

**OFFICIAL RULES**  
**BMW DALLAS MARATHON SOCIAL RUN SWEEPSTAKES**

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES AND THE DISTRICT OF COLUMBIA, WHO ARE AT LEAST 21 YEARS OF AGE OR OLDER.** Employees (and their immediate families (parent, child, spouse or sibling and their respective spouses, regardless of where they reside) and those living in their same households, whether or not related) of the Southern Region Advertising Council LLC (“Sponsor”), the Dallas MACO, BMW dealers located within the geographic area of Sponsor, Octagon, Inc., BMW of North America LLC, The BMW Dallas Marathon and their respective parents, affiliates, subsidiaries, board of directors, and advertising and promotion agencies are not eligible to enter or win. By participating, entrants agree to be bound by these Official Rules and the decisions of the judges and/or Sponsor, which are binding and final on matters relating to this promotion. Promotion is subject to all applicable federal, state and local laws.

**ENTRY PERIOD:** The Sweepstakes begins at 12:00 a.m. Eastern Time (“ET”) on 12:01 a.m. July 27th, 2017 and ends at 11:59 p.m. ET on December 1st, 2018 (the “Entry Period”).

**TO ENTER: The Dallas Marathon Social Run Sweepstakes is open only to those contestants to complete in the BMW Dallas Marathon as follows:** Contestants must register for the BMW Dallas Marathon online at <https://raceroster.com/events/2018/15438/2018-bmw-dallas-marathon>. To be eligible for the grand prize, all contestants must (i) register and officially participate in one of the official BMW Dallas Marathon races on December 9th, 2018 (Marathon or Half Marathon) (ii) check in at the marathon with the official BMW & BMW Dallas Marathon event staff during event hours specified on the registration website (ii) participate at least in one of the five official BMW Dallas Marathon Social Runs (dates and names listed below and are subject to change) for additional entries. Registration is valid between registration opening on May 1st, 2018 and until the official close of registration December 1st, 2018. Limit one (1) entry per person, per event for the duration of the Entry Period. Participants are allowed multiple entries. Multiple entries will be accrued at a rate of one (1) per event attendance at each of the social runs and for participation in the BMW Dallas Marathon official race on December 9th, 2018 for a maximum number of contest entries per person of six (6). All entries become the property of Sponsor and will not be acknowledged or returned. Opt-in opportunities may be available but are not required and will not increase or decrease your chances of winning.

**Official Social Run Dates & locations**

1. Classic BMW -- Plano dealership, 6800 Dallas Pkwy, Plano, TX 75024 -- Date: 10/4/18
2. Sewell BMW of Grapevine Oak Grove Park, 2520 Oak Grove Loop South, Grapevine, TX 76051 - Date 10/11/18
3. Autobahn BMW Fort Worth -- Location: Trinity Park, 2401 University Drive, Fort Worth TX 76107 -- Date: 10/18/18
4. BMW of Arlington -- Location: 4001 Cascade Sky Drive, Arlington, TX 76005 -- Date: 10/25/18
5. BMW of Dallas -- Location: Flag Pole Hill Park, 8007 northwest Hwy, Dallas, TX 75238 -- Date: 11/1/18

**DRAWING:** A random drawing will be conducted on or by January 20, 2019 from all eligible entries received by an independent agency. Actual odds of winning depend upon the number of eligible entries received. Potential winners will be notified by mail, phone, and/or e-mail on or by February, 3rd 2019. If

potential winner declines the prize or a potential winner is not in compliance with these rules, applicable prize will be forfeited and, at Sponsor's discretion, an alternate winner may be selected by random drawing among all remaining eligible entries. Potential winner may be required to execute and return an affidavit of eligibility, a liability release and, where lawful, and a publicity release by February 28th. If such documents are not returned within the specified time period, prize notification is returned as undeliverable, or potential winner is not in compliance with these rules, prize will be forfeited and, at Sponsor's discretion, a runner-up may be notified. The prize will be awarded after receipt of the documentation and verification of eligibility. Sponsor's decisions are final and binding on all matters relating to this Sweepstakes.

