

## **OFFICIAL RULES FOR THE “FireKeepers Casino 400 Ford Mustang GT Sweepstakes”**

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

**SWEEPSTAKES PERIOD:** The FireKeepers Casino 400 Ford Mustang GT Sweepstakes (“Sweepstakes”) begins on April 7, 2017 at 9:00 a.m. Eastern Standard Time (“EST”) and ends on May 31, 2017 at 11:59 p.m. EST (the “Sweepstakes Period”).

**HOW TO ENTER:** During the Sweepstakes Period, there are two (2) ways to enter: **(1) Online:** Visit [www.mispeedway.com/mustang](http://www.mispeedway.com/mustang) and follow the directions provided to complete the entry form and submit to receive one (1) entry into the Online Sweepstakes. All online entries must be submitted during the Sweepstakes Period to be eligible for a First Prize. **(2) On-site at FireKeepers Casino Hotel:** Visit the FireKeepers Casino Hotel in Battle Creek, Michigan, for the first on-site drawing on April 14, 2017 and/or the second on-site drawing on May 20, 2017 and follow the directions provided to complete the entry form to receive one (1) entry (per date as applicable) into the On-site Sweepstakes. All First Prize winners will automatically be selected as Finalists eligible for the Grand Prize. 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 drawing and/or method of entry. All entries become the sole property of the Sponsors and will not be returned. Released Parties (as defined below) are not responsible for lost, late, stolen, garbled, incomplete, damaged, delayed, illegible, mutilated or misdirected entries. Incomplete, illegible, or fraudulent entries will be void.

**ELIGIBILITY:** Sweepstakes is open to legal residents of the fifty (50) United States and the District of Columbia, and Canada (excluding Quebec) who are of the age of majority or older in the applicable jurisdiction. Employees of FireKeepers Development Authority d/b/a FireKeepers Casino Hotel, are not eligible to enter or win. Sweepstakes is subject to all applicable federal, state and local laws. Void where prohibited by law.

**DRAWING:** There will be three (3) online monthly First Prize winners and two (2) on-site FireKeepers Casino Hotel First Prize winners. One (1) potential monthly winner for each First Prize will be selected in a random drawing held on or about the April 14th, 2017, May 1st and June 1st, 2017, from all eligible Online entries and on April 14<sup>th</sup> and May 20<sup>th</sup> for all eligible on-site entries received prior to the applicable drawing. Each potential First Prize winner will be given an opportunity to attend the Monster Energy NASCAR® Cup Series “FireKeepers Casino 400” (“Event”) held at the Michigan International Speedway (“Speedway”), June 16-18, 2017, at no cost to attend the Event. Potential First Prize winners must be able to attend the Event. If any potential winner declines the opportunity to attend the Event, another potential winner will be selected until one accepts the opportunity to attend the Event and a monthly First Prize will be awarded to that winner. Travel expenses and arrangements to/from the Speedway are the sole responsibility of the First Prize winner. If any potential winner of the First Prize is a Canadian resident, he/she must answer unaided a time-limited mathematical skill-testing question correctly as a condition to receiving a prize. All Entrant names not selected as a winner in the online monthly drawing, will automatically roll over to the next drawing date. Each of the five (5) First Prize winners (“Finalists”) will be eligible to win the Grand Prize. All five (5) Finalists will be introduced on the Event pre-race stage on June 18, 2017 (“Grand Prize Drawing”), and shown five (5) keys (one of which will start the Grand Prize a 2017 Ford Mustang GT). Each Finalist will select a key. Each Finalist and one (1) guest will be provided the necessary credentials to attend the Grand Prize Drawing at the Event and hotel accommodations (as described below) at no cost to the Finalist. Travel to/from, meals and parking at Speedway to attend the Grand Prize Drawing is the sole responsibility of all Finalists.

Order of key selection will be determined by order of finalist selection:

- April 14<sup>th</sup> On-site Winner will select first
- May 20<sup>th</sup> On-site Winner will select second

- April 14th On-line Winner will select third
- May 1<sup>st</sup> On-line Winner will select fourth
- June 1<sup>st</sup> On-line Winner will select fifth

The Finalists will then go to the location of the Ford Fusion Mustang GT and one at a time try to start the vehicle. The key that starts the vehicle, wins the vehicle as the Grand Prize. There are five (5) First Prize drawings and one (1) Grand Prize drawing. Odds of winning depend on the number of entries received for the applicable drawing. Prize awards are subject to verification of eligibility and compliance with these Official Rules.

