

## OFFICIAL CONTEST RULES

**THIS CONTEST IS OPEN TO CANADIAN RESIDENTS ONLY  
AND IS GOVERNED BY CANADIAN LAW.**

### 1. CONTEST PERIOD:

The **Prairie Toyota Clarkson Cup** Contest (the “Contest”) begins on Thursday June 18th, 2015 at [12:00pm] MST and ends on August 31st, 2015 at 11:59pm MST (the “Contest Period”). The Contest Period includes the following events (each, an “Event”):

Event Date	Event Location
Friday, June 19 <sup>th</sup>	Grande Prairie, AB
Tuesday, June 23 <sup>rd</sup>	Lloydminster, AB
Wednesday, July 1 <sup>st</sup>	Sherwood Park, AB
Thursday, July 2 <sup>nd</sup>	Cochrane, AB
Saturday, July 4 <sup>th</sup>	Calgary, AB
Friday, July 10 <sup>th</sup>	Saskatoon, SK
Saturday, July 11 <sup>th</sup>	Prince Albert, SK
Sunday, July 12 <sup>th</sup>	North Battleford, SK
Tuesday, July 14 <sup>th</sup>	Winnipeg, MB
Saturday, July 18 <sup>th</sup>	Red Deer, AB
Monday, July 20 <sup>th</sup>	Cranbrook, BC
Tuesday, July 21 <sup>st</sup>	Lethbridge, AB
Wednesday, July 22 <sup>nd</sup>	Medicine Hat, AB
Thursday, July 23 <sup>rd</sup>	Moose Jaw, SK
Friday, July 24 <sup>th</sup>	Regina, SK
Saturday, August 1 <sup>st</sup>	Yorkton, SK
Sunday, August 2 <sup>nd</sup>	Brandon, MB
Monday, August 3 <sup>rd</sup>	Portage La Prairie, MB
Tuesday, August 4 <sup>th</sup>	Steinbach, MB
Thursday, August 6 <sup>th</sup>	Kenora, ON
Saturday, August 8 <sup>th</sup>	Winnipeg, MB
Friday, August 14 <sup>th</sup>	High River/Okotoks, AB
Sunday, August 16 <sup>th</sup>	Fort McMurray, AB
Tuesday, August 18 <sup>th</sup>	Drayton Valley, AB
Wednesday, August 19 <sup>th</sup>	Wetaskiwin, AB
Thursday, August 20 <sup>th</sup>	Dawson Creek, BC
Saturday, August 29 <sup>th</sup>	Calgary, AB
Sunday, August 30 <sup>th</sup>	Edmonton, AB

The Released Parties (defined below) will be in no way responsible in the event that any Event is delayed, cancelled, postponed or rescheduled for any reason whatsoever. Please consult the preceding Event table regularly for any required updates.

### 2. ELIGIBILITY:

Contest entry is only open to residents of the Prairie Zone (defined below) who have reached the legal age of majority in their province of residence at the time of entry, except employees, representatives or agents (and those

with whom such persons are living, whether related or not) of the participating Prairie Toyota dealers (each, a **“Participating Toyota Dealership”**) of the Toyota Dealers Advertising Association (Prairie Zone) and Toyota Canada Inc. (TCI) (collectively, the **“Sponsor”**), their respective dealerships, parent companies, subsidiaries, affiliates, prize suppliers, advertising/promotion agencies and any other entity involved in the development, production, administration, or fulfillment of the Contest (collectively, the **“Contest Parties”**).

The **“Prairie Zone”** includes: (i) the provinces of Alberta, Saskatchewan and Manitoba; (ii) the City of Kenora, Ontario and its immediate trading area (as defined by TCI); (iii) the City of Cranbrook, British Columbia and its immediate trading area (as defined by TCI); and (iv) the City of Dawson Creek, British Columbia and its immediate trading area (as defined by TCI). For more specific information regarding the immediate trading areas for the foregoing cities, please see the following trading area maps:

- Cranbrook, BC: **See Page 7**
- Kenora, ON: **See Page 8**
- Dawson Creek, BC: **See Page 9**

### **3. AGREEMENT TO BE LEGALLY BOUND BY THESE RULES:**

By participating in this Contest, you are signifying your agreement that you have read and agree to be legally bound by these Official Contest Rules (the **“Rules”**).

