Mi Familia, My Chevy Contest
OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Mi Familia, My Chevy Contest (the "Contest") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least the age of majority in their state of residence at the time of entry: eighteen (18) in most states; 19 in Alabama (AL) and Nebraska (NE) and 21 in Mississippi (MS) at the time of entry. Employees of General Motors LLC, Jack Morton Worldwide, Inc., Carat, Gravity, Dentsu Aegis Network, Casanova Pendrill Publicidad, Inc, CMGRP Inc., dba The Axis Agency, Disney Worldwide Services, Inc. ("Disney"), HelloWorld, Inc., and any of their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Contest is subject to all applicable federal, state, and local laws and regulations and is void where prohibited.

2. Sponsor: General Motors LLC, 100 Renaissance Center, Detroit, MI 48265. Administrator: HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Agreement to Official Rules: Participation in this Contest constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to this Contest. Winning the prize is contingent upon fulfilling all requirements set forth herein.

4. Timing: The Contest begins on November 5, 2019 at 12:00 a.m. Eastern Time ("ET") and ends on January 22, 2020 at 11:59 p.m. ET (the "Contest Period"). There are four (4) phases (each a “Phase”), as outlined below:

<table>
<thead>
<tr>
<th>Phase</th>
<th>Start Date</th>
<th>End Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entry Submission</td>
<td>November 5, 2019</td>
<td>December 31, 2019</td>
</tr>
<tr>
<td>Entry Submission Judging</td>
<td>January 2, 2020</td>
<td>January 7, 2020</td>
</tr>
<tr>
<td>Video Submission</td>
<td>January 9, 2020</td>
<td>January 15, 2020</td>
</tr>
<tr>
<td>Video Submission Judging</td>
<td>January 16, 2020</td>
<td>January 22, 2020</td>
</tr>
</tbody>
</table>

Administrator’s computer is the official time-keeping device for the Contest.

5. How to Submit an Entry Submission: During the Entry Submission Phase, visit http://www.chevyfamilia.com and follow the links and instructions to complete and submit the registration form, including a valid email address. Then, follow the directions to submit one (1) essay that explains your family and what a family road trip would mean to them. You will also be prompted to upload a photo of your family. Your essay and photo should highlight a special family moment or milestone. The essay and photo will be collectively referred to as your entry submission ("Entry Submission"). By uploading your Entry Submission, you agree that it conforms to the Entry Submission Guidelines, Content Restrictions, and Permissions as defined below (collectively, the “Guidelines and Restrictions”) and that Sponsor may disqualify you from the Contest if it believes, in its sole discretion, that your Entry Submission fails to conform to the Guidelines and Restrictions.

Entry/Video Submission Guidelines:
- The essay portion of the Entry Submission must be in text format;
- The essay portion of the Entry Submission must not exceed two hundred (200) words in length;
- The essay portion of the Entry Submission and Video Submission (as defined below) must be in English or Spanish;
- The photo portion of the Entry Submission must be in .jpg format;
- The photo portion of the Entry Submission must not exceed 5 mb in size;
- The Video Submission must be in avi, dv, mov, qt, mpg, mpg2, mpg4, 3gp, 3g2, asf, or wmv format;
• The Video Submission must not exceed 2 minutes in length; and
• The Video Submission must not exceed two hundred (200) MB in size.

Content Restrictions:
• The Entry/Video Submission must not contain material that violates or infringes another’s rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes trademark or copyright infringement;
• The Entry/Video Submission must not disparage Sponsor, Administrator or any other person or party affiliated with the promotion and administration of this Contest;
• The Entry/Video Submission must not feature brand names or trademarks other than Sponsor’s mark, which entrant has a limited license to use to incorporate into his/her Entry/Video Submission for this Contest;
• The Entry/Video Submission must not contain material not created by entrant;
• The Entry/Video Submission must not contain material that is inappropriate, indecent, obscene hateful, tortious, defamatory, slanderous or libelous;
• The Entry/Video Submission must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and
• The Entry/Video Submission must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where the Entry/Video Submission is created.

Permissions: Entrant must have permission from any recognizable individuals mentioned or who appear in the Entry/Video Submission to use their names and likenesses in the Entry/Video Submission and to grant the rights set forth herein. Minors may only be included in the Entry/Video Submission if entrant is their parent or legal guardian. If requested, entrant must be able to provide such permissions or proof in a form acceptable to Sponsor.

Limit: Each entrant may enter the Contest one (1) time during the Entry Submission Phase and each Finalist may enter the Contest one (1) time during the Video Submission Phase. Entry/Video Submissions received from any person or email address in excess of the stated limit will be void. Entry/Video Submissions generated by script, macro or other automated means are void.

In the event of a dispute regarding any Entry/Video Submission, the authorized account holder of the email address used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. The potential winner may be required to show proof of being the authorized account holder. Released Parties (as defined in Section 10, below) are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Entry/Video Submissions, all of which will be void.

