

# **TRACTOR SUPPLY COMPANY'S HARVEST FEST TOTE BAG DESIGN CONTEST**

**NO PURCHASE OR PAYMENT NECESSARY  
A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING**

**OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES & DISTRICT OF COLUMBIA**

**THIS IS A BINDING CONTRACT. YOUR INVOLVEMENT AS AN ENTRANT, VOTER OR WINNER IN THE CONTEST (AS DEFINED BELOW) IN ANY MANNER, SIGNIFIES YOUR ACCEPTANCE AND AGREEMENT TO THESE RULES. AS SUCH, PLEASE READ THIS AGREEMENT IN ITS ENTIRETY.**

## **1. BRIEF OVERVIEW**

The Tractor Supply Company's ("Sponsor") Harvest Fest Tote Bag Design Contest ("Contest") provides an opportunity to have an original design selected to appear on Sponsor's promotional tote bag that it intends to distribute at Sponsor's events, including its "Harvest Fest" celebration, currently scheduled for August 29, 2026.

## **2. ELIGIBILITY**

The Contest is open only to eligible entrants (each, an "Entrant") that at the time of entry are legal residents of the 50 United States or District of Columbia and are either a Guardian Entrant or a Direct Entrant. A Guardian Entrant is (a) an individual that is at least the age of majority in the state where they live, (b) the parent or legal guardian of a child between the ages of thirteen (13) and the age of majority in the state where they live, who is attending secondary school, and who is a member of a local chapter of the Future Farmers of America® ("Child"), and (c) authorized to participate in the Contest on behalf of the Child and, to the extent required, consents to the Child's participation in the Contest. A Direct Entrant is an individual that is at least the age of majority in the state where they live, attending secondary school and a member of a local chapter of the Future Farmers of America®. Officers, directors, employees or independent contractors of Sponsor, Mercury Fulfillment Systems, Inc., the independent agency administering the Contest ("Mercury"), and their respective affiliates, subsidiaries, advertising and promotion agencies ("Sponsor & Others"), and their household and immediate family members (i.e. spouse, parent, child, sibling, the "steps" of each of the aforementioned and members of their households) are not eligible to participate in the Contest.

## **3. HOW TO ENTER THE CONTEST**

To enter the Contest, the Entrant must submit an Eligible Submission (described below) between April 6, 2026 starting at 12:00 AM Eastern Standard Time ("EST") and April 15, 2026 ending at 11:59:59 P.M. EST ("Submission Period") through the Contest website at: [tractorsupply.com/tsc/cms/sweepstakes](https://tractorsupply.com/tsc/cms/sweepstakes). An Eligible Submission shall contain the following:

- (a) A bold, eye-catching graphic ("Design") that captures the spirit of "Harvest Fest," a farmers' market-style event taking place at Sponsor's stores, that comports with the Design Requirements described below.
- (b) All of the information requested by the Sponsor, including the Entrant's and, if applicable, the Child's name and date of birth, telephone number and valid email address.

A Direct Entrant may submit up to three (3) Eligible Submissions; each Eligible Submission must be entered separately to the Contest website. A Guardian Entrant may submit up to three Eligible Submissions for each Child; each Eligible Submission must be entered separately to the Contest website.

## **4. DESIGN REQUIREMENTS**

Designs should highlight a rural lifestyle, agriculture and a strong sense of community and must align with Sponsor's celebration of hard work, dependable service, and support for the "Life Out Here" lifestyle. Designs shall be original works of authorship created exclusively by the Direct Entrant or, in the case of a

Guardian Entrant, the Child, and not entered in any other contests. Designs must be submitted in the following formats .png, .pdf, .esp, .ai or .jpeg. Designs shall NOT contain any of the following:

- (a) the name or logo of any retailer, manufacturer, brand, product, store, place of business, company or character, including those of Sponsor or Future Farmers of America®;
- (b) the name or likeness of any person, whether living or dead;
- (c) sexually explicit or suggestive, obscene, lewd, violent, illegal, offensive, disparaging or inappropriate acts, words, abbreviations, language, signs, products, symbols, political, personal and/or religious references or statements, (including words or symbols that are offensive to individuals of a particular race, ethnicity, religion, sexual orientation or socioeconomic group);
- (d) promotion of alcohol, illegal drugs, tobacco or firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or particular political agenda or message;
- (e) defamatory or negative comments about any company, product or person; or
- (f) any personal identification, such as licenses or street addresses.

