

## Official Rules – Ultimate Fan Experience presented by American Family Insurance

**\*\*NO PURCHASE, PAYMENT OF ANY KIND, OR INSURANCE QUOTE IS NECESSARY TO ENTER OR WIN. A PURCHASE, PAYMENT, OR QUOTE WILL NOT IMPROVE THE CHANCES OF WINNING. REQUESTING INFORMATION ABOUT INSURANCE PRODUCTS OR SERVICES WILL NOT INCREASE THE CHANCES OF WINNING.\*\***

### OPTIONAL COMMERCIAL COMMUNICATIONS

ENTRANTS WHO COMPLETE A PAPER, ELECTRONIC OR ONLINE ENTRY FORM MAY RECEIVE COMMERCIAL COMMUNICATIONS FROM SPONSOR AND/OR AMERICAN FAMILY MUTUAL INSURANCE COMPANY, S.I. ("AMERICAN FAMILY"). IF, AT ANY TIME, YOU NO LONGER WISH TO RECEIVE COMMERCIAL OR PROMOTIONAL EMAILS FROM AMERICAN FAMILY PLEASE USE THE FOLLOWING LINK [[HTTPS://WWW3.DNCSOLUTION.COM/DNESOLUTION/OPTOUTCODE/OPTOUT.ASPX?EL=5](https://www3.dncsolution.com/dnesolution/optoutcode/optout.aspx?el=5)]([HTTPS://WWW3.DNCSOLUTION.COM/DNESOLUTION/OPTOUTCODE/OPTOUT.ASPX?EL=5](https://www3.dncsolution.com/dnesolution/optoutcode/optout.aspx?el=5)) AMERICAN FAMILY'S PRIVACY POLICY IS POSTED AT [[HTTP://WWW.AMFAM.COM/SECURITY/PRIVACY.ASP](http://www.amfam.com/security/privacy.asp)]([HTTP://WWW.AMFAM.COM/SECURITY/PRIVACY.ASP](http://www.amfam.com/security/privacy.asp)).

### SPONSOR

AMERICAN FAMILY MUTUAL INSURANCE COMPANY, S.I. AND ITS SUBSIDIARIES, 6000 AMERICAN PARKWAY, MADISON, WI 53783

### ADMINISTRATOR

This Sweepstakes is administered by American Family Mutual Insurance Company, S.I. Marketing Department. The Administrator is responsible for the collection, submission and processing of entries and the overall administration and execution of the Sweepstakes. Entrants should look solely to Administrator with any problems related to the Sweepstakes. To contact the Administrator please e-mail your questions or comments to: [eventquestions@amfam.com](mailto:eventquestions@amfam.com). To help us properly identify your email please enter: **2019 Ultimate Fan Experience**

### ELIGIBILITY

**This Sweepstakes is only open to legal residents of WI, IL, IN, OH, GA, MN, IA, MO, KS, NE, SD, ND, CO, AZ, UT, NV, ID, OR, and WA, who are age 21 or older.** The following are not eligible: employees, contractors, directors and officers of American Family and each of their respective parent, subsidiaries and affiliated companies, distributors, web design, advertising, and the immediate family members of each (spouse, parent, child, sibling, grandparent, and spouse or "step" of each) and those living in their same households (those persons whether related or not who live in the same residence for at least three months during the twelve-month period preceding the start date of the competition).

### METHOD OF ENTRY & ENTRY PERIOD

To enter during the Entry Period visit (<https://www.amfam.com/summerfest>) (the "Web Site") Once signed into the homepage, select the enter to win button and complete the entry form, which will include name (first and last), address, city, state, phone number and email.

The Sweepstakes commences at 12:01 AM CST on 4/8/19 and ends at 12:00 PM CST on 5/28/19 (the "Entry Period"). Entries must be received no later than 12:00 PM CST on 5/28/19.

Entrants may enter the Sweepstakes only one (1) time. No substitutes for the official entry form may be used to enter the Sweepstakes, and Sponsor **will not accept entries** by U.S. Mail, email, fax, or any other way **other than method listed above**. Neither Sponsor nor American Family are responsible for printing or typographical errors in any Sweepstakes-related materials, or any stolen, late, misdirected, lost, damaged, delayed, incomplete, or illegible entries. Entries will be deemed made by the holder of the entrant's email account.

