

## **“LEGOLAND® Castle Hotel Royal Model Competition”**

### **Official Contest Rules**

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ALL FEDERAL, STATE, LOCAL, AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.**

Participation constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules. The “LEGOLAND® Castle Hotel Royal Model Competition” Contest (“Contest”) begins at 12:00 a.m., Eastern Time (“ET”) on February 9, 2018 and ends at 11:59 p.m. ET on May 13, 2018 (“Contest Period”). Contest is sponsored by LEGOLAND® California Resort (“Sponsor” or “Prize Provider”).

**ELIGIBILITY:** The “LEGOLAND Castle Hotel Royal Model Competition” Contest is open to all legal residents of the fifty (50) United States ages 5-12, however, submissions must be made by individuals who have attained the age of majority in his or her state (i.e. the parent or legal guardian), territory or providence of residence, and who are at least 18 years old as of the Contest start date. Employees, officers and representatives of the Sponsor, their parents, affiliates, subsidiaries, agents, advertising and promotion agencies, and American Sweepstakes & Promotion Co. Inc. (collectively, “Released Parties”) and members of the immediate family (mother, father, sons, daughters and spouse, regardless of where they reside) and household members of each, whether or not related, are not eligible to participate in the Contest. **Winners are responsible for their own transportation to/from the LEGOLAND California Resort on their designated date to claim their Prize.** Participation constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules.

**HOW TO ENTER:** To enter the Contest, eligible participants must have submissions made by individuals who have attained the age of majority in his or her state (i.e. the parent or legal guardian) and : (i) Login with his/her Facebook account information; (ii) Go to [www.Facebook.com/LEGOLAND](http://www.Facebook.com/LEGOLAND) California (“the Page”) following the instructions to complete the registration form and upload an image (photograph, drawing or digital rendering) of something creative he/she has designed that he/she would like to see as a huge scale LEGO construction on display at the LEGOLAND Castle Hotel. The image submitted must be designed by the participant and be “Castle Themed” (i.e. Knights, Dragons, Wizards, Princess, Jester, or anything you might possibly want to see in a Royal Kingdom). The design must be capable of being constructed as a LEGO model measured no larger than 3 feet by 3 feet. With image submission, participant will also create a story based on the image; character count limit is 300 for the story (the “Entry”). Only one photo submission permitted per social media account.

By participating in this Contest, entrants agree to be bound by these Official Rules and agree that the decisions of the Sponsor are final and binding in all matters relating to the Contest. By participating in the Contest, entrants also agree that any personally identifiable information collected by the Sponsor during an entrant's participation in the Contest may be used by Sponsor, its respective affiliates, agents and marketers for purposes of the proper administration and fulfillment of the Contest as described in these Official Rules.

**SUBMISSION GUIDELINES:** Sponsor will not assist any entrant with the development of a Submission. Each entrant represents and warrants that Submission does not infringe any other person's or entity's rights. Submission must not contain any unauthorized third-party owned material, including, but not

limited to, trademarks or logos, except for those of the Sponsor. Sponsor specifically reserves all its rights to protect its intellectual property against any infringement or other illegal or improper use. Entrant also warrants and represents that he or she consents to the Submission and use of the Submission in the Contest, and to the Sponsor and Prize Provider using the Submission and posting on its Internet sites in connection with the Contest. All entries should adhere to the Facebook Guidelines and Terms of Service that are posted on Facebook's website, [www.Facebook.com](http://www.Facebook.com). The Sponsor, in its sole discretion, may remove a Submission and disqualify any entrant from the Contest if it believes that the Submission fails to conform to the Submission Guidelines contained in these Official Rules. Submissions may not contain any of the following: (i) materials which contain language inappropriate for a general audience; (ii) materials which are derogatory to Sponsor, or any affiliated entity or person; or (iii) materials which do not comport with the Submission Guidelines. Entries which do not conform to these Submission Guidelines will be disqualified.

**JUDGING:** The image submitted must be designed by the participant and be "Castle Themed" (i.e. Knights, Dragons, Wizards, Princess, Jester, or anything you might possibly want to see in a Royal Kingdom.). The design must be capable of being constructed as a LEGO model measured no larger than 3 feet by feet (the "Entry"). At the end of the Contest Period, a panel of judges will review all of the Submissions and will choose one winner based on the following judging criteria: Creativity 40%, Relevancy 40% and 20% Description/Story. In the event of a tie, the score for Creativity will determine the final winners.

