TRACTOR SUPPLY COMPANY 2020 RESCUE YOUR RESCUE CONTEST

Official Rules

1. **NO PURCHASE, SURVEY OR SALES PRESENTATION NECESSARY TO ENTER OR WIN THE RESCUE YOUR RESCUE CONTEST (THE "CONTEST"). A purchase, survey or agreeing to a sales presentation will not improve your chances of winning.**

2. **SPONSOR & ADMINISTRATOR:** The Sponsor for this Contest is Tractor Supply Company, 5401 Virginia Way, Brentwood, TN 37027. No specific Tractor Supply Company store is a sponsor. Administrator is Mercury Promotions & Fulfillment, 35610 Mound Road, Sterling Heights, MI 48310.

3. **CONTEST TIMING.** The "Contest Nomination Period" begins September 8, 2020, at 12:00 a.m. Eastern Time ("ET") and ends September 15, 2020, at 11:59:59 p.m. ET. From September 16, 2020 – September 23, 2020, the Sponsor and Administrator will select the top 25 organizations, defined below, to be part of the finalists. The "Public Voting Period" begins on September 24, 2020, at 12:00 a.m. ET and ends September 30, 2020, at 11:59:59 p.m. ET. The announcement of the winners will take place on or about October 5, 2020.

4. **ELIGIBILITY**: The Contest is open only to 501c3 organizations that are humane societies, dog rescues, cat rescues, equine rescues, small animal rescues, mixed rescue (dogs/cats/other animals), animal sanctuaries, wildlife sanctuary and any other organization that would provide similar services to animals as determined by the Sponsor in its sole and absolute discretion that are located in the 50 United States and the District of Columbia ("Organization"). The Organization must be in good standing with the Internal Revenue Service through the entire Contest. Organizations may be nominated as set forth in Section 4 below.

   Past winners of other Tractor Supply Company sweepstakes, contest, promotions, who received their prize during the last five (5) years are ineligible. Also, paws4people, Dogs on Deployment, A Home for Every Horse, and Hope in the Saddle are ineligible to be Organizations as these groups are sponsored by Tractor Supply Company.

5. **HOW TO NOMINATE AN ORGANIZATION:** Any legal resident of the 50 US/DC who is 13 years of age and older (a "Nominator") may nominate an eligible Organization to participate in this Contest. A Nominator may nominate an eligible Organization by visiting TractorSupply.com/RescueYourRescue (the "Website") and first uploading a photograph of an animal related in some way to the Organization being nominated (*for example, a photograph of a dog for a dog rescue)* (the "Photograph"). To complete the online entry form, the Nominator will be asked to provide the following information: (i) enter the Nominator's first and last name, (ii) Nominator's e-mail address, (iii) Nominator's telephone number, (iv) enter the Organization's name, (v) the

Organization's e-mail address, (vi) the Organization's telephone number, (vii) the Organization's City and State, (viii) write an essay (not to exceed 2,000 characters) about why the Organization should win the Grand Prize and (ix) describe the type of Organization being nominated. The essay and photograph must comply with the Nomination Requirements set forth in Rule 6.

A Nominator who works for or volunteers for an Organization may nominate that Organization. The Organization may nominate itself. There is no limit on the number of Organizations a Nominator may nominate. Being nominated by more than one Nominator will not increase the Organization's chances of winning.

6. **NOMINATION REQUIREMENTS.** Each essay and photograph must comply with the following:
    - Must be in English;
    - Must include a Photo not to exceed 3 MB, in one (1) of the following file formats: JPEG, JPG, PGN, GIF;
    - Must not contain material that violates or infringes another's rights (whether living or deceased), including, but not limited to, privacy, publicity, copyright or other intellectual property rights;
    - Must have approval from any persons appearing in the Photograph, and the Organization must be able to provide express written consent of every such person appearing in the Photograph to Sponsor and/or Administrator, if requested;
    - Must not disparage Sponsor, Administrator or any other person or party affiliated with the promotion and administration of this Contest;
    - Must not include any personally identifiable information of any person, such as full name, address or phone number;
    - Must be the original work of the Organization;
    - Must not in any way contain any logos, brand names or trademarks other than Sponsor's, which Sponsor has granted Organization a limited license to use for purposes of this Contest;
    - Must not contain, facilitate, reference, or use material that is fraudulent, inappropriate, indecent, lewd, pornographic, obscene, hateful, tortious, defamatory, slanderous or libelous;
    - Must not contain, facilitate, reference or use material that contains prohibited content which shall include, but is not limited to content that promotes, suggests, or encourages:
        i. any cruelty to of mistreatment in any way of animals;
        ii. gambling, including without limitation, any content related to online casinos, sports books, bingo or poker;
        iii. the use of firearms/weapons/ammunition, any prescription drugs, illegal drugs, prostitution, pornography, nudity, profanity or other adult content, violence, or the use of marihuana, alcohol or tobacco products;
        iv. the taking up of arms against any person, government or entity, or otherwise challenges or seek to overthrow any government;

- Must not contain any viruses, spyware, malware, or other malicious components that are designed to harm the functionality of a computer in any way;
- Must not contain, facilitate, reference, or use material that promotes animal cruelty, bullying, bigotry, racism, hatred or harm against any group or individual, or promotes discrimination based on race, gender, ethnicity, religion, nationality, disability, sexual orientation, political orientation, citizenship, ancestry, marital status, or age; and
- Must not contain material that is unlawful, in violation of, or contrary to the laws or regulations in any jurisdiction where nomination is created.