In the event of a dispute over who submitted a winning online entry, the authorized subscriber of the mobile phone or e-mail account, as applicable, used to participate in the Sweepstakes at the actual time of entry, will be deemed to be the entrant, the authorized subscriber of the mobile phone shall take precedent if it is different from the authorized subscriber of the email account. The authorized account subscriber is defined for mobile phone entries as the natural person whose name the mobile phone was issued to and to whom the services are billed, and the authorized account subscriber is defined for online entries as the natural person who is assigned an e-mail address by an Internet access provider, online service provider or other organization (e.g. business, education, institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Proof of submitting a device entry or online entry is not considered proof of delivery or receipt by the Sponsor.

#### DISCLAIMER

The Sponsors, Internet server(s), Internet and cellular telephone access provider(s), and each of their respective affiliates, subsidiaries, parent corporations and advertising and promotional agencies, and all of their officers, directors, shareholders, employees and agents are not responsible for: any incorrect or inaccurate text messaging or entry information; human error; technical malfunctions; failures, omission, interruption, deletion, or defect of any telephone network, computer online systems, computer equipment, servers, providers, or software, including any injury or damage to participant's or any other person's cell phone device relating to or resulting from participation in this Sweepstakes; inability to submit or access any text message; theft, tampering, destruction, or unauthorized access to, or alteration of entries; entries that are processed late or incorrectly or are incomplete or lost due to cellular device, computer or electronic malfunction or traffic congestion on the Internet or on any web site, and/or cellular telephone lines; printing or other errors; or theft or destruction or corruption of entries. Proof of submitting a Text Message Entry, Device Entry or Telephone Entry is not considered proof of delivery or receipt. Illegible and incomplete entries will be disqualified. All entries become property of Sponsor and will not be returned. False and/or deceptive entries or acts shall render entrants ineligible.

If, for any reason, the Sweepstakes is not capable of running as planned, including, without limitation, changes in the Sponsor's on-air programming, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupts or affects the administration, security, fairness, integrity or proper conduct of this Sweepstakes, the Sponsor reserves the right in its sole discretion to cancel, terminate, modify or suspend the Sweepstakes. Should the Sweepstakes be terminated prior to the stated expiration date, notice will be posted on the Web Site and the Prizes may be awarded to potential Winners to be selected from among all applicable Eligible Entries received up until and or after (if applicable) the time of modification, cancellation or termination or in a manner that is fair and equitable as determined by the Sponsor. All

interpretations of these Official Rules and decisions by the Sponsor are final. No software-generated, robotic, programmed, script, macro or other automated online or text message entries are permitted and will result in disqualification of all such entries. The Sponsor reserves the right in its sole discretion to disqualify any individual it finds to have tampered with the entry process or the operation of this Sweepstakes; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person or to have provided inaccurate information on any legal documents submitted in connection with this Sweepstakes. CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. THE WISCONSIN COURTS (STATE AND FEDERAL) SHALL HAVE SOLE JURISDICTION OF ANY CONTROVERSIES REGARDING THE SWEEPSTAKES AND THE LAWS OF THE STATE OF WISCONSIN SHALL GOVERN THE SWEEPSTAKES. EACH ENTRANT WAIVES ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THESE COURTS AND HEREBY SUBMITS TO THE JURISDICTION OF THOSE COURTS. EACH ENTRANT ALSO AGREES THAT ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS SWEEPSTAKES OR ANY PRIZES AWARDED SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION.

