purposes of receipt of a valid entry in this Contest will be the Contest server machine(s).

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.

5. Submission Conditions: The Contest Sponsor may, in its sole discretion, elect to use, in whole or in part, any submission materials submitted into this Contest for its own future advertising and/or promotional activities, without notice or compensation and any Entrant submitting such materials forfeits any further copyright or similar claims to same. Submission materials include, but are not limited to, photos, essays, videos, compilations, etc. as applicable. Each Entrant warrants to the Contest Sponsor and its parent and affiliate companies that their submission materials do not contravene or infringe on anyone else's copyright or other intellectual property. Submission materials must not:

- a. contain/reference (as applicable) any minors;
- b. contain defamatory words/statements (including words or symbols that are widely considered offensive to individuals of a certain race, ethnicity, religion, sexual orientation, or socioeconomic group);
- c. threaten or disparage any person, place, business, or group;
- d. disparage persons or organizations associated with the Contest Sponsor;
- e. invade privacy or other rights of any person, firm, or entity;
- f. contain/reference (as applicable) material that is in any way unlawful, in violation of or contrary to all applicable federal, provincial or municipal laws and regulations where the submission is created;
- g. contain/reference (as applicable) material that is inappropriate, indecent (including but not limited to nudity or pornography), profane, obscene, hateful, tortuous, slanderous or libelous; and
- h. contain/reference (as applicable) any persons or organizations without their prior express written permission (collectively the "**Submission Conditions**").

Where applicable, the submission materials must be created in a safe and lawful manner. The Contest Sponsor reserves the right, in its sole discretion, to (a) revise submission materials, or request the Entrants to revise and resubmit the submission materials in order to make such submission materials compliant with these Submission Conditions, (b) remove any submission materials which are deemed inappropriate according to the Contest Sponsor; and (c) disqualify any individual who is found: (i) to be tampering with the entry process or the operation of the Contest; (ii) to be acting in violation of the Rules; or (iii) to be acting in an un-sportsmanlike or disruptive manner; (iv) to be in violation of any of the Submission Conditions specified above; 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.

6. **Prize:** There are four (4) finalist prizes and one (1) grand prize available to be won for the Contest.

Finalist Prize

Each finalist prize consists of:

- Two (2) tickets (for the winner and a guest) to all Brier tournament draws on March 3, 2018;
- CAD\$100 food and beverage credit to be used in the venue of the tournaments;
- Exclusive autograph signing experience; and
- One (1) curling jacket (collectively, a "**Finalist Prize**").

Approximate retail value of each Finalize Prize is CAD\$300. If at the time a Finalist Prize is redeemed or awarded, the actual prevailing retail purchase price for the prize is less than the approximate retail value stated in advertising and promotion materials, and/or in these Rules, the Finalist Prize winner will not be entitled to any difference.

Each Finalist Prize winner (and their guest) 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 or entertainment not mentioned above, etc. Any balance on the food and beverage credit will be void after the date of the tournament. The Contest Sponsor will not be held to award more Prizes than as set out in these Rules. The actual number of Finalist Prizes awarded will be based on the number of eligible entries received.

No responsibility is assumed by the Contest Sponsor for cancelled, delayed, suspended or re-scheduled events once arrangements are made for any reason whatsoever beyond its control. The Contest Sponsor reserves the right to cancel or terminate the awarding of the Finalist Prize or any component of a Finalist Prize in the event that a Finalist Prize winner and/or their guest engages in inappropriate or disruptive behaviour, or behaviour with intent to annoy, abuse, threaten or harass any other person.

Grand Prize

One of the four Finalists (as defined below) will also receive the Grand Prize, consisting of a two-year lease of a 2018 Ford Escape SE 4WD (the “**Grand Prize**”). Approximate retail value of the Grand Prize lease is CAD\$14,207 (based on Manufacturers’ Suggested Retail Price), excluding costs for freight, sales tax, destination, delivery and dealer prep.

Actual Grand Prize value may vary depending on the winner’s location. The Grand Prize winner will not be entitled to any difference between actual and approximate retail value of the Grand Prize.

The Grand Prize 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 obtaining his/her Grand Prize. The Contest Sponsors will not be held to award more Grand Prize than as set out in these Rules.

