

## **“Follow Your NOLA”** **SWEEPSTAKES RULES**

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. THE SWEEPSTAKES IS VOID WHERE PROHIBITED BY LAW.**

1. How to Enter the Sweepstakes:

- (a) The **Follow Your NOLA Sweepstakes** (the “Sweepstakes”) will begin on May 1, 2016 at 12:01am Eastern Time (“ET”) and end on May 31, 2016 at 11:59pm ET (the “Entry Period”). The Sweepstakes is sponsored by New Orleans Tourism Marketing Corporation and CBS Television Stations (the “Sponsors”).

- (b) There are four ways to participate in the Sweepstakes during the Entry Period:

I. To enter online, go to [www.nolasweeps.com](http://www.nolasweeps.com) (the “Website”), click the ‘Submit An Entry’ option, and fill out the Sweepstakes entry form;

II. To enter via Instagram, upload an original selfie photograph (please see paragraph 1(g) for details) using the #followyournolaSWEEPS hashtag (the “Photo Submission”) during the Entry Period. Entrant will need to have a valid Instagram account in order to enter, and the account used must be set to public for entries to be valid. Entrant may not use more than one (1) Instagram account to enter. If they do not already have one, entrants can open an Instagram account at no charge at [www.instagram.com](http://www.instagram.com). Entrant agrees to release Instagram from any and all liability associated with this Sweepstakes. **(The Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Instagram);**

III. To enter via Twitter, tweet the #followyournolaSWEEPS hashtag during the Entry Period. Entrant will need to have a valid Twitter account in order to enter, and the account used must be set to public for entries to be valid. Entrant may not use more than one (1) Twitter account to enter. If they do not already have one, entrants can open a Twitter account at no charge at [www.twitter.com](http://www.twitter.com). Entrant agrees to release Twitter from any and all liability associated with this Sweepstakes **(The Sweepstakes is in no way sponsored, endorsed, or administered by, or associated with, Twitter);** or

IV. To enter via Facebook, go online to the ‘Visit New Orleans’ Facebook page at [www.facebook.com/neworleans](http://www.facebook.com/neworleans), and fill out and submit the Sweepstakes entry form. Entrant will need to have a valid Facebook account in order to enter. . If they do not already have one, entrants can open a Facebook account for no charge at [www.facebook.com](http://www.facebook.com). Entrants must be in compliance with Facebook Terms and Conditions, which can be found at [www.facebook.com](http://www.facebook.com). Entrants are providing their information to the Station, not Facebook. The information provided will not be shared with Facebook. By entering the Sweepstakes, all participants agree to a complete liability release for Facebook. **(The Sweepstakes is in no way sponsored, endorsed, or administered by, or associated with, Facebook).**

- (c) Entries submitted may not be acknowledged or returned. Proof of submission of an entry shall not be deemed proof of receipt by CBS Television Stations. By entering the Sweepstakes, entrants consent to be subject to all notices posted online including but not limited to CBS Television’s Privacy Policy. In addition, use of Instagram, Twitter or Facebook as a means of entry will subject such entrants to the privacy policy and terms of service of Instagram Twitter or Facebook as the case may be.