Any nomination that violates any of these requirements in the Sponsor's or Administrator's sole and absolute discretion will be disqualified.

7. **SELECTION OF THE TWENTY-FIVE FINALISTS:** From all of the eligible Organizations nominated during the Contest Nomination Period, Sponsor and Administrator will select twenty-five (25) finalists (the "Finalists"). The Sponsor and Administrator will judge the Organizations based on the quality of their submission, their stories, and their work in the community to determine which Organization is most worthy of becoming a Finalist. All of Sponsor and Administrator's decisions are final and binding.

8. **FINALIST NOTIFICATION AND VERIFICATION**: Each Finalist will be notified by telephone and/or email before the Public Vote Period. The qualifications of each Finalist are subject to verification and compliance with these Official Rules. A duly authorized official representing the potential Finalist will be required to execute and return to Administrator an affidavit of eligibility and liability release and where legal, publicity release on behalf of the winning Organization. Finalists may be required to provide documentation acceptable to Sponsor stating that it is tax exempt pursuant to IRS Sec 501(c)(3) or other documentation required by Sponsor. Each Finalist must return its documentation within two (2) days from notification. Failure to return any or all documents as specified, a notification being returned as undeliverable, or potential Finalist not complying with any term of these Official Rules may result in disqualification, the Finalist status being forfeited and Sponsor having no further obligation. An alternate Organization may be selected by the Sponsor or Administrator as a Finalist.

9. **PUBLIC VOTE**. During the Public Voting Period, the twenty-five (25) Finalists will be visible within a gallery on the Website ("Gallery"). Although all Finalists may be initially reviewed by Sponsor's agent before being posted or published in the Gallery, the posting or publication of a Finalist in the Gallery does not mean the Finalist has been deemed to comply with these Official Rules. Sponsor reserves the right to remove a Finalist from the Gallery at any time if Sponsor believes, in its sole and absolute discretion, that the Finalist is not in compliance with these Official Rules. Finalists may post information about this Contest on the Finalist social media accounts provided that they use the hashtags #RescueYourRescue and #contest.

Any individual who is a legal resident of the 50 US/DC, who is 13 years of age and older is eligible to participate in the Public Voting Period ("Voter"). The Voter must submit his/her one (1) "vote" by clicking on the "♥" for his/her favorite Organization, providing his/her valid e-mail address, receiving a verification link via e-mail, clicking on the link in the e-mail and then submit his/her vote after clicking through on the e-mail. Limit one (1) vote per Voter during the entire Public Voting Period.

Employees, officers, directors, representatives, and agents of Sponsor, Petsense, Administrator, and each of their respective parent companies, subsidiaries, affiliates, authorized dealers, advertising and promotion agencies and each of their immediate family members (e.g., spouse, parent, child, sibling, and their respective spouses and the "steps" of each, regardless of where they reside are not eligible to vote.

Votes generated by script, macro or other automated means or in excess of the stated limit are void. A person may not submit multiple votes using different e-mail addresses or multiple identities. Voting must be completed by the actual person casting the vote. A person may not vote on behalf of another person. Votes intended to subvert the integrity of the voting process as determined by Sponsor, at Sponsor's sole discretion, are void. Payment or other consideration or inducement, including but not limited to merchandise, cash, online currency, discounts, vote trading or anything deemed to have value in exchange for votes, is prohibited. Sponsor and Administrator will determine the number of eligible votes that each Finalist has received and Sponsor's and Administrator's decisions are final and binding.

10. PRIZES (8 Grand Prizes, 17 First Prizes):

The eight (8) Finalists with the most eligible votes received during the Public Voting Phase will each receive am ACH/wire/check in the amount of Twenty-five Thousand ($25,000) Dollars made payable to the 501(c)(3) organization (the "Grand Prize"). No more than eight (8) Grand Prizes will be awarded. Approximate retail value ("ARV") of each Grand Prize is Twenty-five Thousand ($25,000) Dollars. ARV of all Grand Prizes is Two Hundred Thousand ($200,000) Dollars.

The remaining seventeen (17) Finalist will each receive a Two Hundred Fifty ($250) Dollar Tractor Supply Company Gift Card (the "First Prize"). No more than seventeen (17) First Prizes will be awarded. The ARV for each First Prize is a Two Hundred Fifty ($250) Dollars. The ARV for all First Prizes is Four Thousand Two Hundred Fifty ($4,250) Dollars.

The ARV for all prizes awarded as part of this Contest is Two Hundred Four Thousand Two Hundred Fifty ($204,250) Dollars.