## **5. SPONSOR JUDGING**

From all the Eligible Submissions received during the Submission Period, a panel of judges from Sponsor with expertise in marketing, advertising and/or design will score each Eligible Submission on the following Criteria:

- (a) 20% Creativity & Originality – The Design’s unique and imaginative interpretation of Harvest Fest, rural lifestyles and agriculture;
- (b) 20% Theme Alignment – The Design’s effectiveness in capturing Harvest Fest, rural lifestyles and agriculture;
- (c) 20% Artistic Quality – The Design’s skillful use of color, composition, and overall design;
- (d) 20% Clarity of Message – The Design’s communication of the “Life Out Here” and community spirit;
- (e) 20% Print Suitability – The Design’s ability to stand out on a tote bag in a way that is readable, scalable and clean.

The Entrants whose Eligible Submissions receive the three highest scores shall be the "Finalists"; the Entrants receiving the next three highest scores shall be the "Alternates." If there is a tie, then the judges will re-judge the tied Eligible Entries based on the same criteria. If still tied, the highest score in the “Theme Alignment” Criteria score will win. All decisions made by the judges are final and binding. On approximately April 16, 2026, Sponsor shall notify the Finalists that they have been selected as Finalists.

## **6. PUBLIC VOTING**

Following the determination of the Finalists, the Sponsor shall post the Finalists’ Designs on its, Facebook® and Instagram® for public voting. Between April 17, 2026 starting at 2:00 P.M. EST and April 20, 2026 ending at 2:00 P.M. EST, (“Voting Period”), eligible voters (“Voters”) may cast a single vote for one of the Finalists’ Designs. In order to vote, you must be a legal resident of the 50 United States or District of Columbia and a registered user of Instagram® and/or Facebook®. To vote, go to Tractor Supply Company’s Facebook Page or Tractor Supply Company’s Instagram Account during the Voting Period and follow the instructions to vote.

## **7. SELECTING THE WINNERS**

At the conclusion of the Voting Period, the Finalist receiving the highest number of votes from Voters during the Voting Period shall be the potential Grand Prize Winner. The Finalists receiving the second and third highest number of votes from Voters during the Voting Period shall be the potential Runners Up. In the event of a tie, the Finalist that achieved the higher score in the judging round shall prevail. The Sponsor shall contact the potential Grand Prize Winner and Runners Up (each a "Potential Winner") by email and/or telephone on approximately April 22, 2026 using the contact information provided during registration. Each Potential Winner will be required to execute an Affidavit of Eligibility, Liability and Publicity Release and Intellectual Property Assignment, all via Adobe Sign, and return them by the date as set forth in the notification e-mail. Upon returning the Affidavit of Eligibility, Liability and Publicity Release and Intellectual Property Assignment within the time provided, each Potential Winner shall be declared the Grand Prize Winner or Runner Up, as applicable. In the event a Potential Winner fails to return the Affidavit of Eligibility, Liability and Publicity Release and Intellectual Property Assignment within the time established by the Sponsor, the Potential Winner will be disqualified and, at Sponsor's discretion, the Entrant with the Eligible Submission with the next highest score, whether that be a Finalist or Alternate, will become a potential Grand Prize Winner or Runner Up as applicable. Winners and Potential Winners agree not to disclose that they have been selected as winners or Potential Winners until the Sponsor publicly announces their selection.

## **8. PRIZES**

The Grand Prize Winner's Design may be used on tote bags and other promotional materials created and distributed by Sponsor in conjunction with its Harvest Fest events. In addition, the Grand Prize Winner will receive: (1) a Two Hundred Fifty Dollar (\$250.00) gift card for use at the Sponsor's retail locations and website; (2) a One Thousand Dollar (\$1000.00) gift card for, in the case of Direct Entrant, the winner's Future Farmers of American local chapter or, in the case of a Guardian Entrant, the Child's Future Farmers of American local chapter to use at the Sponsor's retail locations and website; and (3) five (5) tote bags bearing the Grand Prize Winner's Design (Approximate Retail Value ("ARV") \$1250.00). The Runners Up shall each receive a Fifty Dollar (\$50.00) gift card for use at the Sponsor's retail locations and website (ARV \$50.00). The gift card must be used in compliance with its terms and conditions and as allowed by law. Sponsor is not responsible for misplaced, lost, stolen or tampered with gift cards. Prizes are not transferable or substitutable except by Sponsor with one of equal or greater value. Prizes are not redeemable for cash. Any federal, state, or local taxes are solely the winners' responsibility.