- (d) Sponsors are not responsible for late, lost, stolen, misdirected, misaddressed, postage due, incomplete or illegible entries. Sponsors are not responsible for technical or computer failures, errors or data loss of any kind, lost or unavailable Internet connections, or failed, incomplete, garbled or deleted computer or network transmissions, inability to access any website or on-line service, or any other error or malfunction, or late, lost, illegible or misdirected entries. Entry materials that have been tampered with or altered are void. If the judges determine, in their sole discretion, that there is any suspected or actual electronic tampering with the Sweepstakes or if technical difficulties compromise the integrity of the Sweepstakes, CBS Television Stations reserves the right to void the entries at issue and/or terminate the Sweepstakes and conduct a random drawing to award the prize among all eligible entries received as of the termination date. If the Sweepstakes is terminated due to tampering or technical difficulties prior to its expiration date, notice will be posted at the Website. If, for any reason, the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsors which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, CBS Television Stations reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes. CBS Television Stations reserves the right to disqualify any entrant that tampers with the operation of the Sweepstakes or website or violates the Official Rules of the Sweepstakes. By use of the Website and by entering the Sweepstakes, you agree to (i) the Terms of Use Agreement, and (b) to the use of your personal information as described in the Privacy Policy, both located at: [the Website](#).
- (e) Limit one entry per person per day, regardless of method of entry. Entering by any entry method (URL, Instagram, Twitter, or the Visit New Orleans Facebook Page) will count as one submission.
- (f) Odds of winning depend on the number of entries received.
- (g) Photo Submissions must be the entrants' original, creative work, and each entrant must have the right to submit them. By participating in the Promotion, entrant warrants and represents that he/she has the legal right and authority to submit the Photo Submission and that the entrant has obtained permission from every individual visible in the Photo Submission (or from their parents/guardians if individuals are minors) to enter the Photo Submission in the Sweepstakes. By entering the Photo Submission, entrant grants to Sponsors a perpetual, royalty-free license to use and publish entrant's Photo Submission in connection with the Sweepstakes in any media now existing or hereafter devised throughout the world in perpetuity, without any notification, opportunity to review, right of approval, or additional consideration whatsoever. The Photo Submissions must not contain copyrighted materials or any other materials that may be restricted, prohibited or outlawed by federal, state or local laws. Photo Submissions may not promote alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing) or promote any activities that may appear unsafe or dangerous, and Photo Submissions may not defame, misrepresent or contain disparaging remarks about Sponsors. In its sole discretion, CBS Television Stations reserves the right to disqualify any entry if such entry's associated Photo Submission or other content contains indecent or inappropriate content or if such Photo Submission or other content contains material whose content is deemed at the sole discretion of CBS Television Stations to be unsuitable for public display, broadcast, or posting on any CBS Television Station administered or affiliated website (i.e., entries must be television clean). Photo Submissions may not defame or invade the publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or proprietary rights including but not

limited to copyrights or trademarks. Sponsors each reserves the right to edit any Photo Submission for content. Entries that do not comply with these rules may not be eligible.

2. Eligibility Restrictions:

- (a) The Sweepstakes is open to persons 21 years of age or older who are legal residents of, and physically located within, the 50 United States or Washington, D.C. and are not employees of CBS Corporation, New Orleans Tourism Marketing Corporation, other television and radio stations, and their respective affiliates, subsidiaries and advertising agencies and their immediate family members or persons living in the same household.
- (b) Entrants are eligible to win a CBS Television Stations contest only once every sixty days. Only one winner per household is permitted in any promotion. Entrants are eligible to win a prize valued at \$600.00 or more only once every six months.
- (c) All entries become the sole property of CBS Television Stations and will not be returned. By entering, entrants agree to abide by these rules, and warrant and represent that their entry is their original work.
- (d) Entrants are required to provide truthful information and CBS Television Stations will reject and delete any entry that it discovers to be false or fraudulent. CBS Television Stations will disqualify any entry from individuals who do not meet the eligibility requirements, and CBS Television Stations will also delete any entry received from persons under the age of 13.

3. Prizes:

- (a) One (1) Grand Prize Winner will receive a trip for two (2) to New Orleans, Louisiana, consisting of the following elements:
  - i. Roundtrip airfare from major airport nearest to winner's city to New Orleans, Louisiana;
  - ii. Four (4)-nights, five (5)-days four (4)-star hotel accommodations (double occupancy);
  - iii. Ground transportation to and from the airport from the hotel in New Orleans;
  - iv. Breakfast or lunch for two (2) at Willa Jean;
  - v. Dinner for two (2) at Deanie's Seafood restaurant;
  - vi. Dinner for two (2) at Peche restaurant;
  - vii. VIP seating for two (2) at Preservation Hall;
  - viii. Two (2) three (3)-day Jazzy Passes providing unlimited rides on the New Orleans streetcar;
  - ix. Two (2) tickets to the Audubon Zoo; and
  - x. Ground transportation from hotel to visit the set of NCIS: New Orleans.

Visit to the set of NCIS: New Orleans is subject to show production schedules, which could change at any time.

Winner and guest must travel by December 31, 2016.

Approximate value of Grand Prize Package including airfare is \$4,000.

Itinerary may be subject to change. Advanced reservations required. Other travel restrictions may apply. Saturday night stay may be required.

