**STURGIS MOTORCYCLE RALLY**
**WIN A FREE RIDE TO THE 2008 STURGIS MOTORCYCLE RALLY SWEEPSTAKES**
**2008 OFFICIAL RULES**

**THIS SWEEPSTAKE IS INTENDED ONLY FOR LEGAL RESIDENTS OF CANADA AND RESIDENTS THE 50 UNITED STATES AND DISTRICT OF COLUMBIA (EXCLUDING RESIDENTS OF RHODE ISLAND) WHO ARE LOCATED IN THE 50 UNITED STATES AND DISTRICT OF COLUMBIA OR CANADA, EXCEPT PUERTO RICO, RHODE ISLAND, US VIRGIN ISLANDS, GUAM AND OTHER US TERRITORIES WHERE PROHIBITED BY LAW, RESPECTIVELY, AT TIME OF ENTRY.**

**NO PURCHASE NECESSARY TO WIN. VOID IN PUERTO RICO, RHODE ISLAND, US VIRGIN ISLANDS, GUAM AND OTHER US TERRITORIES AND WHERE PROHIBITED.**

**1. ELIGIBILITY:** Open to legal residents of Canada and residents of the 50 United States and District of Columbia, excluding residents of Rhode Island, who are located in the 50 United States and District of Columbia or Canada, except Puerto Rico, Rhode Island, US Virgin Islands, Guam and other US territories where prohibited, who are 18 years of age or older on the date of Entry and have online access on or before March 2, 2008. The City of Sturgis, South Dakota ("Sponsor") and its affiliates, subsidiaries, licensees, advertising and promotional agencies and each of their respective officers, directors, employees, and agents ("Sponsor and its agents") and members of the immediate family and persons living in the same household of each are ineligible. Void where prohibited.

**2. SWEEPSTAKES PERIOD:** The Sweepstakes begins at 10:00 a.m. EST on March 2, 2008, and ends at 10:59 p.m. EST on May 15, 2008 (the "Sweepstakes Period").

**3. TO ENTER:** Visit www.sturgismotorcyclerally.com; www.travelsd.com or http://www.blackhillsvacations.com during the Sweepstakes Period and click on the Sweepstakes icon, banner, or text link(s) and follow the instructions to complete the registration survey and entry form (collectively, the "entry" or "entries") to qualify for the prize; or visit the Sturgis Motorcycle Rally display (the "Rally") registration kiosk located at the Harley-Davidson® New Product Show at Daytona's Ocean Center during event hours between March 2, 2008, and March 8, 2008, and, using the registration forms provided by Sponsor, follow the instructions to complete the registration survey and entry form (collectively, the "entry" or "entries") to qualify for the prize. Entrants may enter on the registration forms provided by Sponsor at the Sturgis Motorcycle Rally display (the "Rally") registration kiosk located at the Harley-Davidson® New Product Show at Daytona's Ocean Center, or on computers to which entrant may have access. You will be requested to submit the following information: complete first and last name, address, daytime phone number, and email address. You will also be requested to complete a survey. Entries must be submitted using the registration forms provided by Sponsor at the Sturgis Motorcycle Rally display (the "Rally") registration kiosk located at Daytona's Ocean Center during event hours between March 2, 2008, and March 8, 2008, or electronically during the Sweepstakes Period and received no later than 10:59 p.m. EST May 15, 2008. Sponsor's computer is the official timekeeping device for this Sweepstakes. In order for entries to be valid, entrants must complete the registration forms provided by Sponsor at the Sturgis Motorcycle Rally display (the "Rally") registration kiosk located at Daytona's Ocean Center during event hours between March 2, 2008, and March 8, 2008, or must click on the "I AGREE" button on the website acknowledging entrant's acceptance of these Official Rules prior to submitting an entry. No facsimiles allowed. No other form of manual, email or Internet participation is valid. Limit one (1) Entry per person/email address for the Sweepstakes Period. Any entries

received from any person/email address in excess of the limit stated for the Sweepstakes Period will void the excess entries. Sponsor is not responsible for malfunctions of the electronic equipment, computer hardware or software, or lost, late, illegible, mutilated, incomplete, misdirected entries or for any other technical problems related to website entries. Sponsor reserves the right to modify, suspend or terminate the Sweepstakes in the event that it is not capable of running as planned as a result of a computer virus, tampering, unauthorized intervention, fraud or any other technical failures. Sponsor reserves the right to disqualify anyone who tampers with the entry process. In the event of a dispute regarding the identity of the person submitting an online Entry, the Entry will be deemed to be submitted by the person in whose name the email account is registered. Entries become the property of the Sponsor and will not be returned.

