

OFFICIAL CONTEST RULES

Win a Fishing Trip with Lowrance Pro Edwin Evers and a new Ghost Trolling Motor

1. NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.
2. Entry is open only to legal residents of Canada (excluding the Province of Quebec), the fifty (50) United States and D.C., and Puerto Rico, who are age 18 or older as of date of entry (or of majority age in their jurisdiction of residence), except for employees, officers, and directors of Navico Inc. (“Sponsor”) and its affiliated companies, subsidiaries, advertising and promotion agencies, and any and all other companies associated with the design or execution of this Contest (collectively, the “Released Parties”) along with the members of the immediate families or households, whether or not related, of any of the above [which includes parents (including in-laws), grandparents, siblings (including step-siblings), children (including step-children), grand children (including step grandchildren) and each of their respective spouses, regardless of where they reside].
3. Contest begins at 7:00 a.m. Central Time (CT) on July 9, 2019 and ends at 11:59 p.m. CT on September 9, 2019 (the “Contest Period”). Please allow for the time difference, if any, from your local time zone. Contest is subject to all applicable federal, state, provincial and local laws and regulations. Void in Quebec, and wherever prohibited or restricted by law.
4. To enter, submit an underwater screenshot/photo taken with your fish-finder of your favorite fishing find – together with a written story of your strangest or most unusual fishing story. You must email us with your story and attached screenshot/photo during the Contest Period at ibelieveinghost@lowrance.com to register your entry, and must include your full name, age, mailing address, phone number and email address (together, an “Entry”). Your Entry story must be legibly typed, consist of no more than 300 words, and be in the English language. The Screenshot/photo portion of the Entry must be in an acceptable format to download and review. Each Entry must be Entrant’s own original creation; is limited to one story and one screenshot/photo; must not have been submitted in any other competition or contest of any kind; must not include trademarks, logos, or copyrighted material not owned by Entrant, or material that is used without permission (including but not limited to company names or images published on any media) or that otherwise infringes or violates the rights of any third party such as copyrights, trademarks, logos, or any other intellectual property rights; must not contain any political or politically themed or motivated messages, statements, or images; must not contain any defamatory material, or otherwise misrepresent, or contain disparaging remarks or any other content that could adversely affect the name, reputation, or goodwill of Sponsor, the Contest, or any prizes; and must not depict or contain any element which is or may be considered threatening, violent, abusive, harassing, defamatory, vulgar, obscene, pornographic, indecent, invasive of another’s privacy, hateful, or racially, religiously, ethnically, or otherwise objectionable as solely determined by Sponsor.
5. All Entries must be sent and received by the end of the Contest Period to be eligible. You acknowledge and understand that your Entry will be judged by the panel of judges, and must conform to the submission requirements outlined in these Official Rules, or it may be disqualified and not considered for the Contest. Any and all individuals included or depicted in the Entry - or their parent or legal guardian on their behalf, if not the Entrant - must provide Entrant with express consent and permission for their images to be included and submitted in the Contest, and the Entrant is solely responsible for obtaining all authorizations or approvals. The individual who submitted the Entry shall be designated as the official Entrant competing in the Contest. Limit of one (1) Entry allowed per person. No mechanically produced or automated emails or Entries permitted. Use of any automated system to participate is prohibited and will result in disqualification and all such Entries will be deemed void.
6. Released Parties are not responsible for lost, late, misdirected, incorrect, illegible, incomplete, invalid, unintelligible, or damaged Entries, or for Entries submitted in a manner that is not expressly allowed under these Official Rules, or for any entry not submitted or not received due to any technical error or failure, human error, unauthorized intervention, inaccurate capture or mis-entry of any required information, failures, omissions, interruptions, deletions, or defects of any phone or cellular phone provider, network computer online systems, computer equipment, servers, or software, including any injury or damage to Entrant’s or any other person’s computer relating to or resulting from participation in this Contest; or the failure to capture any such information or