### **4. HOW TO ENTER:**

**NO PURCHASE NECESSARY.** To enter, visit an Event and locate the Sponsor’s booth (the **“Booth”**). At the Booth, have your photo (a **“Photo”**) taken with the Sponsor’s promotional vehicle (the **“Vehicle”**) and then obtain and fully complete the Official Contest Entry Form (the **“Entry Form”**) using the table provided, which includes a requirement to: (i) enter your first name, last name, valid email address, phone number and complete mailing address (including postal code); (ii) submit your Photo; and (iii) indicate that you accept and to be legally bound by the terms and conditions of these Official Contest Rules (the **“Rules”**). Once you have fully completed your Entry Form, follow the on-screen instructions to your completed Entry Form (an **“Entry”**). To be eligible, your Photo must comply with the Photo Requirement (see Section 7). To be eligible, your Entry must be submitted and received in accordance with these Rules at the applicable Event.

### **5. ENTRY LIMIT:**

There is a limit of one (1) Entry per person/email address. If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any person has attempted to: (i) obtain more than one (1) Entry; and/or (ii) use multiple names, identities, email addresses and/or any automated, macro, script, robotic or other system(s) or program(s) to enter or otherwise participate in or to disrupt this Contest; then he/she may be disqualified from the Contest in the sole and absolute discretion of the Sponsor. Your Entry may be rejected if (in the sole and absolute discretion of the Sponsor) the Entry Form is not fully completed with all required information and submitted and received in accordance with these Rules. The Released Parties (defined below) are not responsible for late, lost, misdirected, delayed, incomplete or incompatible Entries (all of which are void) or any other Contest-related information.

### **6. VERIFICATION:**

All entrants and Entries and entrants are subject to verification at any time and for any reason. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual’s eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Entry or any other information submitted (or purportedly submitted) for the purposes of this Contest; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with these Rules. Failure to provide such proof to the complete satisfaction

of the Sponsor within the timeline specified by the Sponsor may result in disqualification in the sole and absolute discretion of the Sponsor. The sole determinant of the time for the purposes of this Contest will be the Contest server machine(s).

## 7. PHOTO REQUIREMENTS

BY SUBMITTING AN ENTRY, YOU AGREE THAT YOUR ENTRY (AND EACH INDIVIDUAL COMPONENT THEREOF – INCLUDING, WITHOUT LIMITATION, YOUR PHOTO) COMPLIES WITH ALL CONDITIONS STATED IN THESE RULES. THE RELEASED PARTIES WILL BEAR NO LIABILITY WHATSOEVER REGARDING: (I) THE USE OF YOUR ENTRY (OR ANY COMPONENT THEREOF – INCLUDING, WITHOUT LIMITATION, YOUR PHOTO); (II) PARTICIPATION IN ANY CONTEST-RELATED ACTIVITIES; (III) ANY USE, COLLECTION, STORAGE AND DISCLOSURE OF ANY PERSONAL INFORMATION; AND/OR (IV) IF DECLARED A WINNER, ANY PRIZES (INCLUDING ANY USE OR MISUSE OF ANY PRIZES). THE RELEASED PARTIES SHALL BE HELD HARMLESS BY YOU IN THE EVENT IT IS DISCOVERED THAT YOU HAVE DEPARTED FROM OR NOT OTHERWISE FULLY COMPLIED WITH ANY OF THESE RULES. THIS RELEASE AND INDEMNITY SHALL CONTINUE IN FORCE FOLLOWING THE TERMINATION OF THE CONTEST AND/OR AWARDING OF ANY PRIZES.

