

## Ford Fanatic Playoffs 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 (“**Ford**” or the “**Contest Sponsor**”) and administered by Bond Brand Loyalty (the “**Contest Administrator**”).

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 Eastern Tim (ET) on April 11, 2017 and continues until 11:59:59pm ET on May 31, 2017 (the “**Contest Period**”).

3. **Eligibility:** This Contest is open only to legal residents of Ontario who are eighteen (18) years of age or older and reside within a fifty (50) mile (80 km) radius of the City of Toronto’s limits at the time of entry (each an “**Entrant**”, collectively “**Entrants**”). Employees (and their immediate families and those with whom they are domiciled) of the Contest Sponsor, the Contest Administrator, Maple Leaf Sports & Entertainment Partnership and its affiliates (collectively “**MLSE**”), the Toronto Maple Leafs, the National Hockey League and its Member Teams (“**NHL**”), NHL Enterprises Canada L.P., Facebook, Inc., Twitter Inc., Instagram 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.

4. **How to Enter:** No purchase necessary. Throughout the Contest Period, the Ford Fanatic Contest Ambassador (the “**FF**”) and/or FF’s designated representatives will be announcing various Contest-related social media participation instructions via Twitter through the @TheFordFANatic handle, via Facebook through the Ford Fanatic Facebook page ([www.facebook.com/theFordFANatic](http://www.facebook.com/theFordFANatic)) (the “**Ford Fanatic Facebook Page**”) and via Instagram through the Ford Fanatic Instagram account @thefordfanatic\_official handle (each a “**FF Challenge**”). Each FF Challenge will close based on the specific FF challenge instructions. Individuals wishing to participate in the Contest may enter a FF Challenge in one of the following manners:

- (i) TWITTER.
  - a. be a registered Twitter account holder and follow **@TheFordFANatic** on Twitter;
  - b. search for the FF Challenge instructions during the Contest Period (each a “**FF Challenge Tweet**”);
  - c. respond to the FF Challenge Tweet **@theFordFANatic**, including the hashtag **#FansGoFurther** in the FF Challenge Tweet response (resulting in one (1) entry).
- (ii) FACEBOOK.
  - a. be a registered Facebook account holder and “like” the Ford Fanatic Facebook Page at [www.facebook.com/theFordFANatic](http://www.facebook.com/theFordFANatic);
  - b. search for the FF Challenge instructions during the Contest Period (the “**FF Challenge Post**”);
  - c. respond to the FF Challenge Post by commenting in the “Comments” section in the FF Challenge Post with the hashtag **#FansGoFurther** (resulting in one (1) entry).
- (iii) INSTAGRAM.
  - a. be a registered account holder of Instagram, a follower of **@thefordfanatic\_official** or find the Ford FANatic Instagram account here at [https://instagram.com/thefordfanatic\\_official/](https://instagram.com/thefordfanatic_official/) on Instagram;
  - b. search for the FF Challenge instructions during the Contest Period (the “**FF Challenge Instagram Post**”);
  - c. respond to the FF Challenge Instagram Post by tagging **@thefordfanatic\_official**, including the hashtag **#FansGoFurther** in the FF Challenge Instagram Post response (resulting in one (1) entry).

Each FF Challenge Tweet, FF Challenge Post, or FF Challenge Instagram Post that meets the submission conditions outlined in Section 5 below, otherwise complies with these Rules, and is received during the applicable FF Challenge Period qualifies as an entry in to the Contest.

Entries from users with “protected” updates on Facebook, Twitter, or Instagram (each a “**Social Media Account**”)(*i.e.*, user has set their account so that only people the user has approved can view their updates) cannot be accepted for entry into the Contest.

To participate in the Contest, you must have a valid Twitter, Facebook or Instagram account (a “**Social Media Account**”) that is in good standing. If you do not have a Social Media Account, visit [www.facebook.com](http://www.facebook.com),

www.twitter.com or www.instagram.com and register in accordance with the enrollment instructions for a free Social Media Account. The terms and conditions for creating and maintaining a Social Media Account are at the sole discretion of Facebook, Twitter or Instagram, and can be found on their respective website. The Contest is open to existing Social Media Account holders as well as new account holders.

In case of a dispute over the identity of an Entrant, the authorized account holder of the Social Media Account profile used for a particular entry will be deemed to be the Entrant. "Authorized account holder" is defined as the natural person who is assigned to a Social Media Account profile by www.facebook.com, www.twitter.com or www.instagram.com. Potential winners may be required to show valid proof of being authorized account holder of the Social Media Account profile associated with their potentially winning entry.

5. **Submission Conditions:** The Contest Sponsor may, in its sole discretion, elect to use, in whole or in part, any Submission Materials (as defined below) 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 (including Tweets or Facebook or Instagram comment posts), videos, compilations, etc., as applicable for each FF Challenge Period. Each Entrant warrants to the Contest Sponsor and its respective parent and affiliate companies that his/her Submission Materials do not contravene or infringe upon anyone else's copyright, trademark or other intellectual property rights. Submission Materials must not:
- a. contain/reference (as applicable) any third party, including minors, without the express prior written permission of such party or, in the case of a minor, the minor's parent or legal guardian, which each Entrant must be able to provide upon request from the Contest Sponsor;
  - b. contravene or infringe upon anyone else's copyright, trademark or other intellectual property rights;
  - c. contain defamatory words/statements (including words or symbols that are widely considered offensive to (without limitation) individuals of a certain race, ethnicity, religion, sexual orientation, or socioeconomic group);
  - d. threaten any person, place, business, or group;
  - e. disparage persons or organizations associated with the Released Parties;

- f. invade privacy or other rights of any person, firm, or entity;
- g. contain/reference (as applicable) to 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;
- h. contain/reference (as applicable) to material that is inappropriate, indecent (including but not limited to nudity or pornography), profane, obscene, hateful, tortuous, slanderous or libelous;
- i. contain/reference (as applicable) to any persons or organizations without their prior express written permission; and
- j. otherwise deviate from or violate the Contest Sponsor's policies, practices, values, and standards (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 Entrant(s) 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; (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:** Each prize consists one (1) ticket to a 2017 playoff Toronto Maple Leafs home game at the Air Canada Centre in Toronto, ON (specific game, date and seat location to be determined in sole discretion by MLSE) (each a "**Prize**", collectively "**Prizes**"), with a total of up to 100 Prizes available to be won per playoff home game for up to 16 playoff home games. The actual number of Prizes awarded will be based on the number of eligible entries received in a given FF Challenge.