**Grand Prize:** One (1) Grand Prize will be awarded and will consist of: (i) One (1) entry into the 2019 BMW Berlin Marathon, (ii) two (2) \$1000 Flight vouchers, (iii) three (3) nights' standard hotel accommodations (one (1) room; double occupancy) (room rate and tax only), and (iiii) entry for two (2) into BMW's official race hospitality during the BMW Berlin Marathon. Approximate Retail Value ("ARV") of the Grand Prize: **\$3,825.00 USD.**

Actual value or prizes may vary depending on final hotel rate. Winners and guests are responsible for obtaining all required travel documents. Travel companions must execute liability/publicity releases. Travel arrangements must be made through Sponsor's agent, on a carrier of Sponsor's choice. Winner and guest may extend their stay at their own expense. Travel must be taken on dates specified by Sponsor or prize will be forfeited and Sponsor will have no further obligation to Winner. Certain travel restrictions may apply. Winner is solely responsible for all expenses, costs or fees associated with acceptance and/or use of the prize not specified herein as being awarded including, without limitation, any and all taxes, ground transportation, meals, gratuities, extended stay and souvenirs. Winner and guest must comply with all marathon rules and regulations.

Winner's image or likeness may be used for promotional purposes by the Sponsor, Octagon Inc. and/or the BMW Dallas Marathon and their respective parents, affiliates, subsidiaries and advertising and promotion agencies

Prizes are awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. Winner may not substitute, assign or transfer prize or redeem prize for cash, but Sponsor reserves the right, at its sole discretion, to substitute prize (or portion thereof) with one of comparable or greater value. Winner is responsible for all applicable federal, state and local taxes, if any, as well as any other costs and expenses associated with prize acceptance and use not specified herein as being provided. All prize details are at Sponsor's sole discretion and subject to availability. All winners must provide Sponsor with a Security or Tax Identification Number and shall receive a tax reporting statement.

**GENERAL CONDITIONS:** Released Parties (as defined below) are not responsible for lost, late, incomplete, inaccurate, stolen, misdirected, undelivered, garbled, illegible or postage-due mail, entries or email; or 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 promotion, including, without limitation, errors or difficulties which may occur in connection with the administration of the promotion, the processing of entries, the announcement of the prizes or in any promotion-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 promotion. Released Parties are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this promotion or downloading materials from or use of the web site. Persons who tamper with or abuse any aspect of the promotion or website 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 promotion 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, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the promotion and, if terminated, at its discretion, select the potential winners from all eligible, non-suspect entries received prior to action taken or as otherwise deemed fair and appropriate by Sponsor. Entrants, by participating, agree that Sponsor, BMW of North America LLC, Octagon, Inc., BMW dealers located within Sponsor's geographic area and their respective parents, affiliates, subsidiaries and advertising and promotion agencies and all of their respective officers, directors, employees, representatives and agents (collectively, "Released Parties") will have no liability whatsoever for, and shall be held harmless by entrants against, any liability, for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in this promotion. Except where legally prohibited, entry into this Sweepstakes and/or winner's acceptance of prize constitutes permission for Sponsor and its designees to use his/her name, address (city and state), photograph, voice and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide in perpetuity, without notice or review or approval. 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 rules. Authorized account subscriber 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.

**WINNERS LIST:** For the names of the winners (available after February 12th, 2019), send a self-addressed stamped envelope to: BMW Southern Region BMW Dallas Marathon Sweeps Winners, c/o Octagon, Inc., 290 Harbor Drive, Stamford, CT 06902 by February 24th, 2019. VT residents omit postage.

**SPONSOR:** The Southern Region Advertising Council, on behalf of Dallas Marketing and Advertising Co-op, 1280 Hightower Trail, Atlanta, GA 30350