

1. **Promotion Description.** This promotion is facilitated by the Kentucky Department of Agriculture (“Facilitator”) and administered by Red7E Advertising Agency and TOPS Media (“Administrators”). Sponsorship for this promotion is provided by generous support of contributing Kentucky Proud business members (“Sponsors”) who have committed funding to this contest. The promotion begins August 1st, 2018 at 12:00am Eastern Time Zone, and ends at 11:59pm Eastern Time Zone, October 31st, 2018. Valid entries meeting all program guidelines must be posted by 11:59pm Eastern Time Zone, October 31st, 2018. Promotion is void where prohibited. By entering, each entrant accepts and agrees to be bound by these promotion rules.

2. **Eligibility.** No purchase necessary to enter or win. This promotion is open only to legal residents within the state of Kentucky, who are at least 18 years of age at time of entry (“Entrant”). Employees and immediate family members of employees of Facilitator/Sponsors and their respective parent companies, affiliates, subsidiaries, agents, and their advertising and production agencies are not eligible to participate in this promotion. Entrant must post a qualifying picture/video with the inclusion of the hashtag #KyProudWeddings and must tag a Kentucky Proud vendor and/or member through Instagram or Facebook. To be eligible to win the grand prize, a wedding must have taken place at a Kentucky Proud agritourism venue between July 1st, 2018 and October 31st, 2018. The agritourism venue must be tagged/mentioned in the post. There is no limit to the number of times you can post but each post must be a unique entry. Entries will be monitored by the Facilitator, Administrators and promotion partners. Winner must provide proof of minimum age requirement of 18 and Kentucky residency. The grand prize winner must be legally married at the time the prize is awarded. Entrant must be able to provide full copyright release for any posted image/media taken by a professional photographer.

3. **How to Enter.** There is one way to enter this promotion. Entrant must post a qualifying picture/video with the inclusion of the hashtag #KyProudWeddings and must tag a Kentucky Proud vendor and/or member through Facebook or Instagram, starting August 1st, 2018 at 12:00am Eastern Time Zone, and by 11:59pm Eastern Time Zone, October 31st, 2018. To be eligible to win the grand prize, a wedding must have taken place at a Kentucky Proud agritourism venue between July 1st, 2018 and October 31st, 2018. The agritourism venue must be tagged/mentioned in the post. Entrant must be able to provide full copyright release for any posted image/media taken by a professional photographer. There will be monthly Kentucky Proud gift basket prizes awarded in August, September and October provided by the contest Facilitator. One grand prize Winner will be announced by November 30th. Announcements of monthly winners and the grand prize Winner will be via Facebook and Instagram.

The winner(s) will be selected by an independent committee from the entries gathered on www.kyproud.com/weddings. The committee will be comprised of industry leaders and will not include promotion Facilitator/Sponsors/Administrators, employees or family members. The landing page will contain rules and direct participants how to enter starting on August 1st, 2018, when promotion begins. Individuals entering will be asked to include a wedding related photo/video with inclusion of #KyProudWeddings and the tagging of a Kentucky Proud vendor and/or member (i.e. venue, beverage vendor, food caterer, etc.) If the entrant does not meet eligibility requirements; the entry will be null and void. All entries become the property of the facilitator who reserves the right to use any information submitted by entrants in any manner.

No mechanically reproduced, software-generated or other automated multiple entries are permitted. Entrant must own the rights to any photos/videos they upload. The Facilitator is not responsible for lost, or misdirected entries, including due to transmission, technical, and/or network failures of any kind, including, without limitation, malfunctioning of any hardware or software (whether originating with sender or Facilitator), human error, or any other error or malfunction. For online entries, the authorized account holder submitted at time of entry will be considered the entrant. An “authorized account holder” shall mean the natural person assigned to such social media account by the Internet access provider, online service provider, or other organization responsible for said account. A potential winner may be requested to provide proof that he or she is the authorized account holder with the winning entry.

Entrants agree not to upload, post or transmit any materials which contain any computer viruses, Easter eggs, worms, Trojan Horses or other harmful component or programming routines that are intended to damage, detrimentally interfere with, surreptitiously intercept or expropriate any system, data or personal information. Any attempt to deliberately damage any web site or undermine the operation of the promotion is a violation of criminal and civil laws, and Facilitator reserves the right to seek damages from any person who makes such attempt(s).

