

OFFICIAL RULES

#CHEVYPACK PHOTO CONTEST

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

ELIGIBILITY: THE #CHEVYPACK PHOTO CONTEST (THE "CONTEST") IS OPEN ONLY TO LEGAL RESIDENTS OF WISCONSIN, MINNESOTA, AND MICHIGAN WHO RESIDE IN ONE OF THE ELIGIBLE COUNTIES LISTED IN THE CHART BELOW, WHO ARE EIGHTEEN (18) YEARS OF AGE OR OLDER (EXCEPT IN THE CASE OF LEGAL RESIDENTS OF CERTAIN STATES WHERE THE LEGAL AGE OF MAJORITY IS GREATER THAN EIGHTEEN (18) YEARS OF AGE, SUCH LEGAL AGE OF MAJORITY) AT THE TIME OF ENTRY ("ENTRANT"). ALL OTHERS ARE INELIGIBLE TO ENTER OR WIN AND WILL BE DISQUALIFIED. VOID WHERE PROHIBITED OR RESTRICTED. Employees of General Motors, LLC ("Sponsors"), participating Chevy Dealerships, Chevrolet Motor Division, Synergy Marketing Partners ("Administrator"), Jack Morton Worldwide, Common Wealth, the Green Bay Packers, and NFL Entities* (as defined below), and their respective officers, directors, agents, parents, affiliates, subsidiaries, dealerships and advertising and promotion agencies, and the members of their immediate families (spouses and parents, siblings, children and their spouses and in-laws) and persons living in the same household with such individuals (whether related or not) are not eligible to enter or win.

***ELIGIBLE COUNTIES:**

Participating Market	Eligible Counties Within Each Market
Green Bay, WI	WISCONSIN: Brown, WI ~ Calumet, WI ~ Door, WI ~ Fond du Lac, WI ~ Kewaunee, WI ~ Manitowoc, WI ~ Marinette, WI ~ Marquette, WI ~ Menominee, WI ~ Oconto, WI ~ Outagamie, WI ~ Shawano, WI ~ Waupaca, WI ~ Waushara, WI ~ Winnebago, WI ~ MICHIGAN: Menominee, MI
Madison, WI	WISCONSIN: Columbia, WI ~ Dane, WI ~ Grant, WI ~ Green, WI ~ Iowa, WI ~ Juneau, WI ~ Lafayette, WI ~ Richland, WI ~ Rock, WI ~ Sauk, WI
Marquette, MI	MICHIGAN: Alger, MI ~ Baraga, MI ~ Delta, MI ~ Dickinson, MI ~ Houghton, MI ~ Iron, MI ~ Keweenaw, MI ~ Marquette, MI ~ Ontonagon, MI ~ Schoolcraft, MI
Milwaukee, WI	WISCONSIN: Dodge, WI ~ Green Lake, WI ~ Jefferson, WI ~ Kenosha, WI ~ Milwaukee, WI ~ Ozaukee, WI ~ Racine, WI ~ Sheboygan, WI ~ Walworth, WI ~ Washington, WI ~ Waukesha, WI
Wausau, WI	WISCONSIN: Adams, WI ~ Florence, WI ~ Forest, WI ~ Langlade, WI ~ Lincoln, WI ~ Marathon, WI ~ Oneida, WI ~ Portage, WI ~ Price, WI ~ Taylor, WI ~ Vilas, WI ~ Wood, WI
LaCrosse, WI	WISCONSIN: Buffalo, WI ~ Chippewa, WI ~ Clark, WI ~ Crawford, WI ~ Eau Claire, WI ~ Jackson, WI ~ La Crosse, WI ~ Monroe, WI ~ Rusk, WI ~ Trempealeau, WI ~ Vernon, WI ~ MINNESOTA: Winona, MN

AGREEMENT TO THE OFFICIAL RULES: By participating, Entrants agree to be bound by these Official Rules and the decisions of the Sponsors and/or Administrator, which are binding and final on all matters relating to this Contest. This Contest is subject to all applicable federal, state, and local laws. Winning a prize is contingent upon fulfilling all requirements set forth herein. Administrator's computer will be the official time-keeping device for the contest.

