

PROMOTION NAME: “BMW’s ULTIMATE DRIVING EXPERIENCE SWEEPSTAKES”
DATES: Starts – 3/22/2021; Ends – 4/5/2021

OFFICIAL RULES

SWEEPSTAKES IS OPEN TO LEGAL RESIDENTS OF THE STATE GEORGIA, ALABAMA, AND SOUTH CAROLINA WHO ARE 18 YEARS OF AGE OR OLDER AT TIME OF ENTRY AND SHALL BE CONSTRUED AND EVALUATED ACCORDING TO U.S. LAW. DO NOT ENTER THIS SWEEPSTAKES IF YOU ARE NOT LOCATED IN THE 50 U.S. OR D.C.

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

SPONSOR: The Southern Region Advertising Council Inc. (“Sponsor”), on behalf of these participating Atlanta Area BMW Centers - BMW of Gwinnett Place, Global Imports BMW, Nalley BMW, United BMW, BMW of South Atlanta and Athens BMW.

ADMINISTRATOR: Georgia Tech Sports Properties, Learfield IMG College (“Administrator”).

1. PROMOTION PERIOD: Sweepstakes begins at 12:00:00 PM EST on March 22nd, 2021, and ends at 11:59:59 PM EST on April 5, 2021 (the “Promotion Period”).

2. TO ENTER: During the Promotion Period, visit gtmschool.eventsbmw.com and follow the instructions to register and receive (1) entry into the contest. Consumers who visit a participating BMW Center, mention the contest, and take a test drive, will receive additional entry into the contest. Entries submitted from any person/email address in excess of the stated limitation will be void. All entries become the property of Administrator and will not be returned or verified. Entries generated by script, macro, or other automated or mechanical means or that subverts the entry process will be void.

3. ELIGIBILITY: Open to legal residents of Georgia, South Carolina and Alabama who are 18 years of age and older at time of entry, except for Sponsor, BMW of North America LLC, BMW dealers situated within the geographic boundaries of Sponsor, Georgia Tech Sports Properties, Learfield IMG, Genesco Sports Enterprises and their respective affiliates, subsidiaries and parent companies, and as well as their respective agents, employees, directors, equity holders, partners and officers, individuals engaged in the development, production, printing, or distribution of sweepstakes materials, and members of their immediate family or persons living in the same household (collectively, the “Promotion Parties”). Sweepstakes is subject to all applicable federal, state and local laws.

4. RANDOM DRAWING: Potential winners will be selected in a random drawing to be conducted during or about the week of April 5th, 2021, from among all eligible entries

received. Administrator, whose decisions are final and binding in all matters, will conduct drawing. Odds of winning depend upon number of eligible entries received. Potential winners will be notified by email or phone. Failure to respond to the notification of winning within the specified time period in the notification, the return of any prize notification as undeliverable, Administrator's inability to contact a potential winner within a reasonable time period or noncompliance with these Official Rules may result in disqualification and, at Administrator's sole discretion, an alternate winner may be selected for the drawing.

5. PRIZES: One (1) Grand Prize: One (1) person will win a trip to the BMW Performance Driving School in Spartanburg, SC, an extended BMW test drive to and from the Performance Center, hotel stay, food vouchers, autographed merchandise, and Georgia Tech / BMW branded merchandise. ARV: \$1,000 (one thousand dollars).

Sponsor reserves the right to substitute prizes (or a portion thereof) of equal or greater value. No substitutions or transfers of prize(s) are permitted by the winner(s), except at Sponsor's sole discretion.

All taxes and all other costs associated with acceptance or use of the above prize(s) are the sole responsibility of the applicable winner. Winner shall receive a tax reporting form and shall be required to provide a Social Security Number or a tax identification number.

6. RELEASE OF LIABILITY AND PUBLICITY: All prize winners consent to the use of their names, photographs, likenesses and limited biographical information for publicity or advertising purposes without further compensation, where permitted by law. All entrants release the Promotion Parties from any and all liability with respect to, or in any way arising from, this Sweepstakes and/or acceptance or use of the prize, including liability for personal injury, damages, death or monetary loss. The Promotion Parties assumes no responsibility for any injury, loss or damage to entrants' or to any other person's computer relating to, or resulting from, entering or downloading any information or software in connection with this Sweepstakes. The Promotion Parties are not responsible for technical, hardware, software or telephone malfunctions of any kind, lost or unavailable network connections, or late, failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by the user, or by any of the equipment or programming associated with or utilized in this Sweepstakes, or by any human or other errors that may occur in connection with this Sweepstakes.

7. GENERAL RULES: The Promotion Parties are not responsible for lost, illegible, late, delayed or misdirected mail or email or other communications, or for any error in the printing or interpretation of the offer, the administration of the sweepstakes, or in any announcement of the winners or prizes. In no event will the Promotion Parties be liable for more than the stated number of prizes in than specifically referenced above. No cash substitutions for prizes will be permitted and prizes are non-refundable and non-transferable except at sole discretion of Sponsor. Sponsor reserves the right, in its sole discretion, to cancel or suspend this sweepstakes, in its entirety or in part, should tampering, unauthorized intervention, counterfeiting, fraud, technical failures, or other causes beyond Sponsor's control corrupt the administration, security, fairness, integrity

or proper play of the Sweepstakes. Sponsor reserves the right at its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the sweepstakes, to be acting in violation of the Rules or any laws, or to be attempting to undermine the legitimate operation of the sweepstakes by cheating, hacking, deception, misappropriation, infringement, or any other unfair playing practices, poor sportsmanship, or intending to annoy, abuse, threaten, or harass any other participants or Sponsor representatives. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND WILL RESULT IN DISQUALIFICATION FROM PARTICIPATION IN THE SWEEPSTAKES. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY FEES) TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.**

8. WINNERS' LIST: For the names of the winners, available after April 6th, 2021, send a self-addressed, stamped (#10) envelope to "BMW'S Ultimate Driving Experience", P.O. BOX 134 Montgomery, IL 60538. Requests must be received by April 26, 2021.

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ABBREVIATED RULES: Sweepstakes open to legal residents of the U.S. & D.C. 18 years of age & older. Sweepstakes begins at 12:00 PM EST on March 22, 2021, and ends on April 5, 2021 at 11:59:59 PM EST. To enter and for full prize details, go to gtmschool.eventsbmw.com Void where prohibited.