- (b) All other costs and expenses in connection with winner's receipt and use of the prize are the winner's sole responsibility. Prize does not include items not specified such as fees for travel visa and other travel documents that may be required, portorage/baggage services at airport, travel insurance, hotel room services, laundry services, food and beverages, merchandise, souvenirs, camera/video fees at various sites, etc.
- (c) All prizes or prize certificates will be sent via email and/or mail from the office of CBS Television Stations, 1700 Broadway, New York, NY 10019. Any prize or prize certificate not claimed within 30 days of winning will be forfeited by the winner. CBS Television is not responsible for the safe arrival of a prize or prize certificate.
- (d) Sweepstakes prizes are not transferable. Prizes may not be substituted for or redeemed for cash. CBS Television Stations reserves the right to substitute prizes of comparable value.

4. Selection of Winners:

- (a) Decisions of CBS Television Stations with respect to the Sweepstakes are final.
- (b) The winner will be selected at random from all eligible entries received on or about June 2, 2016. A representative of CBS Television Stations will contact the winner by telephone, email, or mail. If CBS Television Stations is unable to contact a winner based on the information provided on the entry form, an alternate winner will be randomly selected from all other eligible entries. If CBS Television Stations is awarding by telephone, winner must be present on the phone to win and accept the prize as stated or respond by given deadline provided by CBS Television Stations.

5. Conditions:

- (a) Payment of all federal, state and local taxes is the sole responsibility of the winner and winner may receive an IRS Form 1099 or equivalent from CBS Television Stations.
- (b) By participating in the Sweepstakes, the winner agrees to have their name, voice, or likeness used in any advertising or broadcasting material relating to the Sweepstakes, and to sign a publicity release, affidavit of eligibility and release of liability prior to acceptance of the prize. **Unless a member of the winner's immediate family, travel companion must be 21 years of age or older. Travel Companion must travel with winner and must also sign and return a travel release, which must be returned with winner's affidavit of eligibility.** By accepting the prize, winner grants to Sponsor the right to use the winner's name, voice, picture and/or likeness for purposes of advertising and publicity in any and all media now known or hereafter invented, without further permission or additional compensation (except where prohibited by law). All expenses on receipt and use of prize, and all federal, state and local taxes, are the sole responsibility of winner. Winner and companion, by acceptance of their prize, agree to release CBS Corporation, New Orleans Tourism Marketing Corporation, their respective affiliates, parents and subsidiaries, and their respective officers, directors, employees, shareholders and their respective advertising, promotion and production agencies from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with their participation in the Sweepstakes, the receipt, ownership or use of the prize and preparing for, participating in, and/or traveling to any prize-related activity. Void where prohibited by law.

6. CBS Television Stations reserves the right to make changes in the rules of the Sweepstakes, which will become effective upon announcement.
7. Sponsors are not responsible for any typographical or other errors in the printing, the offering or the administration of the Sweepstakes or in the announcement of the prize.
8. Failure to comply with the Sweepstakes rules may result in an entrant's disqualification.
9. To obtain a copy of the Official Rules and/or winner's list, please write by July 31, 2016 to:

SWEEPSTAKES RULES  
"Follow Your NOLA Sweepstakes"  
C/O CBS Television Stations  
1700 Broadway  
New York, NY 10019

### **Material Rules Disclaimer**

No purchase necessary. Void where prohibited by law. Must be a legal resident of the 50 United States or Washington, D.C., 21 years or older. Contest runs 5/1/16-5/31/2016. Go online to [www.nolasweeps.com](http://www.nolasweeps.com) and follow the links and instructions to enter (for alternate methods of entry, please visit [www.nolasweeps.com](http://www.nolasweeps.com)).. Winner will be selected by random drawing on or about 6/2/16. Employees of CBS Corporation, New Orleans Tourism Marketing Corporation, their agencies, affiliates and immediate family members are not eligible. Prize includes roundtrip airfare for 2 to New Orleans, 4-night hotel accommodation (double occupancy), tickets to the Zoo, and Preservation Hall, ground transportation to/from airport, ARV: \$4,000. Official rules available at [www.nolasweeps.com](http://www.nolasweeps.com). Sponsored by New Orleans Tourism Marketing Corporation and CBS Television Stations.