TIMING: The Contest begins at 12:00 a.m. Central Standard Time ("CST") on September 8, 2018, and ends on October 31, 2018, at 11:59 p.m., CST (the "Promotional Period") and consists of ten (10) Weekly Entry Periods (each an "Entry Period") as set forth in the chart below:

Entry Period	Entry Period Start Date/Time	Entry Period End Date/Time	Approximate Draw Date:
1	09/08/2018 at 12:00 AM CST	09/09/2018 at 11:59 PM CST	09/10/2018
2	09/11/2018 at 12:00 AM CST	09/16/2018 at 11:59 PM CST	09/17/2018
3	09/17/2018 at 12:00 AM CST	09/30/2018 at 11:59 PM CST	10/01/2018
4	10/01/2018 at 12:00 AM CST	10/15/2018 at 11:59 PM CST	10/16/2018
5	10/16/2018 at 12:00 AM CST	10/31/2018 at 11:59 PM CST	11/01/2018

TO ENTER: There will be two (2) Weekly Entry Period Contest Winners for each Week of the Promotional Period (10 total Weekly winners) to be determined by random drawing from among all eligible entries received for each Entry Period.

To enter the Contest, post an original photograph on Instagram or Twitter of what best represents your Chevy Packer's Pride with the hashtags #ChevyPack AND #contest in the caption field. Both hashtags must be used to enter. The photo that you post must meet the requirements set forth below and must otherwise be compliant with all of the provisions of these Official Rules. Once you have completed these steps, you will automatically be entered with one (1) entry into the Contest. **You include both the #ChevyPack and #contest hashtags in your post in order for your entry to be eligible.** You must have an Instagram or Twitter account and your account must be set to the "public" setting to enter via this method. If you do not have an Instagram or Twitter account, you may sign up for a free account at www.instagram.com or www.twitter.com. Posting content to Instagram requires a mobile device. Text and data charges may apply if you are accessing Instagram or Twitter from your mobile device to enter this Contest. Check your wireless carrier for mobile phone capabilities and pricing plan details. Note: If you deactivate your Instagram or Twitter account at any time prior to the selection of winners, as described below, your entry will be void. Multiple entrants are not permitted to share the same Instagram or Twitter account.

CONTENT GUIDELINES: In order for a photo to qualify as an Entry, such photo:

- MUST contain the following text in the comment field: #ChevyPack #contest
- MUST be the entrant's original idea. The photo MUST NOT copy or otherwise plagiarize from any source or have previously been published commercially or submitted in or won any sweepstakes or contest.
- MUST NOT include third parties, including but not limited to minors, celebrities, and friends, who have not expressly authorized entrant to display their image or likeness. If the Entry contains an identifiable person other than the entrant who submitted the Entry, by submitting the Entry, the entrant represents and warrants that he/she has obtained the consent of such person to the use of the Entry as outlined herein.
- MUST NOT contain material that violates or infringes any third party's intellectual property, privacy or publicity rights. Without limiting the foregoing, Entry submission must not contain brand names or trademarks other than those owned by a Sponsor or an NFL Entity, which Entrant has a limited, revocable, license to use to incorporate in his/her Submission. Submissions are not required to contain images of any Sponsors' product.
- MUST NOT include mention or performance of any copyrighted media production including but not limited to books, articles, photographs, artwork, music, etc., or identifying descriptions of any media property.
- MUST NOT contain material which is (or promote activities which are) in Sponsor's sole discretion, hateful, slanderous, libelous, sexually explicit, obscene, pornographic, inappropriate, violent, discriminatory (based on race, sex, religion, natural origin, physical disability, sexual orientation or age), illegal (e.g., underage drinking, substance abuse), offensive, threatening, profane, or harassing; or contain material that is threatening to any person, place, business, group; or contain words or symbols that are widely considered offensive to individuals of a certain race, ethnicity, religion, sexual orientation or socioeconomic group; or contain images, words or text portraying nudity, acts of violence, or acts that are or appear to be unlawful

or dangerous or in violation of, or contrary to the laws or regulations in any state where the entry is created in their application.

By participating in this Contest, entrant acknowledges and agrees that he or she will clearly and conspicuously disclose that he or she is participating in this Contest in any online social sharing interaction that references the Contest or is used to obtain entries in connection with this Contest. At a minimum, the hashtags #ChevyPack and #contest must be included in all social media communications sent pursuant to the Contest. Sponsor reserves the right in its sole discretion to disqualify any entrant who does not adequately disclose his or her participation in this Contest while engaging in any online social sharing interaction during the Contest Period.

