



IN-PERSON AND MEDIA GIVEAWAY STANDARD OPERATING PROCEDURE Qualifications for Giveaway Participants and Prize Distribution

Polk County Tourism and Sports Marketing (hereinafter "Visit Central Florida") Giveaways are intended to educate visitors, promote the Visit Central Florida brand and foster community interactions via in-market promotions, such as "fish bowl drawings" and on various Visit Central Florida social and digital media platforms including Twitter, Facebook, Instagram and online.

In order to be eligible to win a Visit Central Florida Giveaway via an in-person promotion, at minimum, a participant:

- Must truthfully, fully, and accurately complete the required entry information provided by Visit Central Florida, which typically includes the consumers email address which Visit Central Florida will use to send future brand messages.
- Accept the Rules & Regulations outlined in individual Giveaway.
- In order to be eligible to win a Visit Central Florida media giveaway, at minimum, a participant would be required to:
 - Be a registered user of Facebook, Instagram or Twitter and "Like" or "Follow" Visit Central Florida. Consumers without social or online accounts may request entry via paper form.
 - Agree to the Rules & Regulations outlined in individual giveaways. (sample provided)

For In-Person (via paper form or electronic form)

Each completed entry form will be entered into a contact database and assigned a number. Using a random number generator (e.g., www.random.org) and the parameters 1 to (total # entries), a random number will be determined. This random number is the data index. The entry with the corresponding data index is the random selected winner.

For records purposes, once the randomly selected winner number has been generated as described above, a screen shot of the winning number shall be captured and saved as an image file named "Sample Title" in the Giveaways and Tracking folder located at T:\Giveaways and Tracking.

The winner will be notified via telephone or email. The winner will have 10 days to complete the Affidavit of Eligibility and Release of Liability (Form located in T:\Giveaways and Tracking) unless conditional circumstances dictate or a shorter prize claim/affidavit period, which shall be stated in the Rules and Regulations.

For Twitter

Giveaways via Twitter will direct the entrant back to Facebook for larger giveaways.



Twitter will also be used for shorter window giveaways. For Twitter giveaways, include the web link <https://visitcentralflorida.org/about/promotional-disclaimers> for participant to view giveaways rules and regulations.

Each entry will be assigned a number in order of time entry was received. Using a random number generator (e.g., www.random.org) and the parameters 1 to (total # entries), a random number will be determined. This random number is the data index. The entry with the corresponding data index is the random selected winner.

For records purposes, once the randomly selected winner number has been generated as described above, a screen shot of the winning number shall be captured and saved as an image file named "Lakeland Magic Tickets 2017" in the Giveaways and Tracking folder located at T:\Giveaways and Tracking.

The winner will be notified via direct message (DM) or email. The winner will have 10 days to complete the Affidavit of Eligibility and Release of Liability (Form located in T:\Giveaways and Tracking) unless conditional circumstances dictate or a shorter prize claim/affidavit period, which shall be stated in the Rules and Regulations.

For Instagram

Giveaways via Instagram will direct the entrant back to Facebook for larger giveaways.

Instagram will also be used for shorter window giveaways. For Instagram giveaways, include the web link <https://visitcentralflorida.org/about/promotional-disclaimers> for participant to view giveaways rules and regulations.

Each entry will be assigned a number in order of time entry was received. Using a random number generator (e.g., www.random.org) and the parameters 1 to (total # entries), a random number will be determined. This random number is the data index. The entry with the corresponding data index is the random selected winner.

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For Facebook

Each entry will be assigned a number in order of time entry was received. Using a random number generator (e.g., www.random.org) and the parameters 1 to (total # entries), a random number will be determined. This random number is the data index. The entry with the corresponding data index is the random selected winner.



For records purposes, once the randomly selected winner number has been generated as described above, a screen shot of the winning number shall be captured and saved as an image file named " Lakeland Magic Tickets 2017" in the Giveaways and Tracking folder located at T:\Giveaways and Tracking.

