

**Ram Trucks Celebrating The Farmer In All Of Us  
Official Rules**

**NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL  
NOT INCREASE YOUR CHANCES OF WINNING.**

**AFFIDAVIT OF ELIGIBILITY/LIABILITY/PUBLICITY RELEASE MAY BE REQUIRED.  
SPONSOR SHALL BE THE EXCLUSIVE OWNER OF ALL ENTRIES. VOID WHERE  
PROHIBITED BY LAW.**

The “Ram Trucks Celebrating The Farmer In All Of Us Contest” (the “Contest”) begins on August 15, 2018 at 12:01 a.m. Eastern Daylight Time (“EDT”) and ends on August 31, 2018 at 11:59 p.m. EDT (“Promotion Period”). Ram Trucks is seeking to identify farmers across America who are making a meaningful contribution and impact within the farming/agricultural ecosystem and/or his or her individual community. Participants are asked to nominate either himself/herself or another individual and provide an impactful statement related to his/her contributions.

**ELIGIBILITY:** Promotion is only open to legal residents of the fifty (50) United States and the District of Columbia, 18 years of age or older at the time of entry. Void where prohibited. Employees (and their immediate families (parent, child, spouse or sibling and their respective spouses, regardless of where they reside) and those living in their same households, whether or not related) of FCA US LLC (“FCA”) (“Sponsor”) and each of their respective parents, affiliates, subsidiaries and advertising and promotion agencies are not eligible to enter or win. By participating, entrants agree to be bound by these “Official Rules” and the decisions of the judges and/or Sponsor, which are final and binding on all matters relating to this Promotion. Promotion is subject to all applicable federal, state and local laws. Both the nominee and nominator must abide by the rules in all respects.

**HOW TO ENTER:** During the Contest Period, consumers must visit [www.farmerinallofus.com](http://www.farmerinallofus.com) (hereafter, the “Website”) and follow the instructions to complete the on-line nomination form by fully answering all questions and providing contact information for both himself/herself and his/her nominee. If a consumer is unable to complete the nomination form within a single visit or session on the Website, he/she may save his/her progress by clicking the “Save & Continue Later” link. After clicking the “Save & Continue Later” link, a consumer will be presented a unique web link, which will enable him/her to return to the Website at any time during the contest period to complete and submit his/her nomination form.

Entries that are late, lost, stolen, misdirected, garbled, delayed or non-deliverable due to any reason whatsoever, including without limitation, delivery problems, internet connection problems, will not be accepted.

**Once an Entry is submitted, it cannot be modified in any manner by entrant. Participants may self-nominate and submit the entry form one time only. Participants who wish to nominate more than one person must complete a separate nomination form for each individual he/she wishes to nominate.** Entries received from any person or email address in excess of the above stated limitation will be deemed void. Each Entry will be deemed to have been submitted by one (1) entrant, regardless of the number of people who might appear in or otherwise help create an Entry. In the event of any dispute concerning the identity of any entrant, the Entry will be deemed submitted by the natural person who is the authorized holder of the transmitting user account. Sponsor's computer is the official time keeping device for the Promotion. Entries generated by script, macro or other automated means and Entries by any means which subvert the entry process are void.

**Each Nominator represents that he/she has the Nominee's permission to enter him/her into this Contest and grant all rights associated with Nominee and Nominee's Attributes as set forth herein. All Entries become the sole property of the Sponsor** and may be used by Sponsor in any manner, in any media, now known and hereafter devised, worldwide, in perpetuity. To the extent that an Entry mentions or references Sponsor's products, Sponsor grants eligible entrants a non-exclusive license to create a derivative work using Sponsor's products as required (but only as required, and only for the purpose of creating an Entry); provided, however, that such license shall be conditioned upon each entrant's assignment of all rights in the Entry to Sponsor. If such rights are not assigned to Sponsor, an entrant's license to create derivative works using Sponsor's products shall be null and void. By submitting an Entry, each entrant agrees that they will not use their Entry for any purpose other than to submit an Entry in connection with the Promotion, and further agree that they will not distribute their Entry or otherwise make it available through any channel or means other than by uploading it to the Website. Any other use of Entry is prohibited and may be grounds for disqualification and/or legal action for infringement.