7. **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.
8. **Winner Determination:**

Finalist Winner Determination

Between February 17, 2018 and February 18, 2018 (the “**Judging Period**”), a panel of judges, as selected by the Contest Sponsor, will evaluate all eligible submissions, on the judges’ sole discretion, against the weighted criteria below to determine a potential Finalist Prize winner.

Criteria	Weighting
1. Positive impact on the community	50 points
2. Creativity/originality	30 points

3. Clarity of thought and communication of content	20 points
Total Score (Maximum 100)	100 points

Each entry will be given a score (the “**Score**”) out of 100 by the panel of judges. The top four (4) entries with the highest total Score will qualify to participate in the Grand Prize determination event (the “**Finalist**”) and is each deemed a potential Finalist Prize winner. In the event there is a tie between two or more entries based on the score for Criteria 1, the submissions (from amongst all such tied submissions) with the highest score on Criteria 2 will be deemed to be the potential Finalist Prize winner. In the event there is still a tie between two or more submissions based on the score for Criteria 2, the submissions (from amongst all such tied submissions) with the highest score on Criteria 3 will be deemed to be the potential Finalist Prize winner. In the event there is still a tie between two or more submissions based on the score for Criteria 3, a random draw will be conducted from amongst all such tied entries and the drawn entry will be deemed to be the potential Finalist Prize winner. The odds of being selected as the potential Finalist Prize winner depend on the number of eligible entries received during the Contest Period and the ability of an entry to satisfy the judging criteria outlined above.

A representative of Match will contact the potential Finalist Prize winners via telephone within one (1) business day of the winner determination, or in the case of a tie, the random drawing (“**Finalist Prize Winner Notification**”). If a selected Entrant cannot be contacted within one (1) business day of the first attempt to contact (including failing to reply to the Winner Notification) or, if contacted, is unable to attend the Grand Prize winner determination event on March 3, 2018, or fails to return a Publicity Release form prior to the Winner Event, or does not meet all of the Contest conditions outlined in these Rules, including the requirements listed in the “Winner Conditions” section, the selected Entrant will be disqualified and forfeits their prize, and another Entrant may be selected according to the winner determination procedure outlined above whom a representative of the Match will attempt to contact, and who will be subject to disqualification in the same manner. This process will continue until contact is made with a selected Entrant who meets Contests requirements or until there are no more eligible entries, whichever comes first. The Contest Sponsor is not responsible for failed attempts to notify any selected Entrant. Upon prize forfeiture, no compensation will be given. Limit one (1) Finalist Prize per Entrant.

Grand Prize Determination

On March 2, 2018, the four (4) Finalists will be required to appear at the Brier Curling Tournament to be paired with the four final curling teams for the Ford Hot Shots curling competition on March 3, 2018 (the “**Event**”). Each of the four (4) Finalists will have their full legal names written onto a piece of paper which will then be folded and placed into bag. A representative of Match will randomly draw one (1) name at a time from the bag to randomly assign the Finalists to the four final curling teams. On the day of the Event, the Ford Hot Shots curling competition will be held, and the Finalist who is associated with the winning curling team will be deemed the Grand Prize winner. The odds of winning the Grand Prize as a Finalist are 1 in 4 and depend on the ability of the curling team to win the Ford Hot Shots curling competition.

9. Prize Distribution:

Finalist Prize Distribution

Once confirmed as a Finalist Prize winner, a representative of Match will contact the Finalist Prize winner to coordinate the pickup of the Finalist Prize. Valid Photo ID will be required in order to pick up the prize. The Contest Sponsor, Curling Canada, Match, and all affiliated companies make no representations or warranties of any kind concerning the Finalist Prizes. Unclaimed Prizes will not be awarded. Failure to redeem a Finalist Prize will result in forfeiture of the Finalist Prize. Finalist Prize winners are responsible for any applicable taxes related to any prize received. Winner bears all risk of loss or damages to Finalist Prize after pick up.

