

# **Harley-Davidson Museum Bike Night Loyalty Program** **Sweepstakes 2018**

## **Official Rules**

NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. Please read these official rules before entering the Harley-Davidson Museum Bike Night Loyalty Program Sweepstakes (the "Sweepstakes"). By entering the Sweepstakes, you agree to be bound by these rules and represent that you satisfy all eligibility requirements.

1. **Eligibility.** The Sweepstakes is open to legal U.S. residents (50 U.S. States and Washington D.C.) age 18 or older. Employees of Harley-Davidson Museum, LLC ("Sponsor") and Sponsor's affiliates (including Harley-Davidson Motor Company, Inc. ("HDMC") and Harley-Davidson, Inc. ("H-D")) involved in the Sweepstakes, and the immediate family and households of such employees, are not eligible to enter or win.

2. **How to Enter.** To enter the Sweepstakes:

(a) attend a "Bike Night" event during calendar year 2018 (each, a "Bike Night"), which shall take place at the dates and times listed in Section 5 (2018 Bike Nights) below, at the Harley-Davidson Museum campus located at 400 West Canal Street, Milwaukee, Wisconsin 53201 (the "Museum");

(b) at the Bike Night event, complete the Harley-Davidson Global Lead App application and questionnaire ("GLA") at the designated station. The GLA may be completed on the designated iPad or paper form, if available;

(c) upon completion of the GLA application, you will receive an H-D Black Card (the "H-D Black Card"), which can be swiped at subsequent Bike Nights; and

(d) at each Bike Night you attend, have your H-D Black Card swiped at the designated station.

You will win and/or be entered for a chance to win, as applicable, the applicable prizes set forth in Section 3 (Prizes), below, once you have attended and swiped your H-D Black Card at the required number of Bike Nights. Sponsor will not be responsible for any lost or damaged H-D Black Cards, or for your failure to swipe your H-D Black Card at a Bike Night. You acknowledge and agree that unless you swipe your H-D Black Card at any Bike Night, Sponsor has no way to verify your attendance at such Bike Night, and accordingly, you will not be considered to have attended that Bike Night for purposes of the Sweepstakes. To avoid doubt, if you attend a Bike Night but do not swipe your H-D Black Card, you cannot swipe your H-D Black Card multiple times at a later Bike Night to gain credit for the earlier Bike Night attendance. You may only swipe your own H-D Black Card for purposes of the Sweepstakes.

No other individual swipe may swipe your H-D Black Card for the purposes of this Sweepstakes. You agree to provide identification if requested by Sponsor in verifying that you are swiping your own H-D Black Card. Any attempt to swipe another individual's H-D Black Card, or any attempt by another individual to swipe your H-D Black Card, or any other attempt to tamper with or subvert the operation of the Sweepstakes will result in your disqualification from the Sweepstakes, in Sponsor's sole discretion.

3. Prizes.

(a) Ten Bike Nights. All entrants who have attended and swiped their H-D Black Card at ten (10) Bike Nights shall receive the following:

- (i) Invite for you and a guest to attend a 'Bike Night Loyalty Night at the H-D Museum' event on Thursday, October 18, 2018 from 6:00 p.m. to 8:00 p.m.;
  - a. Access for two (2) into the H-D Museum with provided Gallery Talks by Visitor Experience Associate Tour Guides (verifiable retail value ("VRV") of \$40);
  - b. Special 20% off discount at the H-D Museum Shop
  - c. Monthly Specials in MOTOR<sup>®</sup> Bar & Restaurant

(ii) One (1) entry into a random drawing for a chance to win an Inside H-D: All Day Experience Tour for four (4) (VRV of \$580) (the "Inside H-D: All Day Experience Drawing") on Friday, October 5, 2018. Entrants shall receive an additional entry for the Inside H-D: All Day Experience Drawing for each Bike Night they attend and swipe their H-D Black Card after their tenth (10<sup>th</sup>) Bike Night (by way of example, an entrant who attends eleven (11) Bike Nights will receive a total of two (2) entries into the Inside H-D: All Day Experience Drawing).

(b) Fifteen Bike Nights. In addition to the above, all entrants who have attended and swiped their H-D Black Card at fifteen (15) Bike Nights shall receive the following:

(i) One (1) coupon for a SHOP Tube T-shirt redeemable at the H-D Museum Shop (VRV of \$28) by October 31, 2018; and

(ii) One (1) entry into a random drawing for a chance to win a \$500 shopping spree in the H-D Museum Shop (VRV of \$500) (the "Shopping Spree Drawing"). Entrants shall receive an additional entry for the Shopping Spree Drawing for each Bike Night they attend and swipe their H-D Black Card after their fifteenth (15<sup>th</sup>) Bike Night (by way of example, an entrant who attends eighteen (18) Bike Nights will receive a total of four (4) entries into the Shopping Spree Drawing).