By submitting an Entry, each entrant acknowledges and agrees that Sponsor may obtain many Entries in connection with this Contest and/or other Promotions staged and/or sponsored by the Sponsor, and that such Entries may be similar or identical in theme, idea, format or other respects to other Entries submitted in connection with this Promotion and/or other Promotions sponsored by the Sponsor or submitted for other reasons or other materials developed by the Sponsor. Entrant waives any and all claims entrant may have had, may have, and/or may have in the future, that any Entry and/or other works accepted, reviewed and/or used by the Sponsor (or its respective designees) may be similar to his/her Entry, or that any compensation is due to entrant in connection with such Entry or other works used by Sponsor.

By submitting an Entry, each entrant agrees to grant Sponsor and its assignees the use of entrant's name, biographical information, voice, performance, photograph, Video, image and/or likeness for programming, advertising, publicity and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by Sponsor and its assignees, without compensation (except to the extent prohibited by law) or additional consents and without prior notice, approval or inspection, and to execute specific written consent to such use if asked to do so. In addition, if any other persons appear in any part of an Entry, entrant agrees that prior to submitting his/her Entry, entrant has obtained the written consent of each such person who appears, granting Sponsor and its assignees the use of each person's name, biographical information, voice, performance, photograph/video, image and/or likeness for programming, advertising, publicity and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by Sponsor and its assignees, without compensation (except to the extent prohibited by law) or additional consents and without prior notice, approval or inspection, and to execute specific written consent to such use if asked to do so. Sponsor reserves the rights to request proof of these permissions in a form acceptable to Sponsor from any entrant at any time. Failure to provide such proof, if requested, may result in disqualification, at Sponsor's sole discretion.

Entrants may not contract with, or pay for, any outside consulting firm, agency, or other service for any assistance or guidance in the creation of the Entry. The Entry must consist solely of the original work of the entrant. The entrants represent and warrant that the Entry is suitable for display or publication; it does not contain any obscene or pornographic material, it does not depict in any way any individual under 18 years of age, does not contain any defamatory statements, it does not contain words or symbols that are widely considered offensive to individuals of a certain race, ethnicity, religion, sexual orientation or socioeconomic group, it does not include threats to any person, place, business or group, it does not contain any references to alcohol, controlled substances or other unlawful activities, it does not invade the privacy or other rights of any person, firm or entity, It does not contain trademarks, logos, or trade dress (such as distinctive packaging or building exteriors/interiors) owned by third parties other than appropriate Sponsor's products (as referenced above), does not contain any third person's personal information, such as personal names or e-mail addresses, does not contain materials owned by third parties (including photographs, sculptures, paintings, and other works of art or images published on or in websites, television, movies or other media), does not contain materials embodying the names, likenesses, voices, or performances identifying any celebrities and/or other public or private figures, living or dead or the names, likenesses, voices, or performances of any individual other than entrant without their permission, does not communicate messages or images inconsistent with Sponsor's reputation, image and/or goodwill, does not violate any law or regulation; or is otherwise inappropriate, objectionable, or unsuitable for the uses

contemplated in these Official Rules, including for broadcast, as determined by Sponsor in its sole discretion.

All Entries will be reviewed for content before being judged; however, such review does not relieve the entrant from responsibility for compliance with all of these Official Rules. Entries that do not comply with these Official Rules or that otherwise contain prohibited, or inappropriate contents as determined by Sponsor, in its sole discretion, will be disqualified and will not be considered for any prize. Sponsor in its sole and absolute discretion, makes the final determination as to which Entries are eligible to take part in this Contest and be considered for a prize.

**JUDGING: Eligible** entries will be judged on the criteria set forth below. All entries must be submitted in English, conform to all rules and original work. Only entries which meet the required minimum character count for each question as indicated on the website will be considered eligible. Entries will be judged by a panel of National FFA alumni. Winners will be selected from all eligible Entries on or about September 10, 2018.

All eligible Entries received by Sponsor will be judged based on the following criteria:

Authenticity - The submission is conveyed in a manner which evokes emotion, serving as an inspiration/motivational tool for the reader (25%),

Contextual Relevance - The submission is relevant and appropriate to the indicated theme (25%),

Audience Appeal – The submission is family friendly, attractive and resonates among a larger audience, (25%),

Quality of Submission - The submission captures the essence of the Contest and clearly articulates the impact of the nominee (25%),

The three (3) Finalist Entries with the three highest total scores will be declared the potential Grand Prize winners. In the event of a tie, the Entry with the highest score in the Quality of Submission criterion will be determined the potential winner.