Entries that do not include any required disclosures or hashtag will not be eligible and will be disqualified. Bulk, automated and/or third-party Entries are prohibited and will be disqualified. Multiple participants are not permitted to share the same email address, Instagram account, or Twitter account. Any attempt by any participant to obtain more than the stated number of plays and/or Entries by using multiple and/or different identities, forms, registrations, email addresses, logins, or any fraudulent methods or attempt to circumvent the rules will void that participant's plays and/or Entries, and that participant may be disqualified at Sponsor's discretion. In the event of a dispute as to any Entry, the authorized account holder of the email address associated with the pertinent Instagram/Twitter account will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder to the Sponsor or forfeit the prize. Entries that are incomplete, illegible, corrupted, false, lost, late or misdirected, deceptive or otherwise not in compliance with the Official Rules may be disqualified from the Contest at Sponsor's sole and absolute discretion. All potential winners are subject to verification before any prize will be awarded. Normal Internet access, phone, data, and usage charges imposed by your online or phone service may apply.

Neither Twitter, nor Instagram, are Sponsors of or affiliated in any way with this Contest.

LIMIT: There is a limit of one entry per person, per Entry Period, no matter the method of entry, for a total of five (5) Entries for the entire Contest. Entrants who may be previous photo contest winners must submit a new photo that has not been selected as a previous winning photo. Multiple Entrants are not permitted to share the same Social Account. Any attempt by any Entrant to obtain more than the stated number of Entries by using multiple/different Social Accounts, identities, registrations and logins, or any other methods, will void that Entrant's Entries and that Entrant may be disqualified. No mechanical reproductions of entry forms permitted. Entrants are responsible for all charges imposed by their Internet service provider, including any applicable taxes on such services, in connection with submission of an entry. Neither Sponsor nor Administrator are not responsible for lost, late, incomplete, invalid, unintelligible, unreadable, or misdirected registrations, which will be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Proof of mailing is not proof of delivery. All Entries become the property of Sponsor and/or Administrator and will not be acknowledged or returned. Please also see the "Entrant's Personal Information" section below, of these Official Rules.

SPONSOR'S USE OF SUBMISSIONS: Tweeting/Posting a Submission constitutes Entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such submissions in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, Entrant will sign any documentation that may be required for the Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission.

WINNER SELECTION: Administrator will randomly select the potential Entry Period Contest Winners from all eligible entries received during each Entry Period, on or around the dates indicated in the chart set forth in the Timing section above. Non-winning Entry Period Entries will carry over into subsequent Entry Period drawings. The potential winners will be notified by Administrator by telephone and/ or email and will be required to follow prize claim instructions within the stated time frame, or prize will be forfeited in its entirety. Neither Sponsor nor Administrator will have any liability for any winner notification that is lost, intercepted, or not received by a potential winner for any reason. If a potential winner of

any prize cannot be contacted, fails to provide any requested information within the required time period (if applicable), or the prize is returned as undeliverable, the potential winner forfeits his/her prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason, Sponsors/Administrator will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. Unclaimed Prizes will not be awarded. Potential winner must verify address and return within five (5) days an affidavit of eligibility, a liability release and (where legal) a publicity release (collectively, the "**Prize Claim Documents**") and addition proof of eligibility, if requested. Failure of any winner to return the Prize Claim Documents within the specified time period may result in forfeiture of the prize and selection of an alternate winner from the remaining eligible entries for that prize, time permitting. A prize will not be awarded until all such properly executed forms are returned. An IRS Form 1099 will be issued in the name of the prize winner for the actual value of the prize received with an actual value over \$599.99. Prize winners may need to provide his or her Social Security Number in accordance with Internal Revenue Service regulations. Subject to verification of eligibility and compliance with the terms of these Official Rules, the potential winners will be declared an official winner of the Contest (the "Winner(s)").

Each Winner will receive the *#ChevyPack Photo Contest Prize Package*, which includes:

- Lunch for two (2) with a current Green Bay Packers player at 1919 Kitchen & Tap. Date, time, player, and menu to be determined by the Green Bay Packers. (ARV: \$100)
- \$100 Green Bay Packers Pro Shop Gift Card

The Total Approximate Retail Value ("ARV") of each prize package is: \$200.00

ODDS OF WINNING DEPEND ON THE NUMBER OF ELIGIBLE ENTRIES RECEIVED DURING EACH ENTRY PERIOD.

