

San Angelo Stock Show and Rodeo

**“This is Rodeo” and
“Show it Off” Art Work**

CONTEST OFFICIAL RULES

NO SUBSCRIPTION OR PURCHASE REQUIRED TO ENTER

These Official Rules apply for the "This is rodeo" promotion ("Contest") conducted by San Angelo Stock Show and Rodeo and Sunset Mall. The Contest will start immediately and will end on January 20, 2012. By entering this Contest, you agree to the Terms in these Official Rules.

1. CONTEST ENTRANTS AND PRIZE RECIPIENT MUST BE BOTH (A) LEGAL RESIDENTS OF ONE (1) OF THE FIFTY (50) UNITED STATES OR THE DISTRICT OF COLUMBIA AT THE TIME OF ENTRY TO BE ELIGIBLE. VOID WHERE PROHIBITED BY LAW. CONTEST SUBJECT TO ALL APPLICABLE FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS. Employees of Sponsor and its respective parent companies, subsidiaries, affiliates, divisions, advertising and promotion, fulfillment and/or judging agencies, and related entities (collectively, the "Released Entities"), and their immediate family members (spouse, parents, siblings, children and their spouses), regardless of where they reside, and/or those living in the same household of any such individual (whether or not related) are not eligible to enter or win.

2. HOW TO ENTER:

Submit a drawing or painting, representing the 80th Annual San Angelo Stock Show and Rodeo theme of, “This is Rodeo.” Or the livestock show theme of “Show it Off”. Fill out and use the “Entry Form” provided by the Sponsor.

Submit on paper of 11 x 17 inches.

Submit to:

Sunset Mall Office or Mail to :

Sunset Mall, 4001 Sunset Dr.,

Suite 1182

San Angelo, TX 76904 Attn: “This is Rodeo” Entry

Entries, upon submission, become the property of the Sponsor and will not be acknowledged or returned. Sponsor has the right to dispose of the Entries at Sponsor's sole discretion. All entries must be received by January 20, 2012. Entries that are deemed by the

judges to be immoral, obscene, profane, lewd, not in keeping with Sponsor's image, or in violation of these Official Rules will be disqualified. By submitting your Entry, you warrant and represent that (a) your Entry is 100 percent original and was created solely by you, (b) the Entry does not incorporate any material owned by any third party, (c) use of the Entry as described herein will not violate any law or infringe upon the rights of any third party, and (d) you have the permission from any and all individuals other than yourself who are shown in the photograph you submit in the Entry. If, in the opinion of the judges or Sponsor, the Entry violates any law or infringes upon the rights of any third party, is inaccurate, illegible, incomplete, or irregular in any way, or otherwise does not comply with the Official Rules, the Sponsor may disqualify the Entry. Sponsor is not responsible for lost, late, incomplete, misaddressed, or otherwise misdirected Entries that are processed late or incorrectly.

At the sole discretion of the Sponsor, this Contest may be cancelled in the event an insufficient number of qualified Entries are received that do not meet the minimum standards established by the judges. **By submitting an Entry, you grant Sponsor and its affiliates and subsidiaries the royalty-free right to use, re-use, copy, publish, republish, broadcast, re-broadcast, in whole or in part, edit, modify, rearrange, create derivative works from and otherwise exploit your Entry and any materials based thereon or derived therefrom, in any manner, for any lawful purposes whatsoever, including but not limited to, on the internet and for use in any packaging, advertising and promotional purposes in any medium (whether now or hereafter known) throughout the world, in perpetuity, without further permission, consideration, or payment, unless prohibited by law. Sponsor is not obligated to use any of the above-mentioned information or materials.** By submitting an Entry, you warrant and represent that the Entry is original and was created solely by you, that the Entry does not incorporate any material owned by any third party, and that use of the Entry as described herein will not violate any law or infringe upon the rights of any third party. If, in the opinion of the judges and/or Sponsor and/or at the sole discretion of the Sponsor, the Entry violates any law or infringes upon the rights of any third party, is inaccurate, illegible, incomplete, or irregular in any way, or otherwise does not comply with the Official Rules, the Sponsor may disqualify the Entry.

JUDGING CRITERIA: Potential prize winner (hereinafter, "Prize Winner") will be selected from among all eligible Entries received. Prize Winner will be selected based on the following judging criteria:

Originality (0 to 25 points); Relevance to the Contest Theme: (0-25 points); and Technical Quality (0 to 50 points). The judging of Entries will be conducted under the supervision of a representative of Sponsor whose decisions are final and binding in all respects relating to the selection of the Prize Winner. In the event of a tie, the tied Entrants will be re-judged by an additional judge from Sponsor who will serve as a tie-breaker using the same criteria as outlined herein. The top scoring eligible Entry will be deemed the Prize Winner. Potential Prize Winner will be notified by mail and telephone to contact information on entry form. If potential Prize Winner notification or prize is returned as undeliverable, potential Prize Winner is ineligible, or potential prize winner declines the prize, the prize will be awarded to the next highest scoring Entry. Sponsor's decisions on all matters relating to this Contest are final and binding in all

respects pertaining to this Contest. The prize will be awarded provided a sufficient number of eligible Entries are received.