By participating in the Contest, each entrant hereby warrants and represents that his/her Photo:

- i. is original to him/her and that the entrant has obtained all necessary rights in and to the Photo for the purposes of entering the Photo in the Contest;
- ii. does not violate any law, statute, ordinance or regulation;
- iii. does not contain any reference to or likeness of any identifiable third parties, unless consent has been obtained from all such individuals and their parent/legal guardian if they are under the legal age of majority in their jurisdiction of residence;
- iv. will not give rise to any claims whatsoever, including, without limitation, claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party; and
- v. is not defamatory, trade libelous, pornographic or obscene, and further that it will not contain, depict, include, discuss or involve, without limitation, any of the following: nudity (partial or otherwise); alcohol/drug consumption or smoking; explicit or graphic sexual activity, or sexual innuendo; crude, vulgar or offensive language and/or symbols; derogatory characterizations of any ethnic, racial, sexual, religious or other groups (including, without limitation, any competitors of Sponsor); content that endorses, condones and/or discusses any illegal, inappropriate or risky behaviour or conduct; personal information of individuals, including, without limitation, names, telephone numbers and addresses (physical or electronic); commercial messages, comparisons or solicitations for products or services other than products of Sponsor; any identifiable third party products, trade-marks, brands and/or logos, other than those of Sponsor; conduct or other activities in violation of these Rules; and/or any other content that is or could be considered inappropriate, disparaging, unsuitable or offensive, all as determined by the Sponsor in its sole and absolute discretion.

The Sponsor reserves the right, at its sole and absolute discretion, to screen any Photo. Any Photo that the Sponsor deems, in its sole and absolute discretion, to violate the terms and conditions set forth in these Rules is subject to disqualification. The Sponsor reserves the right, in its sole and absolute discretion at any time, to request an entrant to modify, edit and/or re-submit his or her Photo, in order to help ensure that the Photo complies with these Rules, or for any other reason.

By entering the Contest and submitting an Entry, each entrant: (i) grants to the Sponsor, in perpetuity, a non-exclusive license to publish, display, reproduce, modify, edit or otherwise use the Photo associated with his/her Entry, in whole or in part, for any reason whatsoever, including, without limitation, advertising or promoting the Contest or the Events (including without limitation on the Sponsor's Facebook page and its websites); (ii) waives all

moral rights in and to his/her Photo in favour of the Sponsor (and anyone authorized by the Sponsor to use the Photo); and (iii) agrees to release, indemnify and hold harmless the Released Parties from and against any and all claims related, directly or indirectly, to his/her Photo – including, without limitation, claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related or other cause of action.

## **8. PRIZE AND WINNER SELECTION PROCESS**

There will be one (1) prize (the “**Prize**”) available to be won, each consisting of the Vehicle (with all of the Sponsor’s promotional branding removed therefrom), which is a used 2015 Toyota RAV4 AWD LIMITED Technology Package. For greater certainty, the Prize is not a new vehicle. The Prize has a total approximate retail prize value of \$35,845 CAD. The following terms and conditions apply to the Prize: (i) Prize must be accepted “as is” and as awarded and is not transferable, assignable or convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion); (ii) no substitutions except at Sponsor’s option; (iii) Sponsor reserves the right at any time to substitute the Prize or a component thereof for any reason with a prize or prize component(s) of equal or greater value, including, without limitation, but solely at the Sponsor’s sole discretion, a cash award; (iv) all characteristics and features of the Prize (including without limitation, colour and other specifics), except as otherwise explicitly described above, will be at the sole and absolute discretion of the Sponsor and subject to availability; (v) manufacturer’s standard warranty applies to the Prize (if still in effect at the time of Prize award); (vi) upon notification, the confirmed Prize winner may, in the sole and absolute discretion of the Sponsor, be required to personally take delivery of the Prize from a location reasonably close to his/her place of residence in Canada as determined by Sponsor, in its sole and absolute discretion, and will be required to present adequate personal identification (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification); (vii) the Prize will not be released unless and until the confirmed Prize winner first shows proof (in a form acceptable to the Sponsor) of having a valid driver’s license (equivalent to a full “G” class license in Ontario) in the province/territory in which he/she resides and proof (in a form acceptable to the Sponsor) of satisfactory insurance; (viii) the Prize is awarded without any type of implied guarantee or warranty (including without limitation any warranty that the Prize will be fit for any type of purpose or that the Prize is of merchantable quality); and (ix) confirmed Prize winner is solely responsible for all expenses that are not included in the Prize description above, including, but not limited to: registration and license fees, insurance, additional accessories and all other costs associated with obtaining a valid driver’s license, license plates, registration, insurance and/or fuel.