GENERAL PRIZE RESTRICTIONS (FOR ALL PRIZES): Prizes (including their individual components) may not be transferred or assigned. No cash or other substitution may be made, except by the Sponsor, who reserves the right to substitute a Prize in whole or in part with another prize of comparable or greater value if the intended prize (or any portion thereof) is not available for any reason as determined by the Sponsor in its sole discretion. Winners are fully responsible for any and all applicable federal, state and local taxes (including income and withholding taxes). All costs and expenses associated with a prize acceptance and use not specified herein as being provided, including but not limited to lodging, transportation costs, meals, gratuities and other expenses incurred by accepting a prize, are the sole responsibility of the Winner. All elements of the Prize Package are subject to availability. The maximum value of the Prize set forth above represents the Sponsors' good faith determination of the maximum ARV thereof and the actual fair market value, as ultimately determined the Sponsor, cannot be challenged or appealed.

National Football League game, event, and exhibition dates and times, are determined in the sole discretion of the Office of the Commissioner of Football and/or the applicable NFL Club, as applicable, and may be subject to change. The terms and conditions of the tickets awarded as part of the Weekly Contest Prize will govern in the event a legal game, event or exhibition, as defined by the NFL, is not played due to weather conditions, an act of God, an act of terrorism, civil disturbance or any other reason. Winners and his/her guests agree to comply with all applicable NFL, Green Bay Packers, and Lambeau Field regulations in connection with the Prize. Sponsor, in its sole discretion, reserve the right to remove, deny entry, or disqualify the Winner and/or his/her guests who engage(s) in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at the game, event or exhibition. Likewise, Winner understands and agrees that Sponsor and/or a prize provider have the right, at their sole discretion, to disqualify and remove the Winner or his or her guest from any activity at any time without compensation if the Winner's or his or her guest's behavior at any point is uncooperative, disruptive, or may or does cause damage to person, property, or the reputation of a Sponsor or prize provider, or otherwise violates the policies of a Sponsor or prize providers, and in such a case, Winner will still be solely responsible for all taxes and other expenses related to the Prize Package. Lunch with Green Bay Packers player is subject to availability. Exact Green Bay Packer player, date, time, location, and meal will be determined by the Green Bay Packers in their sole discretion. If any portion of prize or any other event or activity is unable to take place as planned for any reason, including but not limited to, cancellation, scheduling conflicts, lockout, labor dispute, strike, inclement weather, or an event of force majeure, the remaining components of the prize will be awarded and Sponsor's obligation to the Winner

will be fulfilled, and no other additional compensation or substitution will be provided. Released Parties (defined below) will not be responsible for weather conditions, Acts of God, acts of terrorism, civil disturbances, work stoppage or any other natural disaster outside their control that may cause the cancellation or postponement of any NFL game, event or exhibition. NFL game, event and exhibition tickets awarded as prizes may not be resold or offered for resale. Any such resale may result in disqualification and Prize forfeiture and may invalidate the license granted by the game ticket(s).

Gift cards may be subject to the terms and conditions set forth by the respective gift card issuer. Winner must protect the gift card and treat the gift card as they would any other valuable document. Gift card will not be replaced or replenished if it lost, stolen, damaged, destroyed or used without the Winner's permission and will be voided if altered or defaced.

The National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Properties LLC, NFL Enterprises LLC, NFL Productions LLC, and NFL International LLC, and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the "NFL Entities") will have no liability or responsibility for any claim arising in connection with participation in this Contest or any prize awarded. The NFL Entities have not offered or Sponsored this Contest in any way. © 2018 NFL Properties LLC. All NFL-related trademarks are trademarks of the National Football League.

PUBLICITY: Except where prohibited, participation in the Contest constitutes each winner's consent to Sponsors' and its agents' use of Winner's name, likeness, Submission, photograph (including, without limitation, winner's Twitter or Instagram profile photo), voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

RELEASE: By participating (a) Entrants release Sponsor, Administrator, Chevrolet Motor Division, General Motors LLC, participating Chevrolet Dealerships, Jack Morton Worldwide, Common Wealth, Green Bay Packers, NFL Entities, Twitter, Inc., Instagram LLC, and their respective subsidiaries, affiliates, limited liability companies, suppliers, distributors, advertising/promotion agencies, attorneys, and prize suppliers, and each of their respective parent companies and each such company's officers, shareholders, directors, members, employees, licensors, dealerships, and agents (collectively the "Released Parties"), from any and all liability for any claims, costs, injuries, losses, or damages, of any kind caused by their participation, including the unauthorized or illegal access to personally identifiable or sensitive information or the acceptance, possession, use, or misuse of the prize; (b) Entrants, by participating, agree that Released Parties will have no liability whatsoever, and shall be held harmless by Entrants against any liability, for any injuries, losses or damages of any kind, including, but not limited to, death or destruction of property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize(s) (including any travel or activity associated thereto) or participation in this Contest; and (c) acknowledge that said parties have neither made nor are in any manner responsible or liable for any warranty representation or guarantee, expressed or implied, in fact or in law, relative to a prize, including, but not limited to, the prize quality or availability.