**4. SWEEPSTAKES:** The Winner will be selected in a random drawing beginning on or about May 16, 2008, from all eligible entries received by Sponsor or its designee, the judge of the Sweepstakes, whose decisions are final and binding on all matters relating to the Sweepstakes. There will be a total of one (1) Grand Prize. To be eligible for the Sweepstakes, entries must be received by 10:59 p.m. EST on May 15, 2008. Winner's name may be posted on the Sponsor's website and/or Sponsor's licensee's website.

**5. WINNER NOTIFICATION & ACCEPTANCE OF PRIZE:** The potential winner will be notified by UPS Second Day. The potential winner must prove eligibility, including, without limitation, proof of age and residence. In the event a potential Winner cannot prove eligibility, such potential winner shall be disqualified and an alternative potential winner may be chosen in the Sponsor's sole discretion. The potential winner will be required to answer an element of skill question and sign and return an Affidavit of Eligibility and Liability/Publicity Release. The contents of said Affidavit must prove the potential winner's eligibility and be received by Sponsor within 14 days of the date of notification of Prize, or prize will be forfeited and an alternate potential winner selected. The Affidavit of Eligibility and Liability/Publicity Release shall release Sponsor from any and all liability, loss, claims, demands, and causes of action for personal injury and/or damage, theft, loss or any other harm suffered in connection with this sweepstakes or the use/misuse, inability to use, or acceptance of any prize or any portion thereof; and except where is prohibited by law, a promotional release granting Sponsor the right to use potential winner's name and likeness for advertising and publicity purposes without additional compensation. Any prize won by an individual who is 18 years of age or older, but who is considered a minor in his/her State of residence, will be awarded to his/her parent or legal guardian, who must sign all required releases. Return of any prize notification as undeliverable will result in disqualification and selection of an alternate winner.

Winners must also complete any additional legal documents provided by Sponsor with respect to the prizes and return them as instructed within the timeframe specified by Sponsor or winner may forfeit prize at Sponsor's sole discretion. All decisions of Sponsor relating to the sweepstakes are final. Sponsor especially reserves the right to delay the announcement of the winner for created or technical reasons or for any other reason Sponsor deems necessary.

**6. PRIZES AND ODDS OF WINNING:** One (1) Grand Prize: A trip for two (2) to the 2008 Sturgis Motorcycle Rally in Sturgis, South Dakota. Trip includes round trip coach class airfare on Northwest, United, Delta, Frontier or Allegiant Airlines operated flights only within the contiguous U.S. compliments of Rapid City Regional Airport and BlackHillsVacations.com; hotel accommodations at the Historic Alex Johnson Hotel, Rapid City, SD arriving on August 1, 2008, and departing on August 5, 2008, based on double

occupancy compliments of the Historic Alex Johnson Hotel; use of a Harley-Davidson® motorcycle from August 1– 5, 2008, compliments of Harley-Davidson® Authorized Rentals and Tours (licensed riders only); Sturgis Motorcycle Rally VIP passes to include breakfast and lunch for two (2) at the Sturgis Motorcycle Rally ASE/Ultra Wheel Corporate Hospitality Village daily from August 2 – 5, 2008, VIP passes for two (2) to the August 4, 2008, Sturgis Motorcycle Rally Mayor's Ride, and VIP passes for two (2) to the Main Street Photo Towers, Sturgis Motorcycle Museum, Da Bus Rally Shuttle Rides and Municipal Parking compliments of the City of Sturgis/Sturgis Motorcycle Rally; and passes for two (2) to Black Hills area attractions including Bear Country, Reptile Gardens, Mammoth Site, Journey Museum and Chuckwagon Supper compliments of BlackHillsVacations.com. Approximate retail value ("ARV"): $5,000. All other meals, gratuities, transportation and other expenses not herein specified are the sole responsibility of the winner.