WINNER SELECTION PROCESS: On Friday September 4th, 2015 (the “Selection Date”) in Calgary, Alberta at 3:00pm MST, one (1) eligible entrant will be selected by random draw from among all eligible Entries submitted and received in accordance with these Rules and the selected entrant will be deemed the potential Prize winner. The odds of winning the Prize depend on the number of eligible Entries submitted and received in accordance with these Rules.

## **9. WINNER NOTIFICATION PROCESS:**

The Sponsor or its designated representative will make a minimum of **three** attempts to contact the potential Prize winner (using the information provided on his/her Entry Form) within **three** business days of the Selection Date. If the potential Prize winner cannot be contacted within **three** business days of the Selection Date, or if there is a return of any notification as undeliverable; then he/she may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to select an alternate eligible entrant following the same winner selection procedure described above (with the necessary amendments), in which case the foregoing provisions of this section shall apply to such new potential Prize winner.

## **10. WINNER CONFIRMATION PROCESS:**

BEFORE BEING DECLARED THE CONFIRMED PRIZE WINNER, the potential Prize winner will be required to: (a) correctly answer a mathematical skill-testing question without mechanical or other aid (which may, in the sole and absolute discretion of the Sponsor, be administered online, by email or other electronic means, by telephone, or in the Sponsor’s form of declaration and release); and (b) sign and return within two business days of

notification the Sponsor's declaration and release form, which (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the Prize "as is" and as awarded; (iii) releases the Contest Parties and each of their respective officers, directors, employees, agents, representatives, successors and assigns (collectively, the "**Released Parties**") from any and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the Prize or any portion thereof; and (iv) agrees to the publication, reproduction and/or other use of his/her name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner or medium whatsoever, including print, broadcast or the internet. If the potential Prize winner: (a) fails to correctly answer the skill-testing question or to return the properly executed Contest documents within the specified time; (b) cannot accept (or is unwilling to accept) the Prize (as awarded) for any reason; and/or (c) is determined to be in violation of these Rules (all as determined by the Sponsor in its sole and absolute discretion); then he/she may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to select an alternate eligible entrant following the same winner selection procedure described above (with the necessary amendments), in which case the foregoing provisions of this section shall apply to such new potential Prize winner.

## **11. GENERAL CONDITIONS:**

All Entries become the property of the Sponsor. This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of Entries and/or entrants. ANYONE DEEMED BY THE SPONSOR TO BE IN VIOLATION OF THESE RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR AT ANY TIME.

The Released Parties will not be liable for: (i) any failure of the Website during the Contest; (ii) any technical malfunction or other problems of any nature whatsoever, including, without limitation, those relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any Entry Form or other information to be received, captured or recorded for any reason whatsoever, including, but not limited to, technical problems or traffic congestion on the internet or at any website; (iv) any injury or damage to an entrant's or any other person's computer or other device related to or resulting from participating in the Contest; and/or (v) any combination of the above.

Without limiting the generality of the foregoing, by participating in the Contest, each entrant releases the Released Parties from any and all liability in connection with this Contest, his/her participation therein and his/her participation in the Event and any Event-related activities.

