

## **Bike to Work Day 2017 Facebook Promotion Official Rules**

### **NO PURCHASE NECESSARY TO ENTER OR WIN NO PURCHASE OR PAYMENT WILL INCREASE YOUR CHANCE OF WINNING**

These rules govern the Bike to Work Day 2017 Facebook Promotion (Promotion) being conducted by the San Diego Association of Governments (SANDAG) beginning on May 18, 2017 at 12:00 a.m. PT and ending on May 26, 2017 at 11:59 a.m. PT (Promotion Period).

#### **1. HOW TO PARTICIPATE**

On Bike to Work Day (BTWD), Thursday, May 18, the SANDAG iCommute program will ask Bike to Work Day participants to share a photo of their experience with iCommute on Facebook (@iCommuteSD). Photos must be posted to the iCommute Facebook page by 11:59 p.m. PT on Sunday, May 21, 2017 to be eligible for the promotion. There are three photo categories to participate in:

- Favorite bike commuter (#BTWDcommuter)
- Favorite bike commuter group (#BTWDcommutergroup)
- Favorite Bike to Work Day pit stop (#BTWDpitstop)

Photos should be posted with the corresponding category hashtag to identify which category the submission should be entered in - #BTWDcommuter, #BTWDcommutergroup, #BTWDpitstop. If a hashtag is not used, SANDAG staff will assign the entry photo to the most applicable category based on photo content. Only one photo submission per category is eligible. Participants may submit entries to more than one promotion category, but each photo submission must contain a different photo. Participants are encouraged to wear costumes, decorate their bikes, or decorate their pit stops to create unique and exciting photo entries.

A Facebook album will be posted on the @iCommuteSD Facebook page on Monday, May 22 by 12:00 p.m. PT for each participation category. Facebook fans will have the opportunity to vote through Friday, May 26, 2017, by 12:00 p.m. PT by liking or loving their favorite photo in each category's photo album. Each like or love Facebook reaction will count as one vote. The photo with the most likes and/or loves in each category will win one promotion award as described below.

All entries submitted become the sole property of SANDAG and will not be acknowledged or returned. Use of any device to automate entry is prohibited and will result in disqualification. Any violation of the Official Rules, the submission of entries over the maximum allowed, or attempt to obtain entries by using fictitious or non-functioning email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Proof of submission of an entry shall not be deemed proof of receipt by SANDAG. Computers at SANDAG will be the official time keeping devices for the Promotion.

#### **2. ELIGIBILITY RESTRICTIONS**

The Promotion is open to all persons who are 18 years of age or older and who live or work in San Diego County. Employees of SANDAG, Board or Policy Advisory Committee members, Caltrans, NCTD, MTS, any employees of advertising or promotion agencies, contractors, consultants, iCommute Partners or Event Supporters who have at any time had direct involvement with this Promotion, any employees of

contractors or consultants currently participating in an office-sharing agreement with SANDAG, and the members of their immediate families (spouse, parent, sibling, or child), and those living in the same household of each (whether related or not), are ineligible to win. This Promotion is subject to all applicable federal, state, and local laws and regulations and is void where prohibited.

Posts that exhibit or promote unsafe behavior on bikes (including but not limited to riding without a helmet, disobeying traffic laws, performing dangerous tricks, etc.), or that include drugs, alcohol, political, or religious affiliations will be disqualified and may also be removed from SANDAG social media pages pursuant to the SANDAG Social Media Terms of Use, available at sandag.org by clicking the link entitled "Legal," and then clicking on Social Media Terms of Use.

Participants are required to provide truthful information. In order to claim the Promotion Award, the winner must provide, upon request by SANDAG, a valid government issued photo identification card along with their complete current mailing address, date of birth, and phone number. SANDAG will disqualify any individuals who do not meet these eligibility requirements.

### 3. PROMOTION AWARD

The photo with the most likes in each category will win, and winners will be announced according to the following schedule:

- Likes and loves will be collected from May 22, 2017, at 12:00 p.m. PT through May 26, 2017, by 12:00 p.m. PT; announced by Friday, May 26, 2017 by 5:00 p.m. PT

Winners of the Bike to Work Day Promotion will be posted on the iCommute Facebook page (@iCommuteSD), the iCommute Twitter page (@iCommuteSD), and the SANDAG Instagram page (@sandagregion) by May 26, 2017. Please note that winners must respond via direct message on Facebook with their email address in order to receive the notification forms to claim their prize.

Promotion Awards will include the following:

- Favorite Commuter (\$250 value)
  - One (1) \$50 Cycle Quest gift card
  - Two (2) month-long DecoBike membership, valued at \$100
  - One (1) Clif Bar Prize package, valued at \$100
- Favorite Commuter Group (\$650 value)
  - Three (3) \$50 Mission Trails Bike Shop gift cards, valued at \$150
  - Four (4) month-long DecoBike memberships, valued at \$200
  - Two (2) \$100 eLiveLife certificates, valued at \$200
  - One (1) Clif Bar Package, valued at \$100
- Favorite Pit Stop (\$650 value)
  - Three (3) \$50 Velofix gift cards, valued at \$150
  - Four (4) month-long DecoBike memberships, valued at \$200
  - Two (2) \$100 eLiveLife certificates, valued at \$200
  - One (1) Clif Bar Package, valued at \$100

Promotion Awards must be picked up at the SANDAG office at 401 B Street, Suite 800, San Diego, CA 92101 during regular business hours.