**FINALIST NOTIFICATION AND REQUIREMENTS: Sponsor and/or sponsor's agency partner at its sole discretion may contact potential finalists to confirm their ability and availability to participate fully.** Each potential Finalist will be notified by email and/or phone call no later than September 14, 2018 at the email or phone number provided in his/her nomination as of the date of the nomination. Each finalist will be required to complete an Affidavit of Eligibility, Liability and Publicity Release (unless prohibited by law) and any other

documents required by Sponsor, all of which must be returned within three (3) days from the first attempted notification. Potential Finalists who fail to provide any of the documents or assets set forth above within three (3) Days of first attempted notification, including without limitation, affidavits, consents, will be disqualified. Return of notification as undeliverable, failure to complete and return requested documentation within the specified time period, the inability of Sponsor to contact a potential Finalist within a reasonable time period (whether due to a change in email address or otherwise) or noncompliance with these Official Rules by the potential Finalist will result in disqualification and, at Sponsor's sole discretion, a runner-up Finalist may be selected and notified for the applicable prize. Finalists understand and agree that Sponsor reserves the right to edit or otherwise revise each potential Finalist's Entry for any reason, including without limitation, creative reasons, or technical reasons. Sponsor reserves the right to require entrant to return a signed hard-copy of any documents, consents or releases referenced herein or as may be needed, in Sponsor's sole determination, to reflect and effectuate the rights and releases granted hereunder. If any potential Finalist is at least 18 but still considered a minor in his/her jurisdiction of residence, Sponsor reserves the right to award the prize in the name of his/her parent or legal guardian who will be responsible for fulfilling all requirements imposed on such potential Finalist set forth herein. Sponsor reserves the right to conduct a background check of any and all records of potential Finalists, including, without limitation, civil and criminal court records and police reports, and entry in the Promotion constitutes entrant's permission for Sponsor to conduct such background check, provided that, to the extent additional authorization is necessary under law, Finalists shall authorize such check. Sponsor reserves the right (at its sole discretion) to disqualify any Finalist based on the results of the background check (e.g. for any felony conviction or crime of moral turpitude) or failure of the Finalist to properly authorize such check.

All potential finalists must be agreeable and willing to make themselves available and accessible to participate in the filming of a professional video prior to October 5<sup>th</sup> 2018 as well as available to both travel and attend the FFA National Conference on October 24, 2018 through October 27, 2018.

### **CONTEST PRIZES:**

Grand Prize (3): There will be a total of three (3) Grand Prize Winners.

Grand Prize winners shall receive a trip for two (2) to Indianapolis, IN to include winner and one (1) guest. Trip consists of round-trip coach air transportation for the winner and one (1) guest from the major U.S. airport gateway nearest to the Grand Prize winner's residence to Indianapolis, IN; four (4) nights standard hotel accommodations at the (double occupancy); one (1) ticket each for winner and guest to attend FFA Concert; one (1) ticket each for winner and guest to attend

FFA Rodeo; Seven Hundred and Seventy Five (\$775) dollar gift card for transportation costs, food, incidentals and other needs during the trip; and Badges for Winner and Guest to attend National Convention and Expo on October 24 thru October 27, 2018. Winner is responsible for scheduling and paying for all transportation including to and from airport and to and from hotel. Approximate Retail value of Grand Prize is Three Thousand Three Hundred Thirteen (\$3,313.00) dollars.

**Approximate Retail Value (“ARV”) of all prizes: Nine Thousand Nine Hundred and Thirty Nine (\$9,939.00) dollars.**

The Prizes are not transferable and must be accepted as awarded. In the event a prize cannot be awarded as stated, Sponsor may substitute a prize of comparable or greater value in its sole discretion. The Prizes stated herein will be awarded, assuming sufficient entries.