In keeping with [Facebook Page Terms](#) and Visit Central Florida Standard Operating Procedures, the winner will be notified via Facebook message or email. The winner will have 10 days to complete the Affidavit of Eligibility and Release of Liability located in T:\Giveaways and Tracking - unless conditional circumstances dictate or a shorter prize claim/affidavit period, which shall be stated in the Rules and Regulations.

Additional terms of usage, disclaimers and privacy policy is available for review at <https://visitcentralflorida.org/about/promotional-disclaimers>.

Visit Central Florida has discretion and final approval in publishing any and all destination related information on the Visit Central Florida website. Visit Central Florida reserves the right to edit or temporarily remove any content if it is incomplete or does not meet the Visit Central Florida brand standards, to ensure the best possible website experience for the consumer.

Winner Notification and Tracking

Contest winners must be tracked in the master spreadsheet located in T:\Giveaways and Tracking. Before notifying a winner, their data must be checked against the database to ensure there has not been another winner from their household in the 12 months prior.

Once winners are contacted, they are required to respond via telephone or email (as stated in the sample Rules & Regulations provided) before they receive the Affidavit of Eligibility and Release of Liability document.

If the prize has known or equivalent value of \$500 or more a W-9 must also be completed during the affidavit process.

After two consecutive attempts to complete the process with subsequently identified "winners" which all do not results in fulfillment, Visit Central Florida shall consider the prize to be unclaimed. Please Note: In no way does this impact the online display, reach, impression submission or request for additional information. Any pending prize components or packages will be returned in their entirety to the donating party or expired upon approval.

COMPLIANCE WITH OPEN GOVERNMENT LAWS (previously approved)

Binding Effect. Polk County Tourism and Sports Marketing ("PCTSM") qualifies as a governmental agency that is governed by Florida's Open Government Laws. This includes both Florida's Sunshine Law and Public Records law. PCTSM shall be bound by all such laws and their lawful interpretations.



Exemptions. PCTSM shall honor all exemptions to any and all of Florida's Open Government Laws that are contained in Florida Statutes, and that have been construed by lawful interpretations to exist based upon those statutory exemptions. The failure, either willful or inadvertent, of PCTSM to utilize any or all exemptions, either in the past or presently, shall not preclude the utilization of any exemption following the date of adoption of this rule.

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Rules & Regulations

1. NO PURCHASE NECESSARY TO ENTER OR WIN. One prize per household annually. Giveaways including vacation packages are subject to availability at the time of reservation. Some blackout dates may apply. The **“Lakeland Magic Tickets 2017”** on <https://visitcentralflorida.org/about/promotional-disclaimers> (the Giveaway) begins at 3:00 PM Eastern Standard Time on or about December 4, 2017 and ends at 7:00:00 PM Eastern Time on December 5, 2017.

2. ELIGIBILITY: The Giveaway is open only to legal residents living in the United States, United Kingdom, Brazil and Canada who are at least 18 years of age. Employees, officers and directors of Polk County, the Polk County Tourist Development Council (the “TDC”), the Polk County Tourism and Sports Marketing division (“PCTSM”), Visit Central Florida (“VCF”), participating giveaway partners, their affiliates, subsidiaries, advertising, promotion, fulfillment and marketing agencies, their immediate families (and those living in their same households) are not eligible to participate in the Giveaway.

3. HOW TO ENTER: The **“Lakeland Magic Tickets 2017”** on <https://visitcentralflorida.org/about/promotional-disclaimers> is a randomized drawing. Participants may enter only once per household over the course of the Giveaway. To enter, you must like the “Visit Central Florida” page on Facebook, state the date of the ticket(s) you want to be entered in the drawing to win and tag the Facebook profiles of 3 individuals. Contestants may enter to be drawn for multiple games, but can only win one set of tickets.