## **9. TERMINATION**

If for any reason the Contest and/or any part of the Contest cannot be executed as set forth in these rules, including but not limited to, as a result of acts of God, acts of war, natural disasters, weather, pandemic or epidemic illness, disease, acts of terrorism, computer virus, tampering, unauthorized intervention, fraud, technical failures, or other factors that may corrupt or affect the security, administration, fairness, integrity or proper conduct of the Contest, and/or if the Contest is compromised or becomes technically corrupted in any way, electronically or otherwise, Sponsor reserves the right to cancel, terminate, suspend, and/or modify the Content and/or any part of the Content with or without prior notice, and Sponsor shall not in any way be responsible or liable for any such cancellation, termination, suspension, and/or modification of the Contest and/or any part of the Contest. Further, if the Contest is terminated before the original end date, Sponsor reserves the right, in its sole discretion to modify the procedure for selecting the winners, unless the nature of the event giving rise to such termination renders it impossible to select the winners.

## **10. REPRESENTATIONS/ WARRANTIES; GRANTS/WAIVERS; AND INDEMNIFICATION/RELEASE**

(A) Representation/Warranties: As a condition of entry, Direct Entrants represent and warrant that: (i) s/he has all rights and title to the Design; (ii) the Design is solely the Entrant's own original work created especially for this Contest and that no third party has any ownership interests in or rights to it and that it is not attributable to any third party; (iii) the Design does not infringe the intellectual property, privacy, publicity or any other legal or moral rights of any third party; (iv) the Design has not been entered in or won previous contests or awards; (v) the Design has not been re-purposed or previously published or distributed in any media; (vi) no third

party's permission is necessary for the Direct Entrant to lawfully submit the Design; and (vii) Direct Entrant has the right to convey all intellectual property associated with the Design to Sponsor without the permission or approval of any other person or entity. As a condition of entry, Guardian Entrants represent and warrant that: (i) s/he has all rights and title to the Design; (ii) the Design is solely the Child's own original work created especially for this Contest and that no other party has any ownership interests in or rights to it and that it is not attributable to any other party; (iii) the Design does not infringe the intellectual property, privacy, publicity or any other legal or moral rights of any third party; (iv) the Design has not been entered in or won previous contests or awards; (v) the Design has not been re-purposed or previously published or distributed in any media; (vi) no third party's permission is necessary for the Guardian Entrant to lawfully submit the Design to the contest; (vii) Guardian Entrant has the right to convey all intellectual property associated with the Design to Sponsor without the permission or approval of any other person or entity; and (viii) the Guardian Entrant consents to the Child's participation in the Contest and the submission of the Design.

(B) Grants/Waivers: In the event Entrant is selected as a Finalist or Alternate, the Entrant irrevocably grants Sponsor and its affiliates, legal representatives, assigns, agents and licensees, the unconditional, unlimited and perpetual right and permission to reproduce, edit, publish, display, adapt, exhibit and/or otherwise use, reuse, or not use the Design or any portion of it in any and all media without limitation, worldwide and throughout perpetuity, without additional compensation, notice to, or approval. Entrants selected as Finalists or Alternates understand and agree that although they have granted Sponsor the right to use or reuse the Design, Sponsor, in its sole discretion, may elect not to so use it. Additionally, the Entrants selected as a Finalist or Alternate understand, acknowledge and represent that neither they nor, in the case of a Guardian Entrant, their Children, will be paid for or receive any form of compensation or royalty in exchange for granting Sponsor these rights or for any subsequent use, posting, display or exhibition of the Design by Sponsor (other than an opportunity to win a prize in the Contest). Entrant further understands that if s/he is selected as a winner, s/he will be required to assign and transfer ownership of all intellectual property associated with the Design as a condition of being awarded a prize in this Contest. Direct Entrants and Guardian Entrants, on behalf of their Children, hereby waive all intellectual property rights, privacy/publicity rights or other legal or moral rights that might limit or preclude Sponsor's use of the Design and agree not to sue or assert any claim against Sponsor & Others arising out of or connected to the use, display or exhibition of the Design or participation in this Contest.