**PRIZES:** One winner will receive an invitation to the grand reveal of the LEGO Model at the LEGOLAND Castle Hotel, a 1-Night stay at the LEGOLAND Castle Hotel, a LEGO gift basket upon arrival and four 2-Day LEGOLAND California Resort admission tickets and an exclusive 1-hour session with a Master Model Builder ("Prize" or "Prize Package"). Approximate Retail Value (ARV) of the Prize Package is \$1,500.

The winner is solely responsible for any additional expenses not expressly stated in the Prize description, above including air and ground transportation, sales tax, airport fees, service charges, tips, food and beverage and any other personal charges, including but not limited to incidental travel costs due to claiming of Prize. The winner is also solely responsible for any additional expenses resulting from the winner reserving any higher priced package or any fee applied as a result of a change in the reservation, etc.

**PRIZE VERIFICATION & CONDITIONS:** All local, state and federal taxes are solely the responsibility of each winner. No substitution or transfer of prize or election of cash in lieu of Prize will be permitted. The Sponsor and Prize Provider reserves the right at its sole discretion to substitute any Prize Package with another prize of equal or greater value in the event that the Prize (or any component thereof) is not available.

**GENERAL:** By accepting the Prize, where permitted by law, recipient grants to the Sponsor its parent, subsidiaries and related companies, and those acting pursuant to the authority of Sponsor (which grant will be confirmed in writing upon Sponsor's request), the right to print, publish, broadcast and use worldwide IN ALL MEDIA without limitation at any time the recipient's full name, portrait, picture, voice, likeness and/or biographical information for advertising, trade and promotional purposes without further payment or additional consideration, and without review, approval or notification. IN NO EVENT WILL SPONSOR, ITS RESPECTIVE PARENTS, AFFILIATES, SUBSIDIARIES, ADVERTISING AND PROMOTION AGENCIES, DEALERS, DISTRIBUTORS, SUPPLIERS, PRIZE PROVIDER OR THEIR RESPECTIVE DIRECTORS, OFFICERS, EMPLOYEES, REPRESENTATIVES AND AGENTS BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES

OR LOSSES OF ANY KIND (INCLUDING WITHOUT LIMITATION, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES) ARISING OUT OF PARTICIPATION IN THIS CONTEST OR THE ACCEPTANCE, POSSESSION, USE, OR MISUSE OF, OR ANY HARM RESULTING FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF ANY PRIZE. By participating, entrants release and agree to hold harmless the Sponsor, its respective parents, affiliates, subsidiaries, advertising and promotion agencies, dealers, distributors, suppliers, Prize Provider and their respective directors, officers, employees, representatives and agents from any and all liability for any injuries, death or losses or damages to persons or property AS WELL AS CLAIMS/ACTIONS BASED ON PUBLICITY RIGHTS, DEFAMATION, AND/OR INVASION OF PRIVACY that may arise from participating in this Contest or its related activities or the acceptance, possession, use or misuse of, or any harm resulting from the acceptance, possession, use or misuse of the Prize(s). Winner acknowledges that Sponsor has neither made nor is in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the Prize.

**INTERNET LIMITATIONS OF LIABILITY:** If for any reason this Contest is not capable of running as planned due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the reasonable control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, Sponsor reserves the right, at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Contest in whole or in part, at any time, without notice and award the prizes using all non-suspect eligible entries received. No responsibility is assumed for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries, or for any problems or technical malfunction of any telephone network or telephone lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any Website, or any combination thereof, including any injury or damage to participant's or any other person's computer relating to or resulting from participation in the Contest or downloading any materials in the Contest. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON (S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. In the event of a dispute as to the identity of a winner based on an e-mail address, the winning entry will be declared made by the authorized account holder of the e-mail address submitted at time of entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, on-line service provider or other organization (e.g., business, educational, institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

**DISPUTES:** Except where prohibited, by participating in the Contest, entrants agree that any and all disputes, claims and causes of action arising out of, or connected with, the Contest or any Prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the State of California. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, the rights and obligations of entrants, or the rights and obligations of Sponsor in connection with the Contest shall be governed by, and construed in accordance with, the laws of the State of California, without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.

**SPONSOR AND PRIZE PROVIDER: LEGOLAND California Resort**