In the event of a dispute regarding who submitted an Entry, the Sponsor reserves the right, in its sole and absolute discretion, to deem the Entry to have been submitted by the authorized account holder of the email address submitted at the time of entry. "Authorized account holder" is defined as the person who is assigned an email address by an internet provider, online service provider, or other organization (e.g. business, educational institute, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. An entrant may be required to provide proof (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification) that he/she is the authorized account holder of the email address associated with the Entry in question.

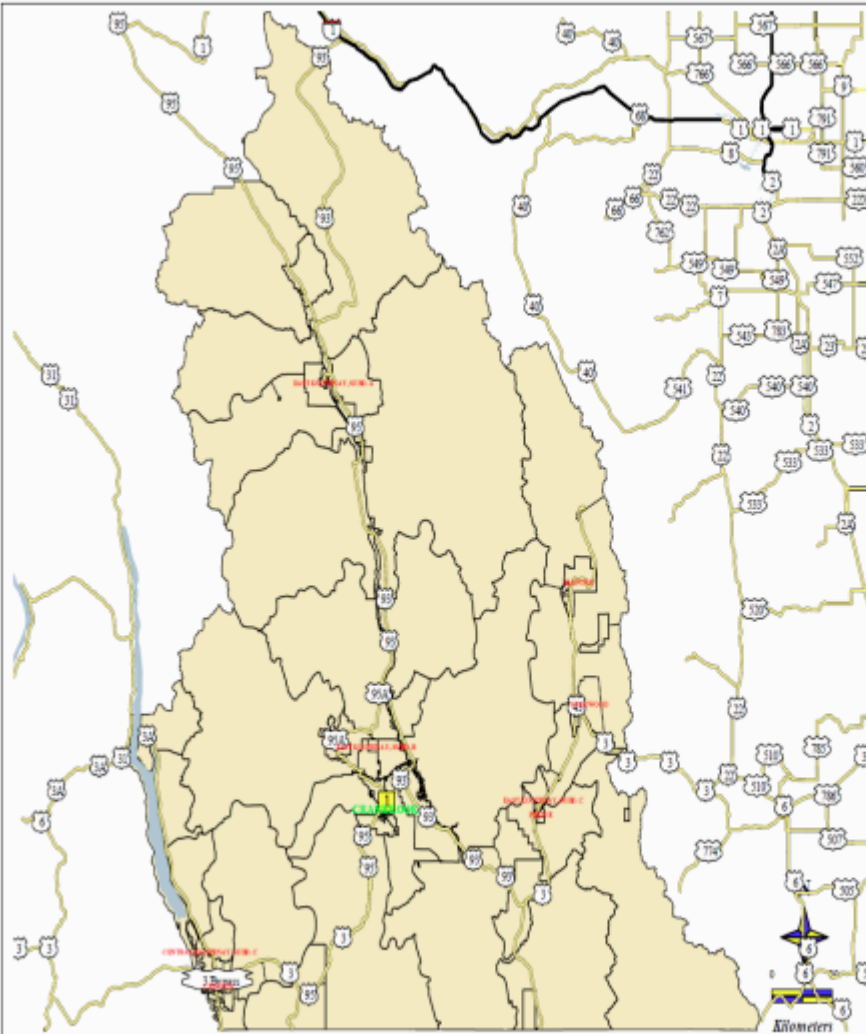
The Sponsor reserves the right, at its sole and absolute discretion, to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of any cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules, including, without limitation, any error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud or technical failure. Without limiting the generality of the foregoing, the Sponsor reserves the right, at its sole and absolute discretion, to amend this Contest (or to amend these Rules) in the event of any cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of an Event. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest in any way (as determined by Sponsor in its sole and absolute

discretion) is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Sponsor, at its sole and absolute discretion, reserves the right to cancel, amend or suspend this Contest, or to amend these Rules, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever. Without limiting the generality of the forgoing, the Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate based on the circumstances and/or to comply with applicable law.