**WINNER NOTIFICATION:** The three (3) potential online monthly First Prize winners will be contacted via phone and will need to reply within 24 hours, or another potential First Prize winner will be randomly selected. The On-site potential First Prize winners will be announced on property and will have ten (10) minutes to reply. Must be present to win. All Finalists will be required to execute and return an affidavit of eligibility, a publicity release (except where prohibited), a liability release and a copy of his/her valid personal identification card bearing his/her photograph, name, age, and address. The execution of additional releases and/or waivers of liability required by Michigan International Speedway, Inc. and/or any other applicable sanctioning body or prize provider may also be required and returned within the time period specified by such entities, as appropriate. Return of prize or prize notification as undeliverable, failure to sign and return requested documentation within the specified time period, the inability of Sponsors 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 Sponsors' sole discretion, the prize may be awarded to a runner-up.

**PRIZES: Five (5) First Prize Winners will each receive:** (i) FireKeepers Casino Package consisting of a voucher for two (2) nights stay at the FireKeepers Casino Hotel on June 16-17, 2017 in Michigan, double occupancy, based on availability; (ii) \$2,500 in cash; and (iii) \$2,500 in FireKeepers Casino play and a Speedway VIP Package consisting of (i) two (2) Champions Club Passes, two (2) cold garage passes, two (2) pace car rides on Sunday morning (June 18, 2017) and other VIP Experiences for the Monster Energy NASCAR Cup Series event weekend conducted at Michigan International Speedway June 16-18, 2017 ("Prize"). Approximate Retail Value ("ARV") of each Prize is \$6,450. Total ARV of all Prizes is \$32,250.

**One (1) Grand Prize Winner** will receive a 2017 Ford Mustang GT ("Grand Prize"). ARV of Grand Prize is: \$35,000. All prize details are at Sponsors' sole discretion. Winner responsible for all transfer/registration and title fees, state sales tax, and any other fee associated with transferring the Grand Prize into winner's name. **Total ARV of all Sweepstakes prizes is \$67,250.**

All expenses, travel, and other costs not expressly stated in the package description above are the sole responsibility of winner. Travel companion must execute liability/publicity releases prior to issuance of prize documents. Restrictions, conditions and limitations may apply. Lost, mutilated, or stolen tickets, vouchers or certificates will not be replaced. No substitution, exchange or transfer of prize by winner. Sponsor reserves the right to substitute prize for one of equal or greater value. The winner is responsible for all taxes and fees associated with prize receipt and/or use. The execution of additional releases and/or waivers of liability required by Michigan International Speedway, Inc. and/or any other applicable sanctioning body or prize provider may also be required and returned within the time period specified by such entities, as appropriate. Return of prize or prize notification as undeliverable, failure to sign and return requested documentation within the specified time period, the inability of Sponsors 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 Sponsors' sole discretion, the prize may be awarded to a runner-up.

**Publicity:** Except where prohibited, participation in the Sweepstakes constitutes entrant's consent for Sponsor and its designees to use entrant's name, likeness, prize information, city and state of residence

for promotional purposes in any media without further consideration or approval.

**Payment of Taxes and Other Fees/Loss or Substitution of Prize:** The award of any Prize is subject to verification by Sponsor. No assignment or transfer of any prize or other substitution is permitted except at Sponsor's sole discretion. If a Prize winner is a Minor under applicable law, Sponsor reserves the right to award the applicable Prize in the name of his/her parent or legal guardian. Sponsor will not replace a Prize that is lost or stolen once it is in the possession of the Prize winner. Any costs associated with accepting or redeeming a Prize, including tax, government surcharges, fees or expenses will be the responsibility of the Prize winner. Any unclaimed Prizes will be forfeited by the Prize winner and will remain the property of Sponsor. No Prize will be awarded to any person, whether eligible or not, in any jurisdiction where this Contest is prohibited. Sponsor will not permit substitution, transfer, or payment of a cash equivalent for any Prize except that Sponsor, at its sole discretion, may substitute any Prize (or component thereof) with a prize or prizes of equal or greater value, as a result of the unavailability of a Prize or for any other reason.

**FOR U.S. RESIDENTS ONLY:** Winners will be required to provide Sponsor with his or her social security number or other tax identification number for tax purposes within the United States.