#### 4. CONDITIONS

Decisions made by SANDAG management with respect to Promotion are final. The Promotion is governed by and subject to the laws of the State of California and the United States as applicable. All federal, state, and local laws and regulations apply. Void where prohibited by law. Promotion Award recipients will pay all applicable taxes and fees. By participating in the Promotion, the participant agrees to have their name, voice, and likeness used by SANDAG in any advertising or broadcasting material including, but not limited to, social media relating to the Promotion without additional financial or other compensation, and, where legal, to sign a publicity release confirming such consent prior to acceptance of any Promotion Award. Prior to release of the award to the winner, SANDAG, in its sole discretion, may require the Promotion Award recipient (and any travel companion(s) or guest(s)) to sign a liability release, agreeing to release and hold harmless SANDAG, its officers and employees, member agencies, directors, agents, and representatives and all of their successors and assigns from and against any and all claims or liability arising directly or indirectly from use of the Promotion Award and participation in the Promotion. The Promotion Awards winners must sign and return an affidavit of eligibility within fourteen (14) days of the date SANDAG sends notification to the winner. If a potential winner cannot be contacted, or fails to sign and return the required affidavit of eligibility and/or liability or publicity release within fourteen (14) days of SANDAG sending the notification of winning, the potential winner forfeits the Promotion Award and a new winner may be selected. Substitute winners will have fourteen (14) days to claim the Promotion Award. Promotions participants are only eligible to win one Promotion prize every 180 days. Eligible participants may only win one prize per Promotion.

Participants agree to hold Facebook harmless and releases Facebook from all liability with regards to the operation of the Promotion. Participants acknowledge that the Promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook.

By submitting an entry, Participants grant SANDAG a non-exclusive right and license to post and use his or her submitted photo or video in an unlimited fashion.

The Promotion Awards are expressly limited to the items listed above and there is no substitution, transfer, or cash equivalent, except that SANDAG may, at its sole discretion, substitute an award of comparable value. The winners will be solely responsible for all taxes and all other fees and expenses associated with the receipt and use of the Promotion Awards. SANDAG is not responsible for prize utility, quality, or otherwise.

If for any reason this Promotion cannot be executed as planned, including, but not limited to, as a result of infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, incomplete or unintelligible entries, or any other causes beyond the control of SANDAG that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Promotion, or if the Promotion is compromised or becomes technically corrupted in any way, electronically or otherwise, SANDAG reserves the right to cancel, terminate or modify both the Promotion. If due to circumstances beyond the control of SANDAG, any competition or award-related event or travel is delayed, rescheduled, postponed or cancelled, SANDAG reserves the right, but not the obligation, to cancel or modify the Promotion and shall not be required to award a substitute award or recognition.

SANDAG, in its sole discretion, reserves the right to disqualify any person or employer tampering with the entry process or the operation of SANDAG or the websites. Failure to comply with the rules of the Promotion may result in a participant's disqualification and/or forfeiture of any award or recognition. If SANDAG makes a good faith determination that cheating or fraudulent activity has occurred in connection with the Promotion, SANDAG reserves the right to disqualify that participant from winning

future promotions and to prosecute and seek damages to the fullest extent permitted by law. Where a conflict exists between promotions, SANDAG reserves the right to determine which promotion will apply.

SANDAG is not responsible for typographical or other errors in the printing, the offering or the administration of the Promotion, or in the announcement of the Promotion award.

For a copy of these Official Rules, send a self-addressed stamped envelope for receipt to "Bike to Work 2017 Facebook Promotion Official Rules," Attn: Phoenix Smith, SANDAG, 401 B Street, Suite 800, San Diego, CA 92101. For the name(s) of the prize winner(s), send a self-addressed stamped envelope for receipt to the above address marked "Bike to Work 2017 Facebook Promotion Winner." The Official Rules shall also be available during regular business hours at the SANDAG offices.

Si desea obtener información en español por favor comuníquese al (619) 699-1950 o [pio@sandag.org](mailto:pio@sandag.org).

### **3. PRIVACY**

By use of any SANDAG website or SANDAG services and programs, you agree to the Terms of Use and SANDAG's data collection practices contained in the SANDAG Privacy Policy for Collection, Management, and Storage of Personal Information located at [SANDAG.org/privacy](http://SANDAG.org/privacy).

Sponsored by SANDAG, 401 B Street, Suite 800, San Diego, CA 92101. Questions should be directed to Phoenix Smith at (619) 699-6967 or [phoenix.smith@sandag.org](mailto:phoenix.smith@sandag.org). Please reference "Bike to Work 2017 Facebook Promotion" in your email subject line.