All costs, federal, state and local taxes, fees, and expenses associated with any element of the prize are the sole responsibility of each winner.

Each prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion.

The use of a Tractor Supply Gift Card constitutes the user's acceptance of the Tractor Supply Gift Card's terms and conditions so each winner should read the terms and conditions on the Tractor Supply Gift Card carefully. Each Tractor Supply Gift Card will not be redeemed or exchanged for cash, except where required by law. Each Tractor Supply Gift Card will not be replaced or replenished if it lost, stolen, damaged, destroyed or used without your permission and will be voided if altered or defaced.

If there are any ties in voting, the Sponsor and Administrator will select the winning Organization as set forth in Rule 7.

Each Grand Prize winner will be required to post to its social media pages, if the Organization has a social media page, a notice that the Organization won the Grand Prize along with the hashtags #ResueYourRescue and #Contest and tag the Sponsor.

11. **GENERAL CONDITIONS/DISCLAIMER:** By entering or participating in this Contest, Organizations: (a) agree to these Official Rules and the decisions of the Sponsor and the Administrator, which shall be final and binding in all matters relating to the Contest; and (b) agree to indemnify, defend and hold harmless Released Parties, defined below, from and against any injuries, claims, damages, or losses of any kind that arise from or are sustained in connection with acceptance or use/misuse of a prize or from participation in the Contest. Sponsor, Administrator, Canidae® Pet Foods (prize partner), and their respective parents, subsidiaries, affiliates, divisions, dealers, dealer associations, representatives, suppliers, retailers and advertising and promotion agencies; and all of their respective officers, directors, employees, representatives and agents (collectively, "Released Parties") are not responsible for mechanical, technical, printing, typographical, human, or other errors relating to or in connection with the Contest, including, without limitation, errors which may occur in the administration of the Contest, the processing of entries, deletions, defects, phone transmissions or delayed telephone lines or in operations or transmission of information, in each case whether arising by the way of technical or other failures or malfunctions of computer hardware, software, communications devises, or transmission lines, or data corruption, theft, destruction, unauthorized access to or alteration of entry materials, loss or otherwise. Sponsor reserves the right to cancel, terminate, suspend, and/or modify the Contest, or any part of it, if any error, fraud, technical failures or any other factor impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. Should the Contest be terminated prior to the stated expiration date, Sponsor may, at its sole discretion, conduct a random drawing among eligible Organizations. Sponsor reserves the right, at its sole discretion, to disqualify any individual who tampers with the entry process and void all associated entries. Sponsor and its Administrator may prohibit you from participating in the Contest and void all associated entries, at their sole discretion, if you disregard these Official Rules or act: (a) in a manner they determine to be not fair or equitable; (b) with an intent to annoy, threaten, or harass any other Organization or

the Sponsor; (c) in any other disruptive manner; or if you are otherwise not in compliance with these Official Rules. Contest is subject to all applicable federal, state, and local laws and regulations.

12. **DISPUTES:** Except where prohibited, Organization agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any Prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Middle District of Tennessee (Southern Division) or the appropriate Tennessee State Court located in Williamson County, Tennessee; (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 Organization be permitted to obtain awards for, and Organization 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 Organization and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Tennessee without giving effect to any choice of law or conflict of law rules (whether of the State of Tennessee or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Tennessee. Organizations agree that the statute of limitations for asserting any claims with respect to this Contest shall be no longer than a period of one (1) year from the time the cause of action accrued, or the cause of action shall be forever barred.

13. **PRIVACY POLICY:** Any personal information collected during an Organization's participation in this Contest will be collected by Sponsor or its agent and used by Sponsor and its affiliates, agents and marketers for purposes of the proper administration and fulfillment of the Contest as described in these Official Rules and in accordance with Sponsor's Privacy Policy as stated at https://www.tractorsupply.com/policies-information_customer-solutions_tsc-privacy-policy?cm_sp=footer-_-navigation-_-privacy+policy

14. **PUBLICITY RIGHTS:** By participating in the Contest and/or accepting a prize, Organization agrees to allow Sponsor and/or Sponsor's designee the perpetual right, where lawful, to use its name, biographical information, photos and/or likeness, and statements for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, worldwide, including but not limited to on the Internet, without notice, review or approval and without additional compensation except where prohibited by law. **IF ORGANIZATION IS CHOSEN AS A WINNER, ORGANIZATION'S PERSONAL IDENTIFYING INFORMATION MAY BE DISCLOSED TO THIRD PARTIES INCLUDING, WITHOUT LIMITATION, PLACING ORGANIZATION'S NAME ON A WINNER LIST.**

15. **WINNER LIST:** You may obtain the name of the winners (available after October 6, 2020) by sending a self-addressed, stamped envelope by November 30, 2020 to:

Tractor Supply Company 2020 Rescue Your Rescue
Winner List
35610 Mound Road
Dept. 900
Sterling Heights, MI 48310-4725

Any questions, comments or complaints about the Contest should be directed to the Sponsor at the address given in these Official Rules.

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