

Air Canada Center Ford Vehicle Display 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

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.

Contest Period: The Contest starts at 12:01am Eastern Time (ET) on October 28, 2015 and continues until 11:59pm (ET) on April 12, 2016 (the “**Contest Period**”). The Contest Period is comprised of monthly segments which will commence and conclude according to the calendar months of the Contest Period (each a “**Monthly Segment**”), but for the commencement date for the October 2015 Monthly Segment which commences on the first day of the Contest Period (October 28, 2015) and the conclusion date for the April 2016 Monthly Segment, which will conclude following the last regular season home game of the Toronto Raptors (“**Raptors**”)(April 12, 2016).

Eligibility: The Contest is only open to legal residents of Ontario who are at least 18 years of age and reside within a 75 mile (120km) radius of the City of Toronto’s limits at the time of Contest entry. Employees, representatives, dealers and agents of the Contest Sponsor, Bond Brand Loyalty (“**Bond**”), Maple Leaf Sports & Entertainment Partnership, Maple Leaf Sports & Entertainment Ltd and their affiliates (collectively, “**MLSE**” or “**Prize Supplier**”) (the above-listed parties, the “**Contest Entities**”), the Toronto Raptors, the National Basketball Association and its member teams, NBA Properties Inc., NBA Media Ventures LLC and each of their respective parent and affiliated companies, Contest suppliers and judges (where applicable)(altogether, the “**Released Parties**”), 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.

How to Enter: No purchase necessary. You may enter in the following ways during each Raptors Home Game during the 2015-2016 NBA season:

(i) **TWITTER:**

be a registered account holder with Twitter. If you do not have a Twitter® account, visit www.twitter.com and register in accordance with the enrollment instructions for a free Twitter® account;

be a follower of @TheFordFANatic on Twitter;
Tweet @theFordFANatic with a photo (which photo must comply with the Submission Conditions outlined in Section 5 below) of you either: (i) at a Ford vehicle display in the Air Canada Centre on Raptors game nights and/or (ii) in the Air Canada Centre on Raptors game night showing your Ford Air Canada experience (your “**Ford Vehicle Display Photo/Selfie**”), including the hashtag #scorewithford (resulting in one (1) entry).

(ii) FACEBOOK

Go to the Ford FANatic Facebook page (www.facebook.com/theFordFANatic). To participate in the Contest, you must be a registered member of Facebook, Inc. Facebook membership is free, but is subject to acceptance of the Facebook terms and conditions of use, which can be found at www.facebook.com/policy.php?ref=pf.

“Like” the Ford FANatic Facebook page.

Post a photo of your Ford Vehicle Display Photo/Selfie on the Ford FANatic’s Facebook wall including the hashtag #scorewithford (resulting in one (1) entry).

(iii) INSTAGRAM

be a registered account holder with Instagram, a follower of @thefordfanatic_official or find the Ford Fanatic Instagram account here at: https://instagram.com/thefordfanatic_official/ on Instagram;

Post your Ford Vehicle Display Photo/Selfie, tag the Ford FANatic @thefordfanatic_official, and include the #scorewithford (resulting in one (1) entry).

There is no limit on the number of times a person may enter the Contest so long as each Ford Vehicle Display Photo/Selfie entry is unique and original to them. No repeated, copied, reposted, or similar Ford Vehicle Display Photo/Selfie entries permitted.

NOTE: The official entrant of any submission will be deemed to be the account holder of the social media account used to submit a Ford Vehicle Display Photo/Selfie, regardless of whether the account holder him/herself appears in the Ford Vehicle Display Photo/Selfie. If the identity of an entrant is disputed, the authorized account holder of the social media profile submitted at the time of entry will be deemed to be the entrant.

The sole determinant of time for the purposes of receipt of a valid entry in this Contest will be the Contest server machine(s).

Ford Vehicle Display Photo/Selfie 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 his/her submission materials do not contravene or infringe on anyone else's copyright or other intellectual property. Submission materials must not:

contain any persons that have not consented to appearing in the submission, and, in the case of minors, without the express permission of their parent or legal guardian;

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);

threaten any person, place, business, or group;

disparage persons or organizations associated with the Released Parties;

invade privacy or other rights of any person, firm, or entity;

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;

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

contain/reference (as applicable) to 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.

Prior to submitting/posting any submission materials that depict a person who is under the age of majority in his/her Province or Territory of residence, express prior written permission from the minor's parent or legal guardian must be obtained by an entrant.

Prize: There are seven (7) prizes available to be won during the Contest Period, with one (1) prize being awarded per Monthly Segment. Each prize is comprised of one (1) item of Toronto Raptors merchandise or apparel from the 2015-2016 Toronto Raptors season. Specific merchandise or apparel shall be in the sole discretion of the Prize Supplier. Approximate retail value of each prize will be at least one hundred and fifty dollars (\$150.00CAD).

Each winner will be solely responsible for all other incidental costs and expenses related to their prize not mentioned above. The Contest Sponsor and Prize Supplier will not be held to award more prizes than as set out in these Rules.

Winner Determination:

One (1) entry will be selected on the first business day of the month following the end of a given Monthly Segment (starting on November 2, 2015) via random drawing from among all eligible entries received during the preceding Monthly Segment by Bond in Mississauga, Ontario. Bond will contact the selected entrants via the social media platform used to submit the chosen entry within one (1) business day of the random drawing ("**Winner Notification**"). If a selected entrant cannot be contacted within five (5) business days of the first attempt to contact (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 outlined in these Rules, the selected entrant will be disqualified and forfeit his/her prize, and another entrant may be randomly drawn from among all remaining eligible entries, whom Bond will then 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) prize per person throughout the Contest Period. The chances of winning are solely dependent on the total number of eligible entries received during a given Monthly Segment.

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.

Winner Conditions: To be declared the winner, a selected entrant 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 the Contest Sponsor's Declaration and Release form; and (iii) sign and return a Declaration and Release form within a specified period of time.

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, email 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 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 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.

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 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 drawing from among all eligible entries received up until the time of cancellation, termination, modification, or suspension.

Privacy: The Contest Sponsor is not collecting personal data about entrants. Information

collected from winners will be used solely for prize distribution purposes and no informational or marketing communications will be received by entrants or winners.

Publicity: By accepting a prize, the released parties respective designees may use his/her 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.

Release and Liability: By entering this Contest, entrants 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.

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.

Social Media: This Contest is in no way sponsored, endorsed or administered by, or associated with Facebook, Twitter, Instagram, or any other social media site. You understand that you are interacting with the Contest Sponsor for the purposes of this Contest. Facebook, Twitter, Instagram, and all other social media site is 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 Facebook, Twitter, Instagram, or any other social media site.

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