

## **Official Promotional Rules for 2010 Swashbucklers *Freedom of Choice***

A complete copy of these rules can be obtained at the offices of the **Louisiana Swashbucklers, Inc., Inc** located at 900 Lakeshore Drive, Suite B, Lake Charles, LA 70601, during normal business hours Monday through Friday 9:00 AM – 4:00 PM or by sending a self-addressed, stamped envelope to the above address.

1. No purchase, test drive, or submission to sales presentation necessary to enter or win. Purchase does not increase chances of winning. Void in Alaska, Florida, Hawaii, and New York, Puerto Rico and other U.S. territories and possessions and where prohibited by law.
2. To enter, individuals must be a legal resident of the United States, be age 21 or older, and have a valid U.S. driver's license.
3. **Eligibility:** This contest is open to the general public except for employees, agents, subsidiaries and affiliates of **General Motors, Chevrolet Motor Division (collectively, the "Sponsors"), participating local Chevrolet Dealers, GAP Broadcasting, Coors, Beverage Sales** and each of their respective parents, affiliated companies, subsidiaries, distributors, dealers, retailers, printers, advertising and promotion agencies and any and all other companies associated the design or execution of this contest, and the members of the immediate families (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) or households, whether or not related, of any of the above.
4. The contest is subject to all applicable federal, state and local laws and regulations.
5. **How to register:** **GAP Broadcasting** listeners will be directed to specified retail locations to register. An individual may register **as often as possible** at any or all registration locations throughout the pre-season promotional campaign.
6. **Promotion Dates:** The pre-season promotional campaign runs **Monday, January 8, 2010, through Monday, March 15, 2010.**
7. All entrée forms will be collected by **Friday, March 15, 2010.**
8. **Winner selection:** Fifty contestants will be drawn from all entrée forms on or before **Monday March 15, 2010.**
9. One hundred (fifty pair) Swashbucklers season tickets valued at EIGHTY-FOUR DOLLARS AND NO CENTS each (\$84.00) will be awarded to those 50 winners.

10. All winners' names will be added to the Louisiana Swashbucklers' season ticket holder database.
11. Throughout the Louisiana Swashbucklers' season, one name will be randomly selected from the season ticket holder database during each of six home games. That contestant will win dinner for two at a local restaurant and be automatically entered as one of **six finalists** who will have a chance to win a new 2010 Chevrolet from the local Chevrolet dealers, Coors Light, GAP Broadcasting, and the Louisiana Swashbucklers, Inc.. Home games are scheduled in 2010 on March 20<sup>th</sup> April 17<sup>th</sup>, May 22<sup>nd</sup>, May 29<sup>th</sup>, June 12<sup>th</sup>, and June 26<sup>th</sup>.
12. **Grand Prize:** During the *final game* of the season on June 26, 2010 (or at the semi-final game of the post season) in Lake Charles, Louisiana at the Lake Charles Civic Center, all six contestants will be invited to attend the game and participate in the half time **Freedom of Choice** promotion to attempt to kick a field goal from a designated distance from the uprights, based on the value of the vehicle the contestant chooses.
13. Contestants will **randomly** choose one of six envelopes. Only one envelope will contain a picture of the new 2010 Chevy Equinox. The contestant that picks the winning envelope will choose to kick for either a Chevy Aveo, a Chevy Equinox, or a Chevy Camaro. Depending on the value of the vehicle, the contestant will kick from a predetermined distance from the uprights. If the contestant splits the uprights, he/she wins the vehicle for the value of the corresponding distance from a participating local Chevrolet dealer, Coors Light, GAP Broadcasting, and the Louisiana Swashbucklers, Inc..
11. All State, Local, Federal and or other taxes, duties, tariffs, title fees, licensing fees, or other fees for prizes awarded become the sole responsibility of the winner. The winner will be issued an IRS form 1099 to report their winnings.
12. **Vehicle delivery:** A base model vehicle will be prepared for delivery at one of the local Chevrolet dealership locations. This vehicle is nontransferable.
13. The **Louisiana Swashbucklers, Inc.**, are responsible for procuring all ancillary prizes such as dinner, tickets, merchandise, etc.
14. All entrants and winners agree that **General Motors, Local Chevrolet Dealers, GAP Broadcasting, Coors, and Beverage Sales and their affiliates**, shall have no liability and shall be held blameless for any injury, misfortune, or damage to either persons or property insured by entering, participating in, winning, or losing any contest by use or non-use of any prize received.
15. All prizes must be claimed in person at the time of winning. If a season ticket holder is NOT present when his/her name is chosen, another name in the database will be chosen immediately.

16. Proper identification must be presented to claim prizes. Winners will be asked to fill out a Winner's Affidavit and Release. The winner will be responsible for tax, title, and license of the grand prize.
17. **Additional Rules & Restrictions:** By participating in this Contest, entrants agree to abide by and be bound by these Official Rules and the decisions of the Administrator, which shall be final and binding in all matters relating to this Contest. In the event a winner is found to be in violation of any of these rules, he/she will be required to forfeit the prize or to reimburse the Administrator for the stated value of the prize if such violation is found after the prize has been used by winner.
18. All entry blanks, forms, devices and materials, as well as all the information contained on or within, gathered during the course of entry, shall become the sole property of the Louisiana Swashbucklers, Inc. to be used, disposed of or destroyed at the discretion of the team.
19. All entrants and winners upon acceptance of prizes agree that the Louisiana Swashbucklers, Inc. may broadcast or publish their name, city of residence, photo, video tape, film or any other likeness, including their voice, recorded or live, for any reason the team deems necessary without compensation. All entrants further agree to hold the Louisiana Swashbucklers, Inc. blameless and without liability for such publication, broadcast or use. By participating, entrant further agrees to release and hold Promotion Parties harmless from and against any and all claims, damages and liability of any kind arising from or in connection with, in whole or in part, directly or indirectly, the acceptance, possession or use/misuse of a prize, participation in the Contest or in any prize-related activities, or any travel or activity associated therewith and entrants assume all liability in connection therewith.
20. The Louisiana Swashbucklers, Inc. reserve the right to require contestants to be present at drawings in order to win their prizes.
21. Violations of any of these rules or attempts to win any contest by fraud, deception, or cheating shall be grounds for the Louisiana Swashbucklers, Inc. to disqualify that individual from participating in all current and future contests and events at the sole discretion of the team, as well as forfeiture of any prize or prizes won by fraudulent means.
22. The Louisiana Swashbucklers, Inc. is the contest Administrator and will determine all winners.
23. **Winners' List:** For the names of the six finalists and Grand Prize winner (available after 7/30/10), send a self addressed, stamped envelope for receipt by 8/15/10 to: Louisiana Swashbucklers, 900 Lakeshore Drive, Suite B, Lake

Charles, LA 70601. Winners' list will be available for one (1) month from the end date of the Sweepstakes.