By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her Entry only for the purpose of administering the Contest and in accordance with Sponsor's privacy policy (available at: [http://www.getyourtoyota.ca/prairies/privacy\\_policy](http://www.getyourtoyota.ca/prairies/privacy_policy)). This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information.

The Sponsor reserves the right, at its sole and absolute discretion, to adjust any of the dates, timeframes and/or other Contest mechanics stipulated in these Rules, to the extent necessary, for purposes of verifying compliance by any entrant or Entry with these Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules, or for any other reason.

In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to: the Entry Form, and/or point of sale, television, print or online advertising; the terms and conditions of these Rules shall prevail, govern and control to the fullest extent permitted by law.




**CRANBROOK**  
CURRENT DMA MAP

1 ALPINE TOYOTA CRANBROOK

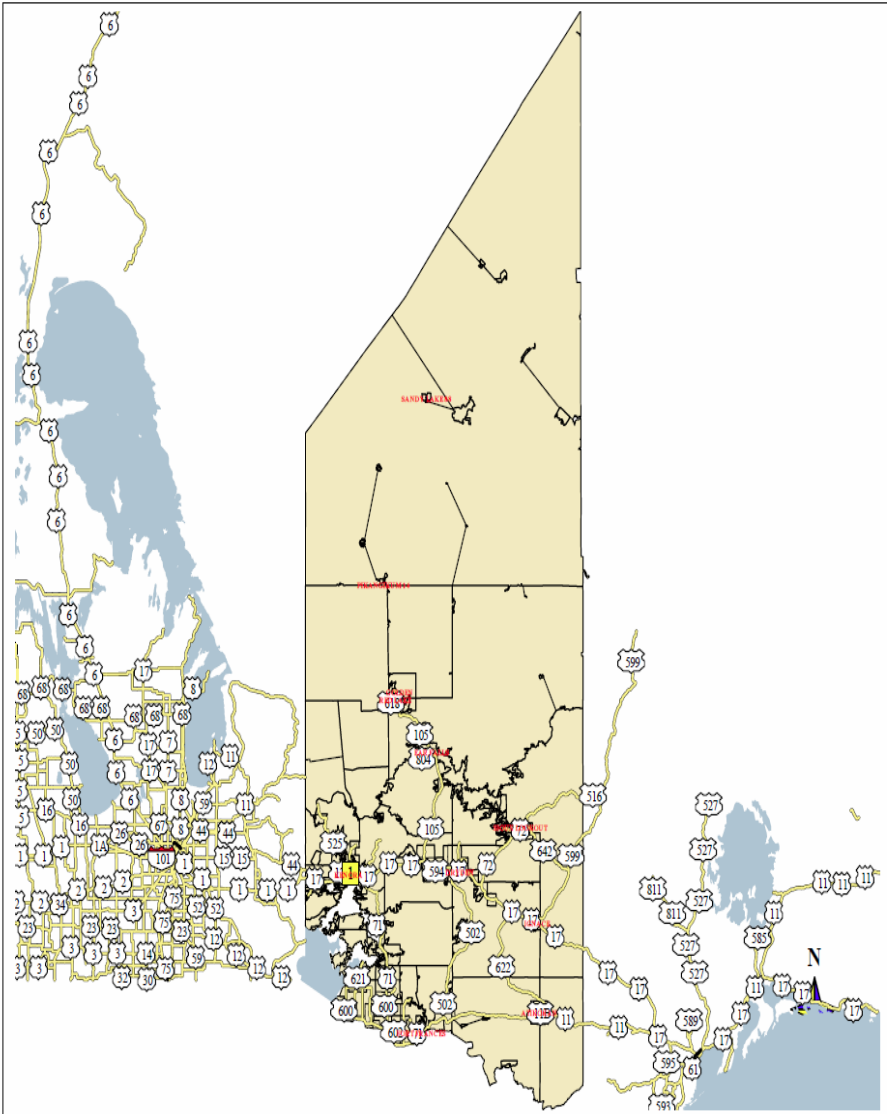
**Dealer Market Area Map**  
This map shows Alpine Toyota's DMA with dealer location and road network.