Approximate retail value of each Prize is four hundred dollars (CAD\$400). The Prize winners are not entitled to any difference between the actual retail value of the Prize and the approximate retail value stated herein.

Each Prize must be accepted as awarded, without substitution, and is not transferrable, refundable, for resale or convertible to cash. The Contest Sponsor and MLSE reserve the right, in the event that a Prize, or any component of a Prize, cannot be awarded as described for any reason, to

substitute the same for another prize or component of equal or greater value, without notice or liability. In the event that a substitute prize is awarded, such prize must be accepted as awarded and cannot be exchanged for cash or otherwise.

The odds of winning a Prize depend on the number of eligible entries received during a given FF Challenge.

All incidental costs and expenses not specifically referenced above, including without limitation, travel to and from the Air Canada Centre, food and beverage, souvenirs, incidentals, personal expenses and items of a personal nature, and other gratuities and taxes are the sole responsibility of each Prize winner (and their guests, if applicable).

Limit of one (1) Prize per person, during the Contest Period.

The Contest Sponsor and MLSE will not be held to award more Prizes than as set out in these Rules. The actual number of Prizes awarded will be based on the number of eligible entries received.

- 7. Winner Determination:** The Contest Administrator will select the number of the potential winners in according to a given FF Challenge via random drawing from among all eligible entries received in a given FF Challenge within a specific time frame indicated in the FF Challenge in Toronto, ON (the “**Draw**”). The Contest Administrator will contact the potential winner(s) via direct messaging on the social media platform (Twitter, Instagram or Facebook, as applicable) through which their selected entry was submitted, within twenty-four (24) hours of the Draw (“**Winner Notification**”). Each potential winner will be asked to provide the Contest Administrator with their contact information, within the period of time specified in the Winner Notification. In the event that the potential winner cannot be contacted for any reason (including failing to reply to the Winner Notification) or, if contacted, does not claim his/her Prize, or does not meet all of the Contest conditions (including eligibility) outlined in these Rules, the potential winner will be disqualified and forfeits his/her Prize, and another Entrant may be randomly drawn from among all remaining eligible entries, in the Contest Sponsor’s sole discretion. Each new potential winner will be subject to the same process outlined in this section. This selection process will continue until contact is made with a potential winner who meets Contests requirements or until there are no more eligible entries, whichever comes first.
- 8. Prize Distribution:** Once confirmed as a winner, instructions will be provided to each Winner on how to pick up the Prize at the Will Call window at Air Canada Centre box office. Unclaimed prizes will not be awarded. Failure to redeem a prize (or prize portion) will result in forfeiture of the

prize and unused portions of the prize have no cash value. Prize winners are responsible for any applicable taxes related to any prize received.

9. **Winner Conditions:** To be declared a winner, a potential winner 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 to be administered via a direct message on the applicable social media platform; and (iii) sign and return a Declaration and Release form before a period of time specified by the Contest Sponsor.
10. **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 email 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 the NHL game(s) for which a Prize has been awarded.

11. **Modification/Termination:** Subject to applicable law, the Contest Sponsor reserves the right, in its sole discretion and without liability, to terminate or suspend the Contest, in whole or in part, or to 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 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 draw from among all eligible Entries received up until the time of cancellation, termination, modification, or suspension. The Contest Sponsor reserves the right, in its sole discretion, to add additional prizes to the Contest prior to the Contest closing date.

12. **Privacy:** The Contest Sponsor is collecting personal data about Entrants for the purpose of administering this Contest only. No further informational or marketing communications will be received by Entrants.
13. **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.
14. **Release and Liability:** By entering this Contest, each Entrant forever release and hold harmless the Released Parties 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.
15. **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.

- 16. Social media platforms:** This Contest is in no way sponsored, endorsed or administered by, or associated with Twitter, Facebook, Instagram or any other social media platform. Twitter, Facebook, Instagram and all other social media platforms are completely released of any and all liability by each Entrant in this Contest. Any questions, comments or concerns about the Contest must be directed to the Contest Sponsor and not Twitter, Facebook, Instagram or any social media platform.
- 17. Prize Supplier:** By entering the Contest, each Entrant acknowledges and agrees that MLSE's sole and exclusive role in the Contest is that of Prize supplier and that MLSE is in no way responsible for the administration of the Contest or the selection of winners and that all such responsibility rests with the Contest Sponsor. By participating in the Contest, each Entrant releases and agrees to indemnify MLSE and hold it harmless from and against any and all costs, claims, damages, (including, without limitation, any special, incidental or consequential damages), or any other injury, whether due to negligence or otherwise, to person(s) or property (including, without limitation, death or violation of any personal rights, such as violation of right of publicity/privacy, libel, or slander), due in whole or in part, directly or indirectly, to participation in the Contest, or arising out of participation in any Contest-related or Prize-related activity, or the receipt, enjoyment, participation in, use or misuse, of any Contest or Prize-related activity, whether hosted by Contest Sponsor or a third party.