effects of hackers or failure of any electronic equipment, computer, phone line or cellular transmissions and/or network connections; all of which will be disqualified. Any Entry that is not properly submitted for any reason, including any technical difficulties, upload failures; efforts of hackers; or any lost or disconnected internet connections, will be disqualified. In the event of a dispute as to any Entry, the authorized account holder of the e-mail address used and associated with the Entry will be deemed to be the registrant. The “authorized account holder” is the natural person assigned an e-mail address by an Internet access provider, online service provider or other organization responsible for assigning e-mail addresses for the domain associated with the submitted address. Proof of being the authorized account holder may be required.

7. By participating in this Contest, you affirm that you have read and accepted these Official Rules. The laws of the United States, Canada, and each of the individual states or provinces may apply to and govern this Contest. By their Entry, each Entrant represents that they have sole and exclusive ownership and proprietary rights of all Entry images and story and full permission of all parties depicted to publish and release their image; and agrees to transfer any and all of his/her right, title and interest in and to such Entry, including but not limited to any and all copyrights, trademark rights, "moral rights" and any and all other proprietary rights that may exist, throughout the world, to Sponsor and expressly transfers any rights they may have by submission of such Entry. By his or her submission, Entrant agrees that Sponsor shall be the owner of all rights in and to the Entry, and will have the worldwide, perpetual right to copy, display, reproduce, exhibit, edit, modify, assign, license, register for copyright or trademark, distribute, sell or otherwise use and exploit the Entry and all elements and/or derivative works thereof, in whole or in part, alone or with other materials, in any media or channel now known or hereafter created or devised, for any reason whatsoever. Submission of an Entry constitutes permission for the Sponsor and its designees to use such content for purposes of advertising, promotion and trade in any and all media now or hereafter known worldwide in perpetuity without limitation or further compensation, notification or permission, unless prohibited by law. Entries will not be returned or deleted by Sponsor. Any information collected by registering and entering the Contest shall be used only in a manner consistent with these Official Rules.

8. All Entries correctly submitted will be reviewed by a panel of judges from Navico’s marketing department. A decision will be made on or about September 13, 2019. The Grand Prize Winner will be selected based on the following judgment criteria:

- Entry depicts and describes an unusual or strange fishing story (50%);
- Clarity and composition of the Entry story and the screenshot/photo (25%); and
- Use of creative, humorous and original elements in the creation of the Entry (25%).

In case of a tie in the determination of the winner, the Entry receiving the higher score in the “unusual or strange story” category will be deemed the winner of such tie.

9. Potential prize winner will be contacted following selection of their Entry by phone and/or email. If Sponsor is unsuccessful in its attempt to contact potential prize winner/Entrant within three (3) the days of first notification attempt, then that Entry may be disqualified and an alternate may be selected and notified as per the procedures outlined above. Grand Prize Winner will be required to complete and return, within five (5) days of date of receipt, a prize acceptance form, an affidavit of eligibility, a liability/publicity release (where permitted), and a W-9 form. Prize Winner will be responsible for paying all applicable taxes (including, but not limited to all local, state, provincial and federal taxes) on all prizes or prize elements awarded, and will receive a 1099 or T4 form. If selected prize winner does not meet the eligibility requirements, is unable or unwilling to accept the prize, or elects to decline the prize, then he or she will be disqualified, and at Sponsor’s sole discretion, an alternate potential prize winner may be selected and notified as per the procedures outlined above. Any disqualified Entrant will not receive any alternate prize substitution or compensation. Decisions of Sponsor in selection and determination of the winner and all matters relating to this Contest are final and binding.