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**TOYOTA CANADA**

 **Urban Science** LONG BEACH, CALIFORNIA




**KENORA**

CURRENT DMA MAP


1 BAYVIEW TOYOTA KENORA

**Dealer Market Area Map**  
 This map shows Bayview Toyota's DMA with dealer location and road network.

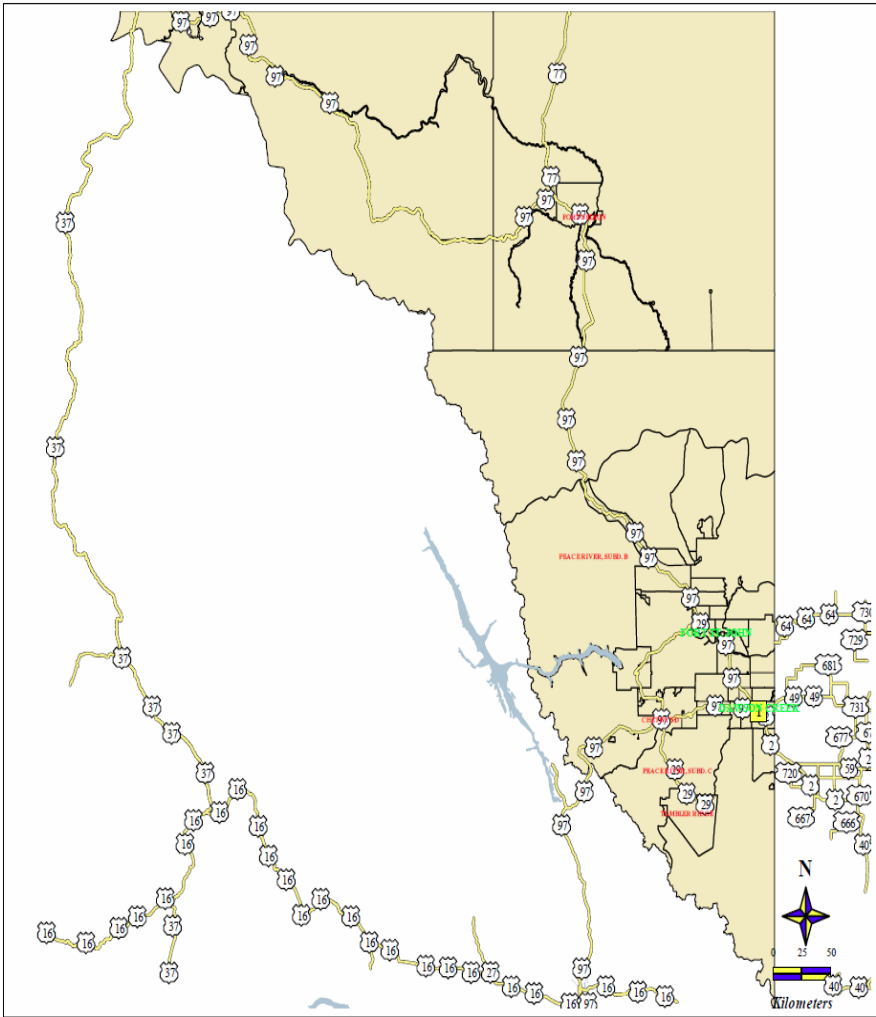
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**TOYOTA CANADA**

 **Urban Science** LONG BEACH, CALIFORNIA





**DAWSON CREEK**


**CURRENT DMA MAP**

1 PEACE COUNTRY T DAWSON CREEK

**Dealer Market Area Map**

This map shows Peace Country Toyota's DMA with dealer location and road network.

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**TOYOTA CANADA**

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