

## **Section One: Official Rules of Play**

Uses: (1) Posted at [www.NASCARHall.com](http://www.NASCARHall.com), a link to [www.ticketmaster.com](http://www.ticketmaster.com)  
(2) Filed with Registration & Bonding of Sweepstakes in NY & FL.

# **NASCAR Hall of Fame® VIP Sweepstakes**

## **Official Rules of Play**

**NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**1) ELIGIBILITY:** Open to legal U.S. residents (except residents of Puerto Rico and other U.S. territories and possessions), who have reached the age of majority in their state of residency (age 18, except 19 in AL and NE, 21 in MS) as of the starting date of the sweepstakes. Employees, officers, directors, shareholders, agents, members, personnel, assigns and representatives of NASCAR Hall of Fame (the "Sponsor"), NASCAR, Inc., and its affiliates and each of their respective parent corporation, subsidiaries, affiliated companies, distributors, product retailers, advertising and promotion agencies, and any company involved in the design, execution or production of this promotion (collectively, the "Released Parties") and members of their immediate families (defined as parents, children, siblings and spouse), wherever they reside, and those living in the same household of each whether related or not, are not eligible to enter and win. This sweepstakes is subject to federal, state and local laws, rules and regulations and is void where prohibited by law.

**2) TIMING:** The NASCAR Hall of Fame® VIP Sweepstakes (the "Sweepstakes") begins on October 9, 2009 at 12:00 a.m. Eastern Time ("ET") and ends on December 31, 2009 at 11:59 p.m. ET, except in Florida and New York where the Sweepstakes begins October 23, 2009 and ends December 31, 2009 (the "Promotion Period"). Administrator's computer is the official time-keeping device for this Promotion.

**3) HOW TO ENTER THE SWEEPSTAKES:** For every NASCAR Hall of Fame charter membership purchased during the Promotion Period, the party for whom the membership is purchased will receive one automatic entry for the Sweepstakes. The purchase of a Pit Crew Family Pack (four memberships) will earn four (4) automatic entries. Purchase of a Pit Crew Family Pack, plus additional memberships, will earn four (4) automatic entries, plus additional entries equal to the number of additional memberships purchased. Memberships are available exclusively through Ticketmaster at [www.ticketmaster.com](http://www.ticketmaster.com) or by phone at 877-231-2010. For any kid's membership purchased, the associated Sweepstakes entry will be in the name of his/her parent or

legal guardian. To enter the Sweepstakes without purchase, hand print your complete name, address, city, state, zip code and daytime phone number on a clean 3 x 5 card and mail your entry (limit one per envelope) to: NASCAR Hall of Fame VIP Sweepstakes, P. O. Box 15202, St. Louis, MO 63110. Entries must be postmarked by December 31, 2009 and received by January 7, 2010. No mechanically produced entries accepted. Each entry must be mailed in a separate envelope with sufficient postage affixed. Limit one (1) entry per person, regardless of method of entry. Any attempt by any entrant to obtain more than one entry by using multiple/different residential addresses, identities, or any other methods will void that entrant's entries and that entrant will be disqualified. All entries become the property of the Sponsor and will not be returned.

**4) SELECTION OF WINNERS:** The potential Sweepstakes winners will be selected, from among all eligible entries received, in random drawings to be conducted on or about January 11, 2010. All potential winners will be notified by mail or phone within five (5) business days after the drawing, and must satisfy all eligibility and verification requirements in order to be named the official winner of the prize.

**5) PRIZES AVAILABLE: (62) Grand Prizes:** A NASCAR Hall of Fame Prize Package, Approximate Retail Value (ARV) - \$900.00. For each winner and one (1) guest of each, the Prize Package includes a two-night stay (based on double occupancy) at one of the Visit Charlotte partner hotels (Check-in: Friday, May 21 / Check-out: Sunday, May 23, 2010), a behind-the-scenes group VIP tour of the NASCAR Hall of Fame with Buzz McKim (subject to availability) on Friday or Saturday (May 22 or May 23, 2010), a NASCAR Hall of Fame® Officially Licensed prize pack (including baseball cap, t-shirt and decal) and a VIP experience at the NASCAR Sprint All-Star Race™ on Saturday, May 22, 2010. The VIP experience includes:

- Two (2) Grand Stand race tickets in the Toyota Terrace section.
- Souvenir Program, T-shirt and Die-Cast Car.
- \$20 in Speedway Levy Bucks.

Additionally, the winner only will receive \$100 travel money and a 4" x 8" NASCAR Hall of Fame® Brick Paver to commemorate his/her visit. Prize trip must be taken on specified dates. Sales and other taxes, meals, beverages, travel and transportation, and all other costs and expenses not specified, are not included and are the sole responsibility of the winner and guest. If winner's guest is a minor, said guest must be accompanied by a parent or legal guardian at all times during the prize trip. Odds of winning depend upon total number of eligible entries received. Total value of all prizes available in the Sweepstakes is \$55,800.00.