10. One Grand Prize will be awarded. Grand Prize Winner will receive a fishing trip with Lowrance Pro Edwin Evers and a Lowrance Ghost trolling motor. Approximate retail value of the Grand Prize is \$4,500.00 USD. Fishing trip is for winner and one (1) guest to Oklahoma, and must be taken by October 31, 2019. Exact timing of trip will depend on scheduling to include winner and Edwin Evers. Trip includes coach class, round-trip air transportation from the major airport nearest to the winner’s residence to Tulsa Oklahoma; airport transfers/travel to site; two (2) days of fishing and two (2) nights local overnight accommodation; and daily meals/meal allowance.

The value of trip portion of the Grand Prize may vary based on point of departure. Any difference between stated value and actual value will not be awarded. Sponsor is not liable for any expenses incurred as a consequence of any blackout days or other travel restrictions, flight cancellation or delay or airline issues that prevent the prize winner and guest from traveling. Winner and guest must travel together on the same itinerary and are responsible for obtaining all required passports or other travel documents and fishing licenses prior to travel. Guest must be of legal age of majority in his/her jurisdiction of residence (and at least 18), unless the child or legal ward of winner and must sign a liability/publicity release prior to issuance of travel documents. If guest is a child or legal ward of winner, winner must sign and return release on behalf of such child or legal ward. Travel must be made through Sponsor's agent, on a carrier of Sponsor's choice. All other costs associated with use and acceptance of the prize, such as souvenirs and other travel expenses not specified herein as being provided, are not included in the prize and are the sole responsibility of the winner. Prize is non-transferable and no substitution or cash alternative will be made. Sponsor reserves the right to substitute the prize for one of equal or greater value if the designated prize, or portion of the prize should become unavailable for any reason. Sponsor reserves the right, in its sole discretion, to disqualify any individual (and any associated Entry) who tampers or attempts to tamper with or abuse the entry process in any way or who is otherwise in violation of these Official Rules, as determined by Sponsor or the Contest judges appointed by Sponsor in their sole discretion. Any attempt by any person to deliberately damage any website/platform or undermine the legitimate operation of the contest may be a violation of criminal and civil laws and should such an attempt be made, sponsor reserves the right to disqualify and seek damages from any such person to the fullest extent permitted by law.

11. By entering the Contest, Entrants agree to hold Sponsor, its employees, agents, contractors and representatives (the "Released Parties") harmless from any claims, losses, actions, or damages of any kind, whether actual, incidental or consequential, for injury (including but not limited to death), damages, losses or expenses arising out of or relating to an Entry or to participation in this Contest, or the acceptance, possession or use/misuse of any prize, or participation in any Entry or prize-related activities (including but not limited to travel or activity related thereto), and agree to assume all liability therefor. Released Parties shall not be liable to any winner, Entrant, or any other person for failure to supply the prize or any part thereof by reason of any acts of God, any actions, regulations, orders, or requests by any governmental entity, equipment failure, terrorist acts, war, fire, unusually severe weather, embargo, labor dispute or strike, labor or material shortage, transportation interruption of any kind, or any other cause beyond Released Parties' control. Sponsor reserves the right to cancel, modify or terminate the Contest if fraud, misconduct or technical failures destroy or threaten the integrity of the Contest, in the opinion of the Sponsor, or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper conduct of the Contest as determined by Sponsor, in its sole discretion. In the event of early termination of the Contest, Sponsor reserves the right to select prize winner from among all eligible, non-suspect Entries received as of the time/date of such termination.

12. By entering this Contest, each Entrant agrees that (1) any and all disputes, claims, and causes of action arising out of or in connection with this Contest, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and any judicial proceeding shall take place in a federal or state court within the State of Oklahoma serving the County of Tulsa; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, and in no event will Entrant be entitled to received attorneys' fees or other legal costs; and (3) 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 for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of parties in connection with this Contest, shall be governed by, and construed in accordance with the laws of the State of Oklahoma, without giving effect to any choice of law or conflict of law rules or provisions.

Contest is sponsored by Navico Inc., 4500 S. 129th East Ave., Suite 200, Tulsa, OK 74134

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