4. GIVEAWAY DRAWING AND NOTIFICATION OF WINNERS: Winner will be selected in a randomized drawing from all eligible entries received from the Giveaway. The Contest Sponsors (hereinafter defined) reserve the right to substitute any non-cash prize with a prize of equal or greater value for prizes that become unavailable. Potential winner will be notified by telephone (if phone number is provided) and by telephone or e-mail. Winner must reply within 24 hours of the initial contact from VCF in order for documentation to proceed. Winner of tickets must sign, notarize and return Affidavit of Eligibility and Release of Liability document by 5 PM on the day of the game their tickets are being awarded for (December 8 or 9, 2017), prior to issuance of prize vouchers. Non-compliance or, if a selected potential winner cannot be contacted, is ineligible, fails to claim prize, or fails to return the completed and executed Affidavits and Releases, as required, or if the Prize Notification or prize is returned as undeliverable, an alternate winner will be selected.

5. DISQUALIFICATION: The Contest Sponsors are not responsible for lost, interrupted or unavailable network server or other connections, miscommunications, failed telephone or computer, telephone transmissions, technical failure, jumbled, scrambled or misdirected transmissions, or other error of any kind whether human,



mechanical or electronic. Persons found tampering with or abusing any aspect of this Giveaway, as solely determined by the judges, will be disqualified. If disqualified for any of the above abuses contest sponsors reserve the right to terminate player's eligibility to participate in the Giveaway. In the event any portion of this Giveaway is compromised by virus, bugs, non-authorized human intervention or other causes beyond the control of the Contest Sponsors which, in the sole opinion of the Contest Sponsors, corrupts, or impairs the administration, security, fairness or proper play of the Giveaway, the Contest Sponsors reserve the right at their sole discretion to suspend or terminate the Internet portion of the Giveaway, but may continue with the free, alternate means of entry portion. The Contest Sponsors are not responsible for any problem with the Giveaway entry generated by computer hardware or software malfunction, error or failure. The Contest Sponsor's sole responsibility for any irregular Giveaway entry is replacement with another entry. If the potentially winning entry is an Internet or other computer entry, the potential winner must provide VCF with proof that the potential winner is the authorized account holder of the email address associated with the potentially winning entry.

6. GENERAL CONDITIONS: By entering the Giveaway, participants agree to release, discharge and hold harmless Polk County, the TDC, PCTSM, VCF, and participating giveaway partners (including prize providers) (collectively, the "Contest Sponsors"), and each of their respective officers, directors, employees and agents (all together collectively, the "Released Parties"), from any and all claims, demands, losses, damages and liabilities of any nature whatsoever in which the winner may now or hereafter be entitled to assert, including, without limitation, any death, injury, loss of enjoyment or other harm or loss of any nature whatsoever caused by, contributed to, or arising out of participation in the Giveaway or out of the acceptance, use, misuse or possession of prizes. By participating, you agree to these Official Rules. Void where prohibited by law, rule or regulation. All Federal, State and local laws and regulations apply. Each entrant agrees that: (1) any and all disputes, claims, and causes of action arising out of or in connection with the Giveaway, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and any judicial proceeding shall take place only in the courts of Polk County, Florida or the U.S. District Court of Florida, Middle District (Tampa Division); (2) each entrant waives any and all objections to jurisdiction and venue in these courts and hereby submits to the jurisdiction of these courts; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, and consequential damages, and attorneys' fees. Winner authorizes the Released Parties to use his/her name and likeness, and the names and likenesses of his/her travel companions, on the Contest Sponsors' websites and promotional materials, worldwide and in perpetuity, without further compensation unless prohibited by law.

7. TAX INFORMATION: All taxes and fees on prizes won are the sole responsibility of the winner. The Fair Market Value of this prize is \$ 30.

Sponsored by: Visit Central Florida, 2701 Lake Myrtle Park Road, Auburndale, FL 33823