**\*\*By entering the Sweepstakes, entrants affirm that they have read and accepted these Official Rules.\*\***

### **CONDITIONS**

The Sweepstakes is subject to all applicable federal, state, local laws and regulations. **Void where prohibited or restricted by law.** Sponsor's decisions are final and binding on all matters relating to Sweepstakes. By participating in this Sweepstakes, entrants agree to be bound by these Official Rules and by the interpretations of these Official Rules by the Sponsor and by the decisions of the Sponsor. Participation in Sweepstakes and acceptance of prize constitutes each winner's permission for Sponsor to use his/her name, address (city and state only), likeness, photograph, picture, portrait, voice, biographical information, and/or any statements made by each Winner regarding the Sweepstakes, Sponsor, or American Family for advertising or promotional purposes without notice or additional compensation. Please read the Privacy Policy for more information about information collection and use practices found at [<http://www.amfam.com/security/privacy.asp>][<http://www.amfam.com/security/privacy.asp>].

### **WINNER SELECTION/NOTIFICATION**

There will be one (1) grand prize winner (the "Winner"). The Winner will be selected by random drawing on or about 5/29/19 from all eligible entries received. The Winner need not be present to win. Limit one prize per person, family, or household.

The Sponsor will make up to (2) attempts over the twenty-four (24) hour period following the Winner's selection to contact the potential Winner by telephone or email. If a potential Winner cannot be reached during the twenty-four (24) hour period in which he/she is emailed and/or called (no messages will be left on answering machines or voicemail systems), if any prize or prize notification is returned as undeliverable or, if any winner rejects his/her prize, or in the event of noncompliance with these rules, such prize will be forfeited and an alternate Winner will be selected at random from among all remaining applicable Eligible Entries received if time permits in Sponsor's sole discretion. Upon prize forfeiture, no compensation will be given.

## **WINNERS VERIFICATION**

Each Winner must prove eligibility, including, without limitation, proof of age and residence within three (3) days of being notified as a potential Winner. In the event of non-compliance by a potential Winner, if he/she is found to be ineligible, if he/she cannot or does not comply with these Official Rules or if his/her Prize (hereinafter defined) or Prize notification is returned as undeliverable, such potential Winner shall be disqualified and all privileges otherwise due as a Winner shall be terminated and an alternative potential Winner may be chosen from among all of the remaining Eligible Entries received if time permits in the Sponsor's sole discretion. Each potential Winner must sign within three (3) days of receipt of such documents from the Sponsor:

(a) An affidavit of eligibility and release of the Sponsor and Administrator and their respective officers, directors, employees, agents, members, affiliated companies and subsidiaries, from any and all liability, loss, claims, demands, and causes of action for personal injury and/or damage, theft, loss, or any other harm suffered in connection with this Sweepstakes or the use/misuse or acceptance of any prize or any portion thereof to be eligible for a Prize; and

(b) All individuals who are accompanying the Winner will be required to execute and return a Release of Liability to the Sponsor prior to ticketing (unless the attendee is a minor in which case the minor's parent/legal guardian shall execute the release on his/her behalf).

(c) Except where prohibited by law, a promotional release granting Sponsors the right to use their name and likeness, photograph, picture, portrait, voice, biographical information, and/or any statements made by each Winner regarding the Sweepstakes, Sponsor, or American Family for advertising or promotional purposes without notice or additional compensation.

Entry into this Sweepstakes constitutes agreement to sign such releases. Each potential Winner also must acknowledge that the Sponsor has not and will not obtain or provide insurance of any kind relating to the Prize and that each potential Winner will be responsible for obtaining and paying for any property or other form of insurance relating to the Prize. Each potential Winner must also complete any additional legal documents provided by the Sponsor (or third party on its behalf, if applicable) with respect to the Prize and return them as instructed within the timeframe specified by the Sponsor or the potential Winner may forfeit Prize at the Sponsor's sole discretion. The Sponsor expressly reserves the right to delay the announcement of the Winners for creative or technical reasons or for any other reason the Sponsor deems necessary.

## **PRIZE**

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#### **ONE (1) Prize will be awarded as follows:**

- One trip for up to two (2) individuals (includes the Winner and one (1) guest to Milwaukee, WI for two (2) consecutive days of VIP treatment (as outlined below) at Summerfest 2019 "The World's Largest Music Festival."
- Winner can choose the two (2) consecutive days they want to attend Summerfest during the dates of 06/26/19 – 06/30/19 or 07/02/19 – 07/07/19 which is when the music festival is held starting at 12pm each day.