**GENERAL CONDITIONS:** By entering this Sweepstakes and/or accepting any prize, entrant agrees: (1) to release, discharge and hold harmless Michigan International Speedway, Inc. ("MIS"), FireKeepers Development Authority d/b/a FireKeepers Casino Hotel, Ford Motor Company, their respective parents, 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 Sweepstakes or from the acceptance and use/misuse of any prize including any harm/injury caused from the use of a vehicle; and (2) to abide by, and be bound by these Official Rules and the decisions of the Sponsors relating to participation in the Sweepstakes, 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 Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries, the announcement of the prizes, or in any Sweepstakes-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 Sweepstakes. Released Parties are not responsible for injury or damage to any person's computer related to or resulting from participating in this Sweepstakes or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the Sweepstakes or website, who act in an unsportsmanlike or disruptive manner or who are in violation of these Official Rules, as solely determined by Sponsors, will be disqualified and all associated entries will be void. Should any portion of the Sweepstakes be, in Sponsors' sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsors, corrupt or impair the administration, security, fairness or proper play, or submission of entries, or should the Sweepstakes be unable to run as planned for any other reason, Sponsors reserves the right at its sole discretion to suspend, modify or terminate the Sweepstakes and, if terminated, at its discretion, select the potential winners in a random drawing from among all eligible, non-suspect entries received prior to action taken. CAUTION: ANY ATTEMPT

TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSORS 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. In the event of a dispute regarding entries received from multiple users having the same e-mail account, the authorized subscriber of the e-mail account at the time of entry will be deemed to be the entrant and must comply with these Official Rules. "Authorized account subscriber of the e-mail account" is the natural person who is assigned the e-mail address by the Internet Service Provider (ISP), on-line service provider, or other organization responsible for assigning e-mail addresses.

**GOVERNING LAW AND DISPUTE RESOLUTION:** This Sweepstakes shall be governed by the laws of the State of Michigan. Except with respect to the protection and enforcement of the intellectual property rights of the Sponsors and their rights to seek and/or obtain injunctive or equitable relief, any claim, cause of action or proceeding arising out of or relating to these Official Rules or the Sweepstakes shall be resolved by mandatory, binding arbitration in accordance with the Commercial Arbitration Rules of the American Arbitration Association ("AAA") as supplemented by AAA's Supplementary Procedures for Consumer-Related Disputes. The arbitration award shall be final and exclusive, and the prevailing party in the arbitration may file an action in court to confirm and to enforce the arbitration award. Any such action, or any claim, cause of action or proceeding not subject to arbitration as set forth in this section, shall be filed and adjudicated in a state or federal court in Jackson County, Michigan, and all parties agree to submit to the personal jurisdiction of those courts. Entrants irrevocably waive any rights to seek and/or obtain injunctive or other equitable relief and any defense of forum non conveniens. Should either party pursue any other judicial or administrative action with respect to any matter included within the scope of this binding arbitration provision, the responding party will be entitled to recover its costs, expenses and attorneys' fees incurred as a result of such action. **Further, any and all disputes, claims and causes of action arising out of or connected with the Sweepstakes, or any prize awarded, will be resolved individually, without resort to any form of class action.**

**WINNERS' LIST:** The winners' names will be posted on [www.mispeedway.com](http://www.mispeedway.com) from June 18, 2017 to July 5, 2017, or they may be obtained by sending a properly stamped, self-addressed envelope to the **FireKeepers Casino 400 Ford Mustang GT Sweepstakes c/o MICHIGAN INTERNATIONAL SPEEDWAY, INC.**, U.S. Hwy 12626, Brooklyn, Michigan 49230. Mail-in winners' list requests must be postmarked by June 30, 2017 and received by July 5, 2017. Requests not postmarked and/or received by the specified will not be honored.

**SPONSORS:** This Sweepstakes is sponsored **MICHIGAN INTERNATIONAL SPEEDWAY, INC. d/b/a Michigan International Speedway**, a Michigan corporation, having its principal place of business at U.S. Hwy 12626, Brooklyn, Michigan 49230; **FIREKEEPERS DEVELOPMENT AUTHORITY d/b/a FireKeepers Casino Hotel**, with offices located at 11177 East Michigan Avenue, Battle Creek, MI, 48226; and **FORD MOTOR COMPANY**, a Delaware corporation One American Road, Dearborn, MI 48120.

**ADMINISTRATOR:** This Sweepstakes is solely administered by **MICHIGAN INTERNATIONAL SPEEDWAY, INC. d/b/a Michigan International Speedway**, a Michigan corporation, having its principal place of business at U.S. Hwy 12626, Brooklyn, Michigan 49230.

**CONSUMER PRIVACY:** By electing to receive information from a Sweepstakes Sponsor, you agree to (i) Michigan International Speedway's collection and usage of your personal information, (ii) Michigan International Speedway's forwarding such information to the applicable Sponsor you have elected to receive information from, and (iii) you acknowledge that you have read and accepted the applicable Sponsor's privacy policies (links below).

Michigan International Speedway: <http://www.mispeedway.com/About-MIS/Privacy-Policy.aspx>

Ford Motor Company:

<http://owner.ford.com/ecp/privacy.html?mainpage=privacy&pagename=Owner%252FEmailPreferences%252FWrapper>

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