4. ONE (1) PRIZE: Two VIP box seats to any of the PRCA 2012 San Angelo Rodeo Performances Feb 16th-Feb 25th. Recognized as the artist of a limited edition poster for 2012 San Angelo Stock Show and Rodeo Association.

All expenses and costs associated with the acceptance and use of the prize are the sole responsibility of the Prize Winner. Prize Winner will be solely responsible for all federal, state and local taxes on prize. No cash substitution, assignment, or transfer of prize permitted. In the event the advertised prize is unavailable, Sponsor reserves the right to substitute a prize of equal or greater value. The ARV of the prize set forth above represents Sponsor's good faith determination of the retail value thereof, and the actual fair market value, as ultimately determined by Sponsor, is final and binding and cannot be challenged or appealed. In the event the stated ARV of the prize is more than the actual fair market value of the prize, the difference will not be awarded in cash or otherwise.

5. CLAIMING PRIZE/RELEASE: Potential Prize Winner may be required to execute and return a prize verification form and publicity release (where prohibited by law) to Sponsor within ten (10) business days of notification. If selected potential Prize Winner fails to comply with the Official Rules and/or to submit the required documentation within the designated period, Prize Winner will be disqualified and the prize will be awarded to the next highest scoring Entry. Sponsor is not responsible for fraudulent calls or e-mails made to entrants not by the Sponsor.

7. GENERAL: By entering this Contest, each entrant and Prize Winner: (1) agree to be bound by these Official Rules; (2) agree to release Sponsor and the Released Entities from any and all liability for any loss, harm, damages, costs or expenses, including without limitation property damages, personal injury and/or death arising out of participating in this Contest, or the acceptance, possession, use or misuse of any prize and claims based on publicity rights, defamation or invasion of privacy and merchandise delivery; and (3) consent to the use of his/her name, voice, picture, and likeness for advertising and promotional purposes in any medium throughout the world in perpetuity without additional compensation unless prohibited by law, and (4) acknowledge that Sponsor and the Released Entities have neither made nor are responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to any prize, including but not limited to its quality, mechanical condition, or fitness for a particular purpose. Sponsor may discontinue this Contest at any time. Sponsor may terminate any Contest or decide to modify it in any manner that it deems fair and equitable to participants if it becomes aware of any occurrence that would materially affect the Contest's security and fairness. Sponsor may prohibit individuals from participating in Contest and disqualify Entries if they (1) attempt to enter the Contest through any means other than as described in these Official Rules, (2) attempt to disrupt the Contest or circumvent the terms and conditions of these Official Rules in any way or (3) repeatedly show a disregard for the Contest Official Rules or act (a) in an unsportsmanlike manner, or (b) with an intent to annoy, abuse, threaten or harass any other entrant or Sponsor. Sponsor's decisions with respect to the Contest are final.

8. LIABILITY & RELEASE: By participating in this Contest, entrants agree to release and hold harmless Sponsor and the Released Entities from and against any claim or cause of action arising out of participation in the Contest or receipt or use of any prize hereunder, including, but not limited to: (a) unauthorized human intervention in the Contest; (b) technical errors related to computers, servers, providers, or telephone or network lines; (c) printing errors; (d) lost, late, postage-due, misdirected, or undeliverable mail; (e) errors in the administration of the Contest or the processing of Entries; or (f) injury or death to a person(s) or damage to property which may be result, directly or indirectly, in whole or in part, from entrant's participation in the Contest or entrants receipt, acceptance, use &/or enjoyment of any prize (g) any act, including the negligence of the Sponsor that may occur in the future. In no event shall the Released Entities be liable for attorney's fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. Sponsor and the Released Entities reserve the right to correct typographic, clerical or printing errors in any Contest materials. Sponsor and the Released Entities are not responsible for any typographical or other error in the printing of this Contest, the administration of the Contest or in the announcement of the Prize Winner, including such error as may give an erroneous indication that a prize has been won. In the event the Sponsor or the Released Entities are prevented from continuing with this Contest, or the integrity and/or feasibility of the Contest is undermined by any event including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute, or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state, provincial or local government law, order of regulation, order of any court or jurisdiction, or other cause not reasonably within the Sponsor's or the Released Entities' control (each a "Force Majeure" event) the Sponsor and the Released Entities shall have the right, in their sole discretion, to abbreviate, modify, suspend, cancel or terminate the Contest without notice or further obligation. If the Sponsor or the Released Entities, in their discretion, elect to abbreviate, cancel or terminate the Contest as a result of a Force Majeure event, the Sponsor and the Released Entities reserve the right, but shall have no obligation, to award the prize from among all valid and eligible Entries received up to the time of such Force Majeure event.

9. USE OF INFORMATION: The information that you provide in connection with the Contest may be used for Sponsor's internal purposes and to send you information about Sponsor's products and special promotions but will not be provided to third parties, except as necessary for the administration of the Contest or as required by law or legal process. Entry constitutes permission to post winner's name on Website and to use winner's name, hometown and/or likeness for purposes of advertising and promotion without further compensation unless prohibited by law.