**GENERAL CONDITIONS:** By participating, each entrant agrees: (a) to abide by these Official Rules, and the decisions of Sponsor and judges, which shall be final and binding in all respects relating to this Promotion; (b) to furnish Sponsor with executed copies of any documents required by Sponsor in order to be confirmed as a Finalist or prize winner, including without limitation, an affidavit of eligibility/liability/publicity release, and the written consent of any other persons that appear as part of his/her Entry, as set forth above; (c) to release and discharge Sponsor, Administrator, and each of their respective parents, affiliates, subsidiaries and advertising and promotion agencies, and each of their respective employees, directors, officers and agents (collectively, “Released Parties”) from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from entrant’s participation in the Promotion or any Promotion-related activity or the acceptance, possession, use or misuse of any prize, the substitution of any prize in accordance with the Official Rules or the Released Parties’ use of any of the rights granted in the Official Rules; (d) to grant the use of his/her submission in its entirety, name, address (city and state), voice, performance, photograph/video, image and/or likeness for programming, advertising, publicity and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by Sponsor and its designees, without compensation (unless prohibited by law) or additional consents from entrant and without prior notice, approval or inspection, and to execute specific consent to such use if asked to do so; and (e) to defend, indemnify and hold harmless each of the Released Parties from and against any and all claims or actions arising out of or in connection with an entrant’s participation in the Promotion, any breach of representation made by an entrant in connection with the Promotion, and the exercise by Sponsor of any of the rights granted by entrant in these Official Rules.

**MISCELLANEOUS:** Released Parties are not responsible for lost, late, incomplete, inaccurate, stolen, misdirected, undelivered, damaged, or garbled, Entries, or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, viruses, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Promotion, including, without limitation, errors or difficulties which may occur in connection with the administration of the Promotion, the processing of Entries, the judging of Entries, the announcement of the prizes, the delay, cancellation, or failure to air any Entry as part of a promotional piece for any reason, the incorrect uploading of an Entry, or in any Promotion-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Promotion. Released Parties are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this Promotion or downloading from or use of the Website. Persons who tamper with or abuse any aspect of the Promotion or website or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated Entries will be void. Further, the Released Parties are not responsible for any additional expenses, omissions, delays or re-routing resulting from any acts of any government or authority. Also, the Released Parties are not responsible, and may disqualify an entrant, if his or her contact information does not work or if it is changed without entrant giving prior written notice to Sponsor. Released Parties are not responsible or liable to any entrant or to the winner or any person claiming through such winner for failure to supply the prize or any part thereof, by reason of any acts of God, any action, regulation, order or request by any governmental or quasi-governmental entity (whether or not the action, regulations, order or request proves to be invalid), equipment failure, threatened terrorist acts, terrorist acts, kidnapping, air raid, blackout, act of public enemy, earthquake, war (declared or undeclared), fire, flood, epidemic, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, vandalism, or any other cause beyond the Released Parties' sole control. Should any portion of the Promotion be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of Entries, Sponsor reserves the right at its sole discretion to take any action to prevent or correct such cause, including without limitation, to block suspect computers or IP addresses, or to suspend, modify or terminate the Promotion and, if terminated, at its discretion, select the Finalist Entries from all eligible, non-suspect Entries

received prior to action taken or as otherwise deemed reasonable and appropriate by Sponsor. In the event of a dispute regarding Entries received from multiple users having the same e-mail account, the authorized subscriber of the e-mail account at the time of entry will be deemed to be the entrant and must comply with these Official Rules. Authorized account subscriber is the natural person who is assigned the e-mail address by the Internet Service Provider (ISP), on-line service provider, or other organization responsible for assigning e-mail addresses. **CAUTION: ANY ATTEMPT TO DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK ANY AND ALL REMEDIES AVAILABLE FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.**

Winners of any prize are solely responsible for all applicable federal, state, and local taxes.

**LIMITATION OF LIABILITY: BY ENTERING THE PROMOTION, ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE PROMOTION, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY) NOT TO EXCEED FIFTY DOLLARS (\$50.00), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (3) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT-OF-POCKET EXPENSES NOT TO EXCEED FIFTY DOLLARS (\$50.00), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) ENTRANTS' REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO YOU.**

The invalidity or unenforceability of any provision of these Official rules will not affect the validity or enforceability of any other provision. In the event that any provision of the Official Rules is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision. Entrants agree to waive any rights

to claim ambiguity of these Official Rules. Headings are solely for convenience of reference and will not be deemed to affect in any manner the meaning or intent of the documents or any provision hereof.

**CHOICE OF LAW:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of participant and sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the substantive laws of the State of Tennessee, USA.

**WINNER'S LIST:** For the names of the winners (available after October 31, 2018), send a self-addressed, stamped, envelope to: Southern Made "Winner's List Ram Trucks Tribute to Famers Contest", PO Box 280267, Nashville, TN 37228 no later than December 31, 2018.

**SPONSOR:** FCA US LLC ("FCA") 1000 Chrysler Drive Auburn Hills, MI 48326