

REEL IN A TRIP TO AMELIA ISLAND

sponsored by



ENTER FOR A CHANCE TO WIN AT [FACEBOOK.COM/SOUTHBENDFISHING](https://www.facebook.com/SouthBendFishing)

South Bend's "Reel in a Trip to Amelia Island" Sweepstakes Official Rules

1. Timing and Eligibility

Promotion begins at 12:00 AM/Midnight Central Daylight Time ("EDT") on May 25, 2016 and ends at 11:59 PM EDT on August 31, 2016. All entries must be transmitted no later than that date and time. South Bend's Reel in a Trip to Amelia Island Sweepstakes is comprised of one grand prize sweepstakes submission winner. Sweepstakes is open to residents of the United States 21 years of age or older and able to travel between September 6, 2016 and December 31, 2016. Employees (and their dependents and immediate household members) of South Bend®, their advertising and promotional agencies and sponsoring companies are not eligible to participate.

2. Sweepstakes Entry

To enter, visit [www.https://www.facebook.com/SouthBendFishing/](https://www.facebook.com/SouthBendFishing/) Click the sweepstakes tab, and complete form and submit photo electronically.

Instructions for Entry:

- Upload a photo that represents the spirit of fishing within sweepstakes application on South Bend Fishing Facebook Page, and include a short description of why you love fishing, what fishing means to you or why you feel your photo best represents the spirit of fishing.
- At the conclusion of the promotion period, eligible submissions will be entered into the sweepstakes for the Grand Prize Trip.
- Eligible submissions shall be defined as an uploaded photo, brief description, complete email and form completion, or mailed in submission including non-returnable photo, description and complete email and contact information. Visit www.south-bend.com/AmeliaIsland for non-electronic methods of entering, or send your non-returnable photo along with a short description, your email address, your full name and address to:

South Bend's Reel in a Trip to Amelia Island
c/o Big Game International
1910 Techny Rd.
Northbrook, IL 60062

- One entry will be selected by Mike D of South Bend's Lunkerville to receive an all expense paid trip to Amelia Island Florida, including a day out on the water with Mike D., filmed for future feature on an episode of South Bend's Lunkerville.

Online entries must be filled out completely to be eligible. Incomplete entries are void. One entry per valid email address per day. Entries submitted using bot or automated technology are ineligible and may be deleted. South Bend® assumes no responsibility for lost, late or misdirected entries or for any computer, online, telephone, or human error or technical malfunctions that may occur. By submitting a photo, you (i) represent and warrant that the photo is your original work created solely by yourself and does not infringe the intellectual property rights of any party; (ii) grant to South Bend Sporting Goods, and its affiliates a worldwide, royalty-free, perpetual, transferable, irrevocable, non-exclusive and fully sub-licensable right and license to use, in any and all related media whether now known or hereafter devised, in perpetuity, anywhere in the world, with the right to make any and all commercial or other uses thereof, including without limitation, reproducing, editing, modifying, adapting, publishing, displaying publicly, creating derivative works from, incorporating into other works or modifying the photo and (iii) hereby release and discharge South Bend Sporting Goods and its affiliates, officers and employees from and against any and all claims, liabilities, costs, damages and expenses of any kind arising out of or relating to the use of any photo submitted.

3. Prizes

One (1) Grand Prize winner will be chosen by Lunkerville's Mike D to win the following:

- 4 day/3 night trip for four to Amelia Island, FL including one day spent fishing with Mike D., host of South Bend's Lunkerville, which will be filmed for a future episode of South Bend's Lunkerville.
- Includes round trip airfare valuing up to \$3,000.00, prearranged hotel accommodations valuing up to \$1,200.00, shuttle transportation to and from the airport valuing up to \$300.00, prearranged fishing charter with Mike D. and crew of South Bend's Lunkerville valuing up to \$1,000.00, and meal stipend of \$1,500, for a grand prize value of \$7,000.00.
- Cash equivalents of merchandise will not be awarded. Substituting prizes is not allowed. Any applicable federal, state, and/or local taxes are the responsibility of the winner.

4. Odds of Winning

Odds of winning depend on the number of entries received. Sweepstakes void in Rhode Island and void where prohibited. The drawing is conducted by South Bend®.

5. Validation and Acceptance

Grand Prize Winner in South Bend's Reel in a Trip to Amelia Island Sweepstakes will be selected by, on or about September 6, 2016. Mike D (Michael de Avila) from South Bend's Lunkerville will select the Winner of the Sweepstakes grand prize from all eligible entries submitted in the Sweepstakes. The decision of Mike D is final and binding. Participants agree to be bound by these official rules and all decisions of the judging organization. Potential winners will be notified by e-mail and may have to sign and return an Affidavit of Eligibility, publicity release and Release of Liability within seven (7) days of notification. In the event of non-compliance, alternate winners will be randomly drawn.

6. General

South Bend® is not responsible for and shall not be liable for: (i) telephone, electronic, hardware or software program, network, Internet, or computer malfunctions, failures, or difficulties of any kind; (ii) failed, incomplete, garbled, or delayed computer transmissions; (iii) any condition caused by events beyond the control of South Bend®

and its affiliates, that may cause the Sweepstakes to be disrupted or corrupted; (iv) any injuries, losses, or damages of any kind arising in connection with or as a result of the prize, or acceptance, possession, or use of the prize, or from participation in the Sweepstakes; or (v) any printing or typographical errors in any materials associated with the Sweepstakes. South Bend® reserves the right, in its sole discretion, to suspend or cancel the Sweepstakes at any time if a computer virus, bug tampering, unauthorized intervention, or other technical problem of any sort corrupts the administration, security, or proper play of the Sweepstakes. South Bend® also reserves the right to disqualify, in its sole discretion, any person tampering with the entry process, the operation of the Web site, or who is otherwise in violation of the rules. By participating in the Sweepstakes, each participant agrees to release and hold South Bend® and its affiliates harmless from any and all losses, damages, rights, claims and actions of any kind in connection with the Sweepstakes or resulting from acceptance, possession, or use of any prize, including without limitation, personal injury, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy. By entering this sweepstakes, entrants are agreeing to periodic updates from South Bend® about this sweepstakes and special offers pertinent. Entrant's e-mail will not be sold or given to third parties.

7. No Purchase Necessary

No purchase necessary. Open to legal residents of the U.S., age 21 or older. Void in Rhode Island and where prohibited. Sweepstakes ends at 11:59 pm EDT on August 31, 2016. Entrants must be available to travel between September 6, 2016 and December 31, 2016. Odds of winning depend on number of entries received. For full official rules visit www.facebook.com/SouthBendFishing, or www.South-Bend.com/AmeliaIsland or send a self addressed stamped envelope to: "South Bend's Reel in a Trip to Amelia Island" c/o Big Game International, 1910 Techny Rd., Northbrook, IL 60062.

8. Official Sponsor

Sponsored by South Bend®, 1910 Techny Rd., Northbrook, IL 60062.