

Official Rules
BayFest Family Weekend Sweepstakes
August 31st, 2010

1. The Mobile Bay Convention and Visitors Bureau will conduct a contest from Tuesday, August 31, 2010 through Thursday, September 23, 2010. Prizes have been supplied by the Mobile Bay Convention and Visitors Bureau and BayFest, Inc in exchange for promotional consideration.
2. No purchase is necessary to enter.
3. One (1) Grand Prize will be awarded. The Grand Prize includes entrance for a family of four (4) to BayFest, four (4) VIP wristband passes and a "BayFest" gift bag. The package does not include federal, state and local taxes, parking fees, food & beverage expenses or any additional fees that may be incurred.
4. To enter the contest, fill out an entry form available beginning Tuesday, August 31, 2010 online at <http://www.mobile.org/newsletter.php>. Only one entry per email address is allowed. Winners must be eighteen (18) years or older. All entrant information, including email addresses, will be provided to Sponsors and is subject to the Privacy Policies of the respective sponsors.
5. Grand Prize Drawing: On Friday, September 24, 2010, one Grand Prize email address will be drawn by wellbornIdeas, LLC acting as independent administrator of the contest. At that time, one (1) alternate address will be randomly drawn and identified as "Grand Prize Alternate." This alternate form will be placed in a sealed envelope, and will only be used in the event the Grand Prize winner does not qualify.
6. The Grand Prize winner will be notified via email or phone (if provided) on Friday, September 25, 2010 and will have until 10:00am, Monday, September 27, 2010 to accept the prize. Otherwise, the Grand Prize Alternate will be notified via email on Monday, September 27, 2010.
7. To be awarded a prize, the winners must sign a form certifying their eligibility to participate in the contest, their receipt of the prize, and releasing all contest sponsors and their parent companies from any liability as a result of this contest. Only the person who wins a prize may claim the prize. By participating in the contest, each winner agrees to allow his/her name, voice, and/or likeness to be used by all contest sponsors in any advertising or broadcasting material relating to this contest forever without any additional financial or other compensation. Proof of identity and a valid Social Security number will be required before any prize is awarded.
8. Employees of all contest sponsors and their immediate families are not eligible to participate in this promotion. Immediate family members are defined as children, spouses, people in spouse-like relationships, and siblings, including those in step and half-step relationships where living in the same household.

9. A copy of these rules will be available online at http://www.mobile.org/vis_newsletter.php.

10. All prizes must be accepted as offered. Prizes are not redeemable for cash and are not transferable. Prizes unclaimed by 5:00 p.m., Friday, October 1, 2010, will be forfeited to the sponsors.

11. wellbornIdeas, LLC management will act as the administrator official judges for this contest. The rules are subject to the interpretation of the judges. Any part of these rules may be changed at the discretion of the judges at any time. All decisions of the judges are final. Any contestant determined to have violated any of these rules is subject to disqualification at the sole discretion of the judges.

12. The odds of winning depend on the total number of entries received.

13. The total approximate value of all prizes to be awarded is \$220.00, including \$180 for the BayFest tickets and \$40 for the "BayFest" gift bag.

14. The prize winners are responsible for any Federal, State and local taxes.