Minors must be accompanied by a parent or legal guardian. Winner and his/her guest must travel together. Guest (or guest's parent or legal guardian if guest is a minor) must sign a liability and publicity release(s) at least ten days prior to departure to travel with Grand Prize winner or guest will not be able to travel. The prize winner and guest (or guest's parent or legal guardian if guest is a minor) will be required to sign liability releases and/or any other documentation as provided to them by and in accordance with the instructions of Sponsor or forfeit the prize.

All prizes will be awarded. Prizes are not transferable. No prize substitutions or cash redemptions allowed, except at Sponsor's sole discretion if the advertised prize becomes unavailable. Winner must confirm travel arrangements no later that May 30, 2008, to secure flight. Limit one (1) prize package per person. Winner (or winners' parents or legal guardians, if winner is a minor in his/her State of residence and is 18 years of age or older) is responsible for all federal, state and local taxes. Odds of winning depend on the number of eligible entries received.

**7. GENERAL CONDITIONS:** The South Dakota Courts (State and Federal) shall have sole jurisdiction of any controversies arising regarding this sweepstakes and the laws of the State of South Dakota shall govern the sweepstakes and any and all claims arising from said sweepstakes shall be resolved in the Fourth Judicial Circuit Court, Meade County, South Dakota. Each entrant waives any and all objections to jurisdiction and venue in these courts and hereby submits to the jurisdiction of those courts. By entering, entrants agree: (1) to release and hold harmless Sponsor and all prize providers as listed in Paragraph 3 and their affiliated companies and licensees and their agents and their successors and assigns from any and all actions, suits, claims and demands of any kind whatsoever, including any and all liability, injuries, loss and/or damage of any kind, included but not limited to personal injury or death, arising out of their participation in the Sweepstakes and with respect to the awarding, receipt, possession, use and/or mis-use of any prize, which entrant, its heirs, executors, administrators and assigns had, now have, or hereafter may have by reason of any matter connected to the Sweepstakes, including the awarding of the Prize; (2) to be bound by the Official Rules and Sponsor's Privacy Policy and web site Terms and Conditions of Use; (3) that the decisions of the judge of the Sweepstakes are final and binding on all matters relating to the Sweepstakes; (4) to be contacted by the Sponsor and its designated licensee by mail and/or email for purposes of the Sponsor awarding Prizes; (5) to be contacted by Sponsor and its affiliated companies and licensees and their agents by mail and/or email for the purposes of receiving marketing and promotional materials, provided the Entrant has provided consent; (3) to grant to Sponsor and its licensees, agents and affiliates, the right, without limitation, to the use and publication of their names and likenesses for advertising, trade and promotional purposes in all media worldwide (including

online) without additional compensation and to waive the opportunity and right to inspect or approve any such advertising, publicity or promotional materials, provided that Entrant is a winner, and except if winner is a resident of Tennessee and where prohibited by law; (7) to be solely responsible for all federal, state and local taxes applicable to Prizes and to acknowledge that Sponsor may issue an IRS 1099 tax form for the approximate retail value of the Prize to Entrant, provided that Entrant is a winner; (8) to not commit any fraud or deception in participating in the Sweepstakes or in claiming any Prize; (9) to forfeit any Prize awarded to winner, should winner make any false statements in required releases or commit any fraud or deception in connection with the Sweepstakes; and (10) to acknowledge that Sponsor and its agents and affiliates have neither made, nor are in any manner responsible or liable for any warranty, representation or guarantee, expressed or implied, including, but not limited to, winner's Prize's quality, mechanical condition or fitness, in fact or in law. All applicable federal, state and local laws and regulations apply.

**8. WINNERS LIST & RULES REQUEST:** For name of winner and a copy of the official rules, send a self-addressed stamped envelope to be received by June 9, 2008, to: Sturgis "Win a Trip" Sweepstakes Winner's List, Sturgis Motorcycle Rally, c/o City of Sturgis, 1147 Sherman Street, Suite 201, Sturgis, South Dakota, 57785.

**9. SPONSOR:** City of Sturgis, Sturgis Motorcycle Rally, 1047 Sherman Street, Suite 103, Sturgis, South Dakota 57785.

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