- Winner can refer to the Summerfest website to determine which two (2) consecutive days they would like to attend based on the musical entertainment lineup
- Summerfest
  - Address: 639 E. Summerfest Place, Milwaukee, WI 53202
  - Phone: 414-273-2680
  - Website: <https://summerfest.com/>
- Round-trip airfare (coach class) for up to two (2) individuals (1 Winner and 1 guest). Any upgrades from coach class will need to be covered at the Winner's own expense.
  - Must fly to Mitchell International Airport in Milwaukee, WI
- Luxury Hotel accommodations for 3 nights at Westin Milwaukee hotel located within walking distance of the Summerfest grounds
  - Any length of stay beyond 3 nights will need to be covered at the Winner's own expense.
  - Westin Milwaukee Hotel
    - Address: 550 N Van Buren St, Milwaukee, WI 53202
    - Phone: (414) 224-5224
    - Website: <http://www.westinmilwaukee.com/>
- Access to performances on Summerfest grounds for two (2) individuals
- Two (2) American Family Insurance Amphitheater tickets with VIP seating each night starting at 5:00 pm CDT for two (2) consecutive nights
  - These tickets will be good for all American Family Insurance Amphitheater musical performances during the two day period.
- Customized American Family Insurance and Summerfest Gift basket
- Gift cards for Summerfest Grounds for food and beverage
- Estimated verifiable retail value is \$4000 ("EVRV")

*NOTE:* Availability of rooms and dinner options will be based on final selection of shows selected by winner

Odds of winning depend on the total number of eligible entries received. The EVRV is subject to change based on current market conditions at time of Prize fulfillment. Any difference between the EVRV and the actual value, if any, will not be awarded. Arrangements for the fulfillment of the Prizes will be made by the Sponsor. The dates for the fulfillment of the Prizes will be on or **around 06/26/19**, to on or around 07/07/19, subject to programming requirements or scheduling and such dates are subject to change in the Sponsor's sole discretion.

If Winner is not available to travel on the dates specified, Sponsor may in its sole discretion, terminate Winner privileges, and an alternative Winner will be selected from the remaining Eligible Entries. Winner and Guests must travel on the same itinerary. Sponsor will determine the airline and hotel in its sole discretion. Travel restrictions, conditions and limitations may apply. Winner and Guest must possess valid travel documents in order to travel. Travel arrangements are subject to availability and must be roundtrip. Sponsor shall not be responsible for any cancellations, delays, diversions or substitution or any act or omissions whatsoever by the air carriers, hotels or other transportation companies or any other persons providing any of these services and accommodations necessitated by same. Sponsor shall not be liable for any loss or damage to baggage. All travel dates are subject to change in Sponsor's discretion. If for any reason the Game / Event is delayed, cancelled or postponed, the Sponsor reserves the right, but is not obligated, to cancel or modify the Sweepstakes in its discretion and shall award a substitute prize of equal

or greater value, which may include, but is not limited to, a cash prize equivalent to the EVRV of the trip portion of the Prize as set forth in these Official Rules.

Winner's companions must be 18 years of age or older, unless traveling with a parent or guardian. The Winner is solely responsible for obtaining any and all necessary travel documents (e.g., valid photo ID, credit card, etc.) before departure. Sponsor will not be responsible for any failure by the Winner and the Winner's companions to attend due to flight or travel mishaps or delays. The performance dates and times are determined in the sole discretion of those entities responsible as hosts of those performances, as applicable, and may be subjected to change. The terms and conditions of the tickets awarded as prizes will govern in the event a performance is not played due to whether an act of God, an act of terrorism, civil disturbance or any other reason. The Prize is non-transferable and non-assignable, with no cash redemptions of the prize, or unused portions thereof, or substitutions except at Sponsor's sole discretion in which case a prize of equal or greater value may be awarded. The Sponsor will not be responsible for Acts of God, acts of terrorism, civil disturbances, work stoppage or any other natural disaster outside their control that may cause the cancellation of the flight.