6. Sponsor’s Use of Submissions: Uploading an Entry/Video Submission constitutes entrant’s consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such submissions in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Entry/Video Submission.

7. Finalist and Winner Determination:

a. Entry Submission Judging Phase: During the Entry Submission Judging Phase, a panel of qualified judges determined by Sponsor in its sole discretion will select twenty (20) finalists (each a
“Finalist”) from among all eligible Entry Submissions received, based on an application of the following criteria (“Judging Criteria”):

- **Relevance to Theme (60%)**;
  - Does the entry show an importance of family?
  - Does the entry highlight what a family road trip would mean to the participant?
  - Does it highlight a special family moment or milestone?
- **Creativity (35%)**; and
  - Entry shows a fresh perspective/originality
  - Entry highlights the contestant’s imagination
  - Clever entry/stands out
  - Show’s personality of contestant and his/her family members
- **Quality of Entry Submission (5%)**.

In the event of a tie, the entrant whose Entry Submission received the higher score in the Relevance to Theme, as determined by the qualified judges in their sole discretion, will be deemed the potential Finalist. Sponsor reserves the right to select fewer than the stated number of Finalists, if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Entry Submissions.

b. **Video Submission Phase**: Sponsor will email Finalists on or around January 8, 2020 to alert them that they are Finalists in the Contest. The email will also contain directions for a video submission (“Video Submission”), including how to submit the completed Video Submission. In addition to the details provided by Sponsor, your Video Submission must conform to guidelines, permissions, and content restrictions listed above in Section 5. By uploading your Video Submission, you agree that it conforms to the Guidelines and Restrictions and that Sponsor, may disqualify you from the Contest if it believes, in its sole discretion, that your Video Submission fails to conform to the Guidelines and Restrictions. Video Submissions must be submitted no later than January 15, 2020. Sponsor may select an alternate Finalist with the next highest score in the event that a Finalist does not respond, declines to participate during the Video Submission Phase, or is disqualified for any reason.

c. **Video Submission Judging Phase**: During the Video Submission Judging Phase, a panel of qualified judges determined by Sponsor in its sole discretion will select the potential winner from among all eligible Video Submissions received, based on an application of the Judging Criteria. In the event of a tie, the Finalist whose Video Submission received the higher score in the Creativity, as determined by the qualified judges in their sole discretion, will be deemed the potential winner.

8. **Winner Requirements**: Potential winner will be notified by email or phone on or around January 23, 2020. Except where prohibited, the potential winner will be required to sign and return applicable tax forms or a Declaration of Compliance, Liability and Publicity Release which shall include an assignment of intellectual property rights, which must be received by Administrator within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. If the potential winner cannot be contacted, fails to sign and return the Declaration of Compliance, Liability and Publicity Release or provide any other requested information within the required time period (if applicable) or does not comply with these Official Rules, potential winner forfeits the prize. If the potential winner is disqualified for any reason, the prize may be awarded to a runner-up Finalist determined by the qualified judges, in Sponsor’s sole discretion. Only three (3) alternate winners may be determined, after which the prize will remain un-awarded. Acceptance of any prize shall constitute and signify the winner’s agreement and consent that Sponsor and its designees may use the winner’s name, city, state, likeness, Entry/Video Submission and/or prize information in connection with the Contest for promotional, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including the Internet, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law. Winner shall cause any recognizable individuals mentioned or who appear in the Entry/Video Submission to execute a name and likeness release in favor of Sponsor, using a form provided by Sponsor, except where prohibited by law. Without limiting the generality of these Official Rules, the winner shall irrevocably grant, transfer, convey and assign to Sponsor the entirety of the rights in and to the Entry/Video Submission and all renewals and extensions of copyright, and the right to secure copyright registrations thereto in perpetuity including, without limitation,
the rights to use the Entry/Video Submission for any and all purposes in any and all media whether now known or hereafter developed, on a worldwide basis, in perpetuity. The winner accepts and acknowledges that Sponsor shall not be obligated to use the Entry/Video Submission and that Sponsor in its sole discretion shall have the right to refrain from using the Entry/Video Submission. Sponsor shall not incur any liability whatsoever to the extent Sponsor chooses to refrain from any exploitation of its rights hereunder. The winner will indemnify Sponsor, Released Parties (as defined in Section 10, below) and any licensee of Sponsor against all claims, damages, liabilities, and expenses (including reasonable counsel fees and legal expenses) arising out of any breach of these terms.