**6) GENERAL:** Promotion void where prohibited by law. By participating, entrants acknowledge and agree to these Official Rules and the decisions of the Sponsor and Sweepstakes Administrator, whose decisions with regard to all aspects of the Sweepstakes shall be final and binding. The Released Parties are not responsible for late, lost, stolen, incomplete, illegible, misdirected, postage due or mutilated mail entries. The Released Parties are also not responsible for lost, late, incomplete, invalid, unintelligible or misdirected online membership purchases and associated automatic

entries, and all such entries will be disqualified. Furthermore, the Released Parties are not responsible for errors, omissions, interruptions, deletions, defects or delays in operations or transmission of information, in each case whether arising by way of technical or other failures or malfunctions of computer hardware, software, communications devices, or transmission lines or data corruption, theft, destruction, unauthorized access to or alteration of entry materials, loss or otherwise. Sponsor disclaims any liability for damage to any computer system resulting from participation in, or accessing or downloading information in connection with this Sweepstakes. Sponsor reserves the right, at its sole discretion, to cancel, terminate or suspend this Sweepstakes as of the time of such action should any computer virus, unauthorized human intervention or other causes beyond Sponsor's control corrupt or affect the administration, security, fairness or proper conduct of the Sweepstakes. Any attempt by an individual to deliberately damage or tamper with or undermine the legitimate operation of the Sweepstakes is in violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek remedies and damages from any such individual to the fullest extent permitted by law, including criminal prosecution; and disqualification for the Sweepstakes.

Entrant understands that the information supplied for registration and entry in the Sweepstakes may be used for marketing purposes. Any federal, state and/or local tax liability is the responsibility of the winner. Prize is not exchangeable or transferable and cannot be redeemed for cash. In the event of unavailability of stated prize, sponsor reserves the right to substitute a prize of equal or greater value. By accepting the prize, winner and respective guest of each, consents to the posting of his/her name and address as required by law and to the use of his/her name, voice and/or likeness for advertising/trade/publicity purposes without limitation or further compensation, except where prohibited by law. Furthermore, by accepting prize, winners and their respective guests agree to hold Sponsor, NASCAR, Inc., their affiliates and each of their respective shareholders, directors, officers, employees, members, agents personnel and assigns harmless against any and all claims and liability arising out of use of the prize or any other participation in this Sweepstakes. Winners and respective guests assume all liability for any injury or damage caused, or claimed to be caused by participation in this promotion or use or redemption of any prize.

Potential winners are subject to verification by an independent judging organization, whose decisions shall be final, and will be required to sign, notarize and return an Affidavit of Eligibility & Liability/Publicity Release to receive the prize. Potential winner must also provide any necessary information required so that Sponsor may complete required tax forms. These materials must be returned within ten (10) business days of the date of first attempted notification. Failure to comply may result in disqualification. If any prize cannot be accepted as stated in these Official Rules, prize will be forfeited in its entirety and the Sponsor has no obligation for reimbursement or replacement of prize.

Traveling companion (guest) of winner will be required to sign a Travel Liability/Publicity Release prior to departure for the prize trip. If traveling companion is a minor, his/her parent or legal guardian will be required to sign a Travel Consent & Liability/Publicity Release, and said companion must be accompanied by a parent or legal guardian at all times during the prize trip. Winner's companion cannot be changed after the

companion's Travel Liability/Publicity Release has been received, without approval by Sponsor. As a condition of entering, participants agree that all disputes arising out of this promotion shall be resolved individually, without resort to any form of class action. This promotion is subject to all applicable federal, state, local and municipal laws. In no event will Sponsor be obligated to award more than the stated number of prizes.

**7) PRIVACY:** Personal information collected from Sweepstakes participants will be used by Sponsor for the purpose of administering the Sweepstakes, and may also be used to provide participants with information relating to products, services and promotions of Sponsor and affiliates of Sponsor. Sponsor will not sell, share or otherwise disclose personal information of participants with third parties, other than to third parties engaged by Sponsor to fulfill the above purposes. For Sponsor's complete Privacy Policy, visit [www.NASCARHall.com](http://www.NASCARHall.com).

**8) WINNERS LISTS:** To obtain the list of winners, available after January 31, 2010, send a self-addressed, stamped envelope to: NASCAR Hall of Fame Sweepstakes Winners List, PO Box 15166, St. Louis, MO 63110 by January 31, 2010.

**Promotion Sponsor:** NASCAR Hall of Fame, 501 South College Street, Charlotte, NC 28202. NASCAR, Inc., is not a sponsor of this promo.

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### **Section Two: Abbreviated Rules for POS/POP Materials**

Use: Printed on the Print Ads, Posters, Window Clings, Flyers and any other collateral materials advertising the Sweepstakes.

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