(c) Twenty Bike Nights. In addition to the above, all entrants who have attended and swiped their H-D Black Card at twenty (20) Bike Nights shall receive the following:

(i) One (1) invitation to a South Patio Happy Hour at MOTOR® Bar & Restaurant with Bill Davidson, on Thursday, October 18, 2018 from 5:00 p.m. to 6:00 p.m. (appetizers and selected beer, wine and soda provided, subject to rescheduling in Sponsor's discretion); (VRV of \$40) and

(ii) One (1) entry into a random drawing for a chance to win a private Harley-Davidson Powertrain Operations Factory Tour for ten (10) at the factory plant on Pilgrim Road, Menomonee Falls, WI with HDMC leadership meet and greet, taking place on a weekday in October. Including dinner for ten (10) at MOTOR® Bar & Restaurant (at a date and time to be selected by Sponsor, subject to rescheduling in Sponsor's discretion) (VRV of \$750) (the "Power Train Tour Drawing").

4. Drawings and Selection of Winners. To avoid doubt, the prizes set forth in Sections 3(a)(i), 3(b)(i) and 3(c)(i) will be awarded to EACH eligible entrant who attends the required number of Bike Nights as set forth in such Sections. The prizes set forth in Sections 3(a)(ii), 3(b)(ii) and 3(c)(ii) shall be awarded by randomly selecting ONE (1) winner from all eligible entries in a Drawing. Each of the Drawings will be conducted at Sponsor's facilities on or about September 27, 2018. Winners are not required to be present to win. Winners of each of the Drawings will be notified after September 27, 2018 by email. Prizes shall be claimable at the Museum. If a winner is unreachable or ineligible or fails to claim his or her prize within seven (7) days after their initial notification, such winner will forfeit his or her prize and the prize may be awarded to alternate winner, in Sponsor's discretion. Winners may be required to sign and return an affidavit of eligibility and release of liability and publicity before being awarded a prize. If a winner does not execute and return such affidavit of eligibility and release of liability and publicity, his or her prize will be forfeited and may be awarded to an alternate winner.

No transfer or substitution of prizes shall be allowed, except that Sponsor reserves the right to substitute any prize for cash or a prize of equal or greater value. The odds of winning a prize from one of the drawings will depend on the number of eligible entries received.

5. 2018 Bike Nights. Bike Nights shall be held each Thursday between May 10 and September 27, 2018, excluding August 30 (a total of 20 Bike Nights), between 5:00 p.m. and 9:00 p.m., and shall be held at the H-D Museum.

6. Tax Disclaimer. Your receipt of any prizes may result in taxable income. In accordance with law, Sponsor may be required to send you an IRS Form 1099. **YOU ARE SOLELY RESPONSIBLE FOR ANY TAXES AND FEES ASSOCIATED WITH THE RECEIPT OF ANY PRIZE.**

7. Limitation of Liability; Operation of Sweepstakes. Sponsor, HDMC, H-D and their respective affiliates and their respective directors, officers, owners, employees, agents and representatives (the "Released Parties") are not responsible or liable for any data or other communication which is lost, late, damaged, illegible, incomplete or stolen (including the failure

of the Sponsor's system to properly record the swipe of an H-D Black Card). If, for any reason (including without limitation, tampering, fraud, technical failures or human error), the Sweepstakes cannot be conducted as planned, Sponsor reserves the right in its discretion to cancel, terminate, modify or suspend the Sweepstakes. By entering the Sweepstakes, each entrant agrees that any dispute regarding the conduct of the Sweepstakes, interpretation of these Official Rules or the award of any prizes shall be submitted to Sponsor, whose decision shall be final and binding.

8. General Release. By entering the Sweepstakes and/or accepting a prize, each entrant and/or winner releases the Released Parties from any liability whatsoever for any claims, costs, injuries, losses, or damages or any kind arising out of or in connection with the Sweepstakes, with the acceptance, possession or use of the prize (including without limitation, claims, costs, injuries or losses related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light).

9. Consent. Unless prohibited by applicable law, by entering the contest, you consent to the use of your name, likeness and image, address and/or prize information and/or contest entry for promotional and other purposes without further payment, except where prohibited by law. By entering the contest, unless prohibited by applicable law, you consent to being placed on Sponsor's mailing list and give your express permission to be contacted by Sponsor regarding the contest by telephone, e mail and/or postal mail.

10. Winner's List. For one (1) year after the Drawings, a winner's list can be obtained by sending a self-addressed stamped envelope to Winner's List – Bike Night Loyalty Program Sweepstakes 2018 – 400 West Canal Street, Milwaukee, Wisconsin Attn: Events Project Manager.