

## **OFFICIAL RULES: Tractor Supply Site-Wide Ratings/Reviews Sweepstakes**

### **NO PURCHASE NECESSARY OR REQUIRED TO ENTER OR WIN**

**The Sweepstakes:** An eligible person submits an approved product review of any product on TractorSupply.com and is entered into the sweepstakes (the "Promotion") where the winner of a \$250 Tractor Supply gift card is randomly drawn.

**Promotion Period:** The promotion commences September 10, 2018 and ends midnight PST June 30, 2019 (the "Promotion Period"). Entry into the Promotion will include users submitting a review from September 10, 2018 through June 30, 2019.

**Promoter/Sponsor:** Tractor Supply Company ("TSC"), 5401 Virginia Way, Brentwood, TN 37027 is the promoter and sponsor of this Promotion. The Promotion is not sponsored, promoted, endorsed, administered by, or associated with, Bazaarvoice, Facebook or Instagram.

**No Purchase necessary:** No purchase is necessary or required to enter or win. A purchase will not increase your chances of winning.

**How to Enter:** You may only enter the Promotion via tractorsupply.com by writing and submitting a product review of any product. Entrants will receive one entry for completion of a valid, approved product review during the Promotion Period. In addition, entrants who leave a review for the brand(s) of the month as indicated on the ratings/reviews sweepstakes page will receive a double-entry for a valid, approved review during the Promotion Period. There is no limit to the number of product reviews that may be submitted by each reviewer. All entries become the exclusive property of Sponsor and will not be acknowledged or returned. Incomplete, indecipherable or ineligible entries will not be accepted and will be deemed invalid. Entrants must submit the review and it must be approved from September 10, 2018 through June 30, 2019 to be considered entered. Entry into the Promotion is deemed acceptance of these Rules.

**Eligibility:** To submit a review and be entered into the sweepstakes, you must be 18 years of age or older. Obscene, provocative or otherwise questionable content will not be considered and will be removed. TSC retains sole discretion as to what constitutes inappropriate content and TSC reserves the right to disqualify users, without notice. This Promotion is open only to persons who are U.S. citizens or permanent, legal residents within the 48 contiguous states of the United States. Employees of Tractor Supply Company, any participating sponsors and their advertising agencies, and members of their immediate families are not eligible to win. The term "immediate families" means spouses, parents, and children.

**Drawing; The Winner:** The winner will be chosen at random at Tractor Supply Co. Store Support Center, 5401 Virginia Way, Brentwood, TN 37027 once a month the first week of the following month. The valid entry chosen according to the outlined criteria in the Promotion entry page will be awarded the prize. The winner will be notified by electronic mail. Once TSC has established contact with the winner, the winner will have 3 business days to claim the prize. If that person does not claim their prize within 3 business days, their selection will be forfeited and a new winner will be chosen. Once TSC and the prize winner have established contact and TSC has verified any details of the winner that TSC deems necessary in accordance with these Rules, the prize will be considered redeemed. By entering a review, entrants agree to have their submitted name and/or image/video displayed on TSC's website, social channels and/or printed materials and used by us for any purpose, at any time, without any fee or other form of compensation. To obtain the name of the winner, mail a self-addressed stamped envelope to: Tractor Supply Company ("TSC"), Attn: Jenny Wingard, 5401 Virginia Way, Brentwood, TN 37027. All requests for the name of the winner must be received within one (1) month of the end of the Promotion Period. Entries are deemed to have been received at the time of receipt by TSC. TSC's records will be final and conclusive as to the time of receipt of an entry. TSC reserves the right to refuse awarding any prize or honoring any prize entitlement to a person who is determined to have violated or breached any of these Rules, gained unfair advantage in participating in the promotion, or obtained a winner status using fraudulent means. If a Prize is unavailable for any reason including due to unforeseen circumstances TSC may substitute another prize that TSC considers, in its sole and absolute discretion, to be of equal value, subject to any directions from a regulatory authority. TSC's decision will be final and no correspondence will be entered into.

**The Prize:** There will be one (1) winner and one (1) prize per month for the Promotion; the prize is a \$250 Tractor Supply Co. gift card. Contestants are only eligible to win one (1) prize one time during the Promotion. TSC reserves the right to verify an entrant's age and place of residence. If for any reason TSC does not elect to exercise these rights, this does not constitute a waiver of its rights. TSC is not liable for any person's inability to complete or continue an entry or for any inaccurate information that may have been supplied or not supplied (as the case may be) as a result of misuse or failure of any equipment, technical error, inaccurate data entry or deletion of data,

transmission communication, software limitation or failure, website access, alteration to entry information, or any combination of the foregoing that may occur while entering the promotion. Prizes are not transferable. Prizes cannot be exchanged for a substitute prize. Only the selected individual entered into the Promotion can be awarded a prize.

**Miscellaneous Rules; Terms and Conditions:**

1. To the fullest extent permitted by law, TSC's total liability, whether for breach of these conditions or in negligence or in any other tort or for any other common law or statutory cause of action arising in relation to the promotion or the prizes, is limited to \$250.
2. All personal details provided by entrants to participate in this promotion will be held by TSC for the purpose of this promotion and such personal details may be used by TSC for future promotional and marketing purposes (including the sending of electronic messages), unless otherwise advised by entrants in the opt in form. Entrants may access, update and request correction of their personal details held by the TSC by contacting TSC at the address listed in these Rules. By entering the Promotion you are giving TSC an irrevocable, non-exclusive, worldwide, fee and royalty free license to use any material submitted as part of your entry for the purposes of conducting and promoting this Promotion, and for use by Tractor Supply Co or in other media now known or later devised.
3. TSC shall not be liable for a failure or delay in performance in connection with the Promotion (including the provision of the Prizes) where such failure or delay is caused by an Act of God (such as fire, flood or earthquake), state of emergency, war, Act of Congress, governmental or regional or local authority restraint, legislation or bylaw, shortage of labor, delays in transit, failure or delays by sponsors, failure, delay or inability to obtain any necessary authorization, legislative, departmental or other prohibition or restrictions, legal action, injunction or threat or reasonably anticipated threat of injunction or other legal action by any person or other causes whatsoever (whether similar in nature or not to the foregoing) beyond TSC's reasonable control.
4. TSC reserves the right to cancel, terminate, modify or suspend or recommence the Promotion at any time irrespective of the expiry date for the Promotional Period including, without limitation, if for any reason the Promotion is interfered with or disrupted due to an unforeseen event or fraudulent voting practices. A notice of any such cancellation, termination, modification, suspension or recommencement shall be posted on the Promotion page.
5. Any questions, comments or complaints about the Promotion shall be directed to TSC (not Bazaarvoice, Facebook or Instagram) at the address given in these Rules.