Entry materials that have been tampered with or altered are void. Any questions regarding the number of entries submitted by an individual or the authorized account holder shall be determined by Facilitator in their sole discretion, and the Facilitator reserves the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the promotion.

By entering this promotion, Entrant agrees that the Facilitator of this promotion may provide entrant with promotional materials and the Facilitator may release entrant's personally identifiable registration information.

4. **Prize.** If all requirements are met, the Facilitator agrees to provide multiple monthly Kentucky Proud gift basket prizes package valued at approximately \$100 each during August, September and October. Entrants are eligible to win only one Kentucky Proud gift basket during contest period. Additionally, the Administrators will award one grand prize Package valued at \$5,000. Prizes are non-transferable. No substitution or transfer of prize or cash redemption is permitted.

5. **How the Prize is Awarded.** Monthly Kentucky Proud gift basket prizes will be awarded in August, September and October. Entrants must include exactly #KyProudWeddings and tag a Kentucky Proud vendor and/or member when sharing their wedding related photo/video through Facebook or Instagram. Winner's eligibility must be confirmed. Winner will be contacted through their social media account they used to enter the promotion. One (1) grand prize Winner will be announced at the conclusion of the promotion. To be eligible to win the grand prize, a wedding must have taken place at a Kentucky Proud agritourism venue between July 1st, 2017 and October 31st, 2018. The agritourism venue must be tagged/mentioned in the post. Entrant must be able to provide full copyright release for any posted image/media taken by a professional photographer. Announcement may include Facilitator's news coverage, social media announcements and additional editorial coverage that may include interviews with the winners.

6. **Odds of Winning.** The odds of winning depend on the number of eligible entries received.

7. **Conditions of Acceptance of Prize.** Driver's license with current address or other appropriate form of identification is required to claim a Prize. Winner must claim Prize within 30 days after notification of winning the prize, or the prize will be forfeited.

Winner must provide proof of legal residency and be at least 18 years old at time of Entry. If winner does not meet eligibility requirements and is therefore ineligible, then Facilitator reserves the right to request the independent committee to select another winner. Facilitator takes no responsibility for the condition of the Prize. Winner must sign a hold harmless agreement for Facilitator.

Winner will be solely responsible for any and all local, state, and federal taxes, as well as license and registration fees, transportation costs, gratuities and other items of an incidental nature. Administrators will report any individual winnings over \$600 (in cash or fair market value of goods or services) in a one year period to the Internal Revenue Service. Winner will receive a Form 1099 from Administrators if Administrators reports any winnings to the Internal Revenue Service.

Each winner agrees to the use of his or her name and likeness in publicity by Facilitator without any additional compensation, except where prohibited by law. By entering this promotion, each winner acknowledges that Facilitator has the right to publicize and broadcast winner's name, voice, and likeness, the fact that he or she won, and all matters incidental thereto.

8. **Limitation on Liability.** By entering this promotion, each entrant forever discharges and releases Facilitator, their parent companies, subsidiaries, affiliates, and their respective directors, officers, employees, and agents from any

and all liability, claims, causes of action, suits, and demands of any kind arising from or in connection with the promotion, including, without limitation, responsibility for property damage, loss of life, or personal injury or death resulting from or in connection with participating in the promotion or from or in connection with use or receipt of the Prize, however caused.

9. **Facilitator's/Administrators' Reservation of Rights.** These official rules are subject to modification by Facilitator/Administrators. In the event of a dispute, all decisions made by Facilitator/Administrators are final and binding. Facilitator/Administrators reserve the right, in their sole discretion, to disqualify any person who tampers with the entry process or the operation of Facilitator's/Administrators' websites, or who otherwise acts in violation of these official rules. Facilitator/Administrators further reserve the right, in their sole discretion, to cancel, terminate, or modify this promotion if, for any reason, the promotion is not capable of completion as planned (including, but not limited to, for the following reasons: infection by computer virus, technical corruption, force majeure, or non-authorized human intervention that compromises or affects the administration, fairness, integrity, security, or proper conduct of the promotion).