(C) Indemnification/Release: The Entrant further agrees to indemnify and hold Sponsor & Others harmless from any and all claims, damages, expenses, costs (including reasonable attorneys' fees) and liabilities (including settlements), brought or asserted by any third party against any of them due to or arising out of his/her Entry, use or display or exhibit of the Design, or actions in connection with the Contest including but not limited to claims for trademark infringement, copyright infringement; work product, violation of an individual's right of publicity or right of privacy; or defamation. The Entrant further agrees to release and hold harmless Sponsor & Others from any and all claims that any advertising subsequently produced, presented, and/or prepared by or on behalf of Sponsor infringes his/her rights with regard to the Design.

## **11. LIMITATIONS OF LIABILITY/INTERNET**

Any entries that, in Sponsor's or Mercury's sole discretion, do not appear to be Eligible Submissions are ineligible and void. Sponsor & Others are not responsible for any incorrect or inaccurate information, whether caused by website users, tampering, or hacking. By participating, each Entrant releases and agrees to indemnify and hold harmless Sponsor & Others from and against any and all costs, claims, damages, or any other injury, whether due to negligence or otherwise, to person(s) or property (including, without limitation, death or violation of any personal rights, such as violation of right of publicity/privacy, libel, or slander), due in whole or in part, directly or indirectly, to participation in the Contest, or arising out of participation in any Contest-related activity or the receipt, use or misuse of any Prize-related activity. If, for any reason, the Contest is not capable of running as planned, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest or any part of it, and/or proceed with the Contest in a manner deemed fair and appropriate by Sponsor including, without limitation, selection of winning Design from among Eligible Entries received prior to said cancellation, termination, modification or suspension. Sponsor reserves the right to disqualify any individual found, in its sole opinion, to be tampering with the operation of the Contest, to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike manner or with the intent to disrupt the operation of the Contest.

## **12. PUBLICITY RIGHTS:**

By accepting a Prize, an Entrant agrees and, in the case of a Guardian Entrant agrees on behalf of their Child, to allow Sponsor and/or Sponsor's designees the perpetual right to use his/her and the Child's 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 World Wide Web and Internet, without notice, review or approval and without additional compensation except where prohibited by law.

## **13. GENERAL**

Entrants agree to abide by these Official Rules and the decisions of the Sponsor and Mercury which shall be final and binding in all matters pertaining to this Contest. All Federal, state and local laws and regulations apply. Issues concerning the construction, validity, interpretation and enforceability of these Official Rules shall be governed by the laws of the State of Tennessee. All disputes arising out of or connected with this Sweepstakes will be resolved individually, and without resort to class action, 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. Should there be a conflict between the laws of the State of Tennessee and any other laws, the conflict will be resolved in favor of the laws of the State of Tennessee. All judgments or awards shall be limited to actual, direct, incurred, out-of-pocket expenses (excluding attorneys' fees) associated with participation in this Promotion and shall not include any indirect, punitive, incidental and/or consequential damages. Void where prohibited by law. By accepting a Prize or portion thereof, each winner releases Sponsor & Others from any and all damages, losses or injuries, whether property or personal, including death, whether direct or indirect, arising out of or due to or in connection with acceptance, use/misuse, or enjoyment of the Prize, or participation in this promotion and Sponsor & Others, et al. will be held harmless from and against any such claims of liability. Entrants 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.

## **14. WINNERS LIST**

To obtain a Winners List, send a self-addressed, stamped envelope to: TSC, Harvest Fest Tote Bag Design Contest, 35610 Mound Rd, Dept. # 900, Sterling Heights, MI 48310-4725 before May 15, 2026.

## **15. FACEBOOK®/INSTAGRAM® DISCLOSURE**

This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook/Instagram.

**SPONSOR:** Tractor Supply Company, 5401 Virginia Way, Brentwood, TN 37027.

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