Grand Prize Distribution

Once confirmed as the Grand Prize winner, the Grand Prize winner must take delivery of the vehicle from a Ford dealership close to his/her residence designated by the Contest Sponsors. The Grand Prize winner will have the opportunity to select options and accessories of the Grand Prize vehicle subject to availability at the winner’s sole expense. The Grand Prize winner is solely responsible for any and all other incidental costs, expenses, and taxes which are not specifically referred to herein as part of the Grand Prize description above, including but not limited to: licensing, insurance, registration, gas consumption tax, and all other costs incurred in claiming, registering or using the Grand Prize. The Grand Prize winner should allow 6-8 weeks for the delivery of the Grand Prize vehicle once the factory order has been placed after receipt of the fully executed Declaration of Eligibility and Liability Release. Once the winner has been notified that the Grand Prize ordered is at winner’s local Ford dealership for delivery (“**Delivery Notice**”), he/she must take possession of the vehicle within thirty (30) days of such Delivery Notice or the Grand Prize vehicle will be forfeited and there will be

no liability to the Contest Sponsors in the event this occurs. The winner shall bear any risk of loss or damage to the vehicle after it has been delivered to the specified delivery site.

The Grand Prize will be subject to all standard Ford Credit Canada Company Lease obligations, rules, policies and contractual requirements and the winner must comply with all the terms and conditions contained in the vehicle lease agreement. The vehicle comes with a kilometre limit of 25,000 kilometres per year. The winner shall be solely responsible for all extra costs for each additional kilometre over 50,000 driven during the two-year lease period. The vehicle must be returned to the dealership in which the vehicle was leased at the end of the lease term for disposition by Ford Credit Canada Company.

- 10. Winner Conditions:** In order to be declared a Finalist Prize winner, the four selected Entrant must first: (i) have complied with, be in compliance with, and continue to comply with these Rules; (ii) correctly answer, unaided, a time-limited, mathematical skill-testing question to be administered by on the Declaration of Eligibility and Liability Release form; (iii) be available between February 21 and 25, 2018 and agree to participate in public activities related to the contest, including but not limited to interview or video filming sessions, as determined by the Contest Sponsor or Match; and (iv) sign and return a Declaration of Eligibility and Liability Release form within a specified period of time.

In order to be declared the Grand Prize winner, the Finalist whose name is associated with the winning curling team must first: (i) present a valid provincial driver's License and proof of insurance; (ii) have complied with, be in compliance with, and continue to comply with these Rules; (iii) correctly answer, unaided, a time-limited, mathematical skill-testing question to be administered by Match at the Event; and (iv) sign and return a Declaration of Eligibility and Liability Release form within a specified period of time. If the Grand Prize winner fails to comply with any Contest requirement outlined in these Rules, the Contest Sponsor reserves the right to select an alternate winner by randomly selecting from among the three (3) Finalist Prize winners.

- 11. Guest Conditions:** Each guest will also be required to sign and return a Declaration and Release Form within a specified period of time confirming compliance with, and agreement to be bound by, these rules and releasing the Contest Sponsor, Curling Canada, Match, and any other affiliates companies from any and all liability arising from their participation of the Finalist Prize or any Finalist Prize related activities. If the Finalist Prize winner's chosen guest is under the age of majority in the province or territory in which they reside, express consent must be obtained from any such minor guest's parent or legal guardian to participate in the Finalist

Prize. In such case, the guest's parents or guardian must also sign and return Declaration and Release Form.

- 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. 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. Any attempt by any Entrant to obtain more than the stated maximum number of entries by using multiple/different names, e-mail addresses, identities, registrations and logins, or any other methods will void that person's entries and eligibility to win the prize and that participant will be disqualified from the Contest and, at the sole discretion of the Contest Sponsor, any of the Contest Sponsor's other promotions. 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.

Contest Sponsor assumes no responsibility for failure of the Internet or the 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 at 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 playing or downloading any material in the promotion. 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.

- 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 and, if an Entrant should so elect, to communicate with Entrants about the Contest Sponsor's products/services/offers. Consenting to receive such communications is optional and does not have to be agreed to in order to be eligible to enter this Contest and does not improve your chances of winning any prize. Entrants not wishing to receive any other informational or marketing communications from the Contest Sponsor should so indicate when they enter the Contest. Please see the Privacy Policies for Contest Sponsor at <http://www.ford.ca/help/privacy/> for information on the policy towards maintaining the privacy and security of user information.
- 15. Publicity:** By accepting a Finalist Prize or a Grand Prize, the winner and their Finalist Prize guest agrees that the Contest Sponsor and its respective designees may use their name, photographs, videos, likeness, 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.