**The Winner and his/her guests and/or family members** must travel together on the same itinerary and a minor may not attend the game unless accompanied by his/her parent/legal guardian. All **travelers** will be required to execute and return a Release of Liability to the Sponsors prior to ticketing (unless the attendee is a minor in which case the minor's parent/legal guardian shall execute the release on his/her behalf).

#### **GENERAL PRIZE TERMS**

All costs and expenses not specifically listed above are solely each Winner's responsibility. The value of the Prize will be taxable to each Winner as income. Each Winner must supply the Sponsor with his/her social security number for tax purposes. An IRS Form 1099 will be issued in the name of each Winner for the actual value of the Prize received. Upon entry into the Sweepstakes, the Winner (as well as all other entrants) is required to comply with any and all applicable federal, state, and local laws, rules, and regulations. All federal, state and local taxes, and any other costs not specifically provided for in these Official Rules, including but not limited to, meals, parking, additional transportation, gratuities and other expenses incurred by accepting the prize, are solely the each Winner's responsibility. The Sponsor shall have no responsibility or obligation to a Winner or potential Winner who is unable or unavailable to accept or utilize Prize as described herein.

#### **LIMITATION OF LIABILITY**

YOU UNDERSTAND AND AGREE THAT YOU SHALL HAVE NO RIGHT TO ENJOIN OR RESTRAIN THE DEVELOPMENT, PRODUCTION, ADVERTISING, PROMOTION, DISTRIBUTION OR EXPLOITATION OF THE SWEEPSTAKES OR SPONSOR. IN NO EVENT WILL SPONSOR, ADMINISTRATOR, OR THEIR PARENTS, AFFILIATES, SUBSIDIARIES, AND RELATED COMPANIES, OR THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES, AGENTS, SUCCESSORS AND ASSIGNS (COLLECTIVELY, THE "RELEASEES") BE RESPONSIBLE FOR ANY CLAIMS, ACTIONS, DEMANDS, LOSSES, LIABILITIES, DAMAGES, COSTS AND EXPENSES (INCLUDING, ATTORNEYS' FEES) OF ANY KIND, INCLUDING WITHOUT LIMITATION, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, WHETHER FORESEEABLE OR NOT AND WHETHER BASED ON NEGLIGENCE OR OTHERWISE, ARISING OUT OF YOUR PARTICIPATION IN THE

SWEEPSTAKES, THE ACCEPTANCE, POSSESSION, USE, MISUSE, LOSS OR MISDIRECTION OF THE PRIZE, PARTICIPATION IN ANY SWEEPSTAKES RELATED ACTIVITIES OR ACCESS TO AND USE OF ANY INTERNET SITE. ENTRANTS AGREE TO RELEASE, DEFEND, INDEMNIFY, DISCHARGE AND HOLD HARMLESS THE SPONSOR AND ADMINISTRATOR FROM ANY SUCH CLAIMS, ACTIONS, DEMANDS, LOSSES, LIABILITIES, DAMAGES, COSTS AND EXPENSES, INCLUDING, WITHOUT LIMITATION FROM ANY DAMAGE, INJURY, DEATH, LOSS OR OTHER LIABILITY EITHER AT LAW OR EQUITY WHETHER KNOWN OR UNKNOWN, ASSERTED OR NOT ASSERTED THAT MAY ARISE FROM OR IN ANY WAY RELATE TO YOUR PARTICIPATION IN THE SWEEPSTAKES OR THE AWARDING, ACCEPTANCE, USE OR MISUSE OF ANY PRIZE. WITHOUT LIMITING THE FOREGOING, THE SWEEPSTAKES, THE PRIZE AND MATERIALS ARE PROVIDED "AS-IS" WITHOUT ANY WARRANTY OR REPRESENTATION OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, WITHOUT LIMITATION, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES. SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY. CHECK LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

### **WINNERS LIST**

For a list of winners, mail a self-addressed stamped envelope to Sponsor at:

American Family Mutual Insurance Company, S.I.  
Event Marketing  
RE: 2019 Ultimate Fan Experience  
6000 American Parkway  
Madison, WI 53783