LIMITATIONS OF LIABILITY: Neither Released Parties nor any service providers are responsible for incorrect or inaccurate transcription of Entry information, or for any human or other error, technical malfunctions, lost/delayed data or voice transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software, or any other error or malfunction, or late, lost or misdirected mail, or any injury or damage related to or resulting from participation in this Contest. Neither Released Parties nor any service providers are responsible for typographical or other error in the printing of Contest materials, the administration of the Contest, or the announcement of the prize winner, including any such error as may give an erroneous indication that a prize has been won. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE, TAMPER WITH THE ENTRY PROCESS OR INSTANT WIN GAME, OR OTHERWISE UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, RELEASED PARTIES RESERVE THE RIGHT TO COOPERATE IN THE PROSECUTION OF ANY SUCH INDIVIDUAL(S) AND TO PURSUE ALL REMEDIES TO THE FULLEST EXTENT PERMITTED BY LAW.

GENERAL CONDITIONS: Sponsor or Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. If for any reason the Contest is not capable of being executed as planned, or infection by

computer virus, bugs, tampering, unauthorized intervention, fraud, action of Entrants, technical failures or any other causes which in the opinion of Administrator and/or Sponsor, corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, Sponsor and/or Administrator reserve the right, at their sole discretion, to disqualify any suspect Entry or Entrant and to cancel, terminate, modify, or suspend, the Contest and randomly select the winner from valid entries received prior to action taken, or otherwise as may be deemed fair and equitable by the Sponsor in their sole discretion. In the event of any cancellation, termination or suspension, notice thereof will be posted at <http://www.synmp.com/rules>. Entries not complying with all rules are subject to disqualification. Administrator reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. If any provision(s) of these Official Rules is held invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

GOVERNING LAW/JURISDICTION/DISPUTE RESOLUTION: Entrants agree that (a) any and all disputes, claims and causes of action arising out of, or connected with, the Contest or prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the federal, state and local courts for Brown County, Wisconsin (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest but in no event attorneys' fees; and (c) under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to, claim punitive, incidental and consequential damages and any other damages, other than out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, Entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of State of Wisconsin, without giving effect to any choice of law or conflict of law rules (whether of the State of Wisconsin or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than State of Wisconsin.

The use of any non-Sponsor trademarks, service marks, logos, or other marks in connection with this Contest or any prize is not meant by Sponsor to imply the endorsement of the respective owner(s) of such marks, or any affiliation of the respective owner(s) of such marks with Contest advertisements or the Contest.

WINNER'S NAME: The name of the Weekly Contest Winners is available after December 30, 2018 and may be obtained by sending a self-addressed stamped envelope to: Winner's name, #ChevyPack Photo Contest c/o Synergy Marketing Partners, 100 W. 22nd Street, Suite 134, Lombard, Illinois 60148, for receipt no later than February 28, 2019.

ENTRANT'S PERSONAL INFORMATION: By entering the Contest, you acknowledge any language that states that all information submitted by entrants will be subject to Sponsor (GM's) Privacy Policy Statement located at <https://www.gm.com/privacy-statement.html> and Administrator's Privacy Policy, located at <http://www.SYNMP.com/privacy>.

Instagram, and Twitter are not registered trademarks of Sponsor. This Promotion is in no way sponsored, endorsed or administered by, or associated with, Instagram, or Twitter. You understand that you are providing your information to Sponsor and not to Instagram, or Twitter. The information you provide will only be used for verification of your eligibility to participate in the Sweepstakes. Any questions, comments or complaints regarding the Sweepstakes are to be directed to Administrator at the address provided, not Instagram, or Twitter.

SPONSOR: Chevrolet Motor Division, General Motors LLC; 2135 City Gate Lane, Suite 200, Naperville, IL 60563.

ADMINISTRATOR: Synergy Marketing Partners, 100 W. 22nd Street, Suite 134, Lombard, Illinois 60148.