9. Prize: ONE (1) GRAND PRIZE: A trip for up to ten (10) to Miami, FL (with a stop in West Palm Beach, FL and returning from Orlando, FL). Trip package includes round trip, coach-class air transportation for up to ten (10) from a major airport near winner’s/guest’s home(s) (determined by Sponsor in its sole discretion) to Miami, FL (returning from Orlando, FL); five (5) nights’ accommodations at a hotel determined by Sponsor in its sole discretion (five (5) rooms, double occupancy each); a chauffeur will drive winner and each confirmed guest throughout the trip; up to $10,000 in Visa® Prepaid Cards ($1,000 for winner and $1,000 for each confirmed guest); up to thirty (30) 1-Day theme park admission tickets with Park Hopper® option to the Walt Disney World® Resort (subject to restrictions); a Miami experience (determined by Sponsor) with a value of $100 per confirmed guest; a West Palm Beach experience (determined by Sponsor) with a value of $100 per confirmed guest; access to various activities determined by Sponsor in its sole discretion; and travel agent services. Winner and guests must be available to travel between March 1, 2020 and March 14, 2020 or prize will be forfeited. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Contest, and those set forth by the Sponsor’s airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Unless child of winner, travel companions must be eighteen (18) years of age or older as of the date of departure or a sibling/friend of winner with the appropriate parental permissions and releases and must travel on same itinerary and at the same time as the winner. Travel companions must execute liability/publicity releases prior to issuance of travel documents, except where prohibited by law. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner’s proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor’s sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if event is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor’s sole discretion. Approximate Retail Value up to: $39,950. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value. Winner will receive an email from notification@prepaiddigitalsolutions.com that prompts them to select either a physical or virtual Visa Prepaid Card. The card is issued by The Bancorp Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc. Use your Visa Prepaid card anywhere Visa debit cards are accepted in the United States and U.S. Territories. The card may not be used at any merchant, including internet and mail or telephone order merchants, outside of the United States and U.S. Territories. The Bancorp Bank does not endorse or sponsor, and is not affiliated in any way with this contest. Prize is non-transferable and no substitution will be made except as provided herein at the Sponsor’s sole discretion. Sponsor reserves the right to substitute the prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winner is responsible for all taxes and fees associated with prize receipt and/or use.

Except where prohibited, the Grand Prize winner (and any travel companion) will be required to agree that Sponsor and/or respective agents will be taking video or photographs and/or otherwise record aspects of the winners’ redemption of the prize ("Prize Footage"). Winner and any travel companion agrees that Sponsor shall own the Prize Footage and that Sponsor, and respective designees, assigns and licensees shall have the right to edit, exploit, adapt, distribute, post, create derivative works of, and otherwise use the Prize Footage, in whole or in part, and in combination with other materials, in any manner, for any advertising, promotional, trade, commercial or other purposes in any and all media, now or hereafter devised, worldwide in perpetuity, without further payment or consideration, notification or permission.
10. Release: By receipt of any prize, winner agrees to release and hold harmless the Sponsor, Disney, Jack Morton Worldwide, Inc., Carat, Gravity, Dentsu Aegis Network, Casanova Pendrill Publicidad, Inc, CMGRP Inc., dba The Axis Agency, Administrator and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company’s officers, directors, employees and agents (collectively, 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 or in connection with participation in the Contest or receipt or use or misuse of, or travel to or from, any prize.

11. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. If terminated, Sponsor may, in its sole discretion, determine the winners from among all non-suspect, eligible Submissions received up to time of such action using the judging procedure outlined above. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the Entry/Video Submission process or the operation of the Contest or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner and void all associated Entry/Video Submissions. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages and other remedies (including attorneys’ fees) 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.

12. Limitations of Liability: Released Parties are not responsible for: (1) any incorrect or inaccurate information, weather caused by entrant, printing, typographical or other errors or by any of the equipment or programming associated with or utilized in the Contest; (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/Video Submission process or the Contest; (4) printing, typographical, technical, computer, network or human error which may occur in the administration of the Contest, the uploading, the processing or judging of Entry/Video Submissions, the announcement of the prizes or in any Contest-related materials; (5) late, lost, undeliverable, damaged or stolen mail; or (6) 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 Contest or receipt or use or misuse of any prize (including any travel/activity related thereto). Released Parties are not responsible for misdirected or undeliverable Entry/Video Submissions or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Released Parties are not responsible for any unauthorized third-party use of any Entry/Video Submission.

13. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded (other than the Walt Disney World® prize components) shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys’ fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, 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 Contest, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with the Contest Grand Prize described in Section 9 above relating specifically to the Walt Disney World® Resort prize components and/or the use thereof shall be resolved individually, without resort to any form of
class action, and exclusively before the Circuit Court of the Ninth Judicial Circuit in and for Orange County, Florida; or, if the Circuit Court does not have jurisdiction, then before the United States District Court for the Middle District of Florida (Orlando Division); or if neither of such courts shall have jurisdiction, then before any other court sitting in Orange County, Florida, having subject matter jurisdiction; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Contest, but in no event attorneys' fees; and (c) all disputes, claims and causes of action arising out of or connected with such prizes and/or the use thereof shall be governed by, and construed in accordance with, the laws of the State of Florida, without giving effect to any choice of law or conflict of law rules (whether of the State of Florida or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Florida.


15. Winner List: For a winner list, visit http://bit.ly/2kfSy85. The winner list will be posted after winner confirmation is complete.

© 2019 HelloWorld, Inc. All rights reserved.