

**OFFICIAL RULES  
KENTUCKY RACEWAY, LLC DBA KENTUCKY SPEEDWAY  
"HOLIDAY" PROMOTION**

**NO PURCHASE NECESSARY TO ENTER OR WIN.**

**1. Eligibility:** Kentucky Raceway, LLC DBA Kentucky Speedway Holiday Promotion ("Promotion") is open only to legal residents of the United States and the District of Columbia (except for Florida, New York, and Rhode Island) who are at least eighteen (18) years old at the time of entry. The persons in the following categories are not eligible to participate or win a prize in this Promotion: Employees of Kentucky Raceway, LLC DBA Kentucky Speedway ("Sponsor"), Speedway Motorsports, Inc., NASCAR, Inc., and their affiliates and each of their respective affiliate companies, parent companies, subsidiaries, advertising and promotion agencies, shareholders, officers, directors, agents, members, successors and assigns involved in the promotion, suppliers (collectively, the "Released Parties") and the immediate families or persons who reside in the same household of the employees of the Released Parties. Participation constitutes entrant's full and unconditional agreement to these official rules and Sponsor's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a random drawing.

This Promotion is in no way sponsored, endorsed, or administered by, or associated with, Facebook, Twitter, or any third party. By participating, you hereby release and hold harmless Facebook and Twitter from any and all liability associated with this Promotion. You understand that you are providing your information to Sponsor and not to Facebook or Twitter.

**2. Timing:** The Promotion begins on December 1, 2017 at 12:00 a.m. Eastern Time ("ET") and ends on December 15, 2017 at 11:59 p.m. ET (the "Promotion Period"). Sponsor's computer is the official time keeping device for this Promotion.

**3. How to Enter:** During the Promotion Period, there are three (3) methods of entry into the Sweepstakes

- By purchasing a 2018 July Weekend ticket package or a single event ticket to the 2018 Quaker State 400 Monster Energy NASCAR Cup Series race beginning December 1, 2017 at 12:00AM EDT and ending December 15, 2017 at 11:59PM EDT. Ticket holders who purchased a July Weekend ticket package, or single event ticket to the 2018 Quaker State 400 Monster Energy NASCAR Cup Series race before December 1, 2017 at 12:00AM EDT will be automatically entered.
- By purchasing 2018 July Weekend Camping beginning December 1, 2017 at 12:00AM EDT and ending December 15, 2017 at 11:59PM EDT. Patrons who purchased July Weekend Camping to the 2018 Quaker State 400 Monster Energy NASCAR Cup Series race before December 1, 2017 at 12:00AM EDT will be automatically entered.
- By printing your name, complete address, daytime phone number, valid e-mail address and age on a 3 1/2" x 5" card. Enclose the card in an envelope, and mail to: Kentucky Speedway's Holiday Promotion c/o Kentucky Speedway, 1 Speedway Drive, Sparta, Kentucky 41086 ("Mail Entry"). All entries submitted by mail must be received by December 15, 2017 by 11:59PM EDT.

Limit two (2) entries per person. Entries generated by script, macro or other automated means and entries by any means which subvert the entry process are void. Altered, illegible or reproduced entries will be disqualified. Sponsor will not accept entries that are or appear to be inappropriate, counterfeit, facsimile, mechanically reproduced, or otherwise appear to be fraudulent. All entries become the sole property of the Sponsor and will not be returned.

**4. Sweepstakes Drawing:** Sponsor will utilize an electronic random selection program to determine potential prize winners. Sponsor's decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. Sponsor will randomly select five (5) potential Grand Prize Winner (the "Grand Prize Winner") from all eligible entries on or around December 18, 2017.

**5. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL GRAND PRIZE WINNER HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY ENTRY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE ENTRY AND IS VOID AND WILL NOT BE HONORED.**

**6. Verification of Potential Winners:** Potential winners must continue to comply with all terms and conditions of these official rules, and winning is contingent upon fulfilling all requirements. Each potential winner will be notified by mail, email or phone. Each potential prize winner will be required to sign and return an Affidavit of Eligibility, Liability and Publicity Release ("Affidavit") (except where prohibited) and an IRS Form W-9, which must be received by Sponsor within twenty-four (24) hours of the date notice or attempted notice is sent, in order to claim his/her prize (if applicable). If a potential winner of any prize cannot be contacted, fails to sign and return the Affidavit within the required time period (if applicable), or prize is returned as undeliverable, such potential winner forfeits the prize. In the event that the potential Grand Prize Winner is disqualified for any reason, Sponsor will award the Grand Prize to an alternate winner by random drawing from among all remaining eligible entries. All alternate potential winners are subject to all requirements set forth in these official rules. Only three (3) alternate winners will be selected after which the Grand Prize will remain un-awarded.

**7. Sweepstakes Prize:** Five (5) GRAND PRIZES: Each Grand Prize Winner will receive one (1) Peg Perego Ride-On Vehicle. The approximate retail value of the Grand Prize is \$ 398.00

Odds of winning the Grand Prize depends upon the number of eligible entries received during the Promotion Period. All expenses, taxes or other expenses are solely the responsibility of the Grand Prize Winner. Grand Prize Winner is solely responsible for their own conduct while accepting and, if applicable, operating the prize and agree to comply with all applicable laws and regulations pertaining to use and enjoyment of the prize. Sponsor will not replace a lost, damaged or mutilated prize.

No cash equivalent and all prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason.

**8. Release:** By receipt of any prize, winner agrees to release and hold harmless the Released Parties from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt, use, or misuse of any prize.

**9. Publicity:** Except where prohibited, participation in the Promotion constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

**10. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Promotion, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotion or to be acting in violation of these official rules or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these official rules shall not constitute a waiver of that provision.

**11. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Promotion provided that if it is not possible to award another entry due to discontinuance of the Promotion, or any part of it, for any reason, Sponsor, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these official rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.

**12. Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively either by the United States District Court with jurisdiction over Sparta, Kentucky, or by the Gallatin County, Kentucky Superior Court; (2) any and all claims, judgments and awards shall be

limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event shall attorneys' fees be awarded to either party; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, special, 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 the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the Commonwealth of Kentucky, without giving effect to any choice of law or conflict of law rules (whether of the Commonwealth of Kentucky or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the Commonwealth of Kentucky. These rules shall be deemed modified as necessary to conform to applicable law. If any provision of these Official Rules shall be unlawful, then that provision shall be deemed severable from these Official Rules and shall not affect the validity and enforceability of any remaining provisions.

**13. Entrant's Personal Information:** Information collected from entrants is subject to the Sponsor's Privacy Policy (<http://www.gospeedway.com/privacy>)

**14. Winners' List:** To receive a list of the winners, send a stamped self-addressed envelope to: Honda Generator Promotion Winner, 1 Speedway Drive, Sparta, Ky., 41086, within sixty (60) days of expiration of the Promotion Period.

**15. Rules Request:** For a copy of these official rules, send a self-addressed, stamped envelope to Honda Generator Promotion, 1 Speedway Drive, Sparta, Ky., 41086 prior to the end of the Promotion Period. Vermont residents may omit return postage with Official Rules requests.