**HOOSIER HERO CONTEST RULES**

**No purchase necessary to enter or win. A purchase will not improve your chances of winning.**

**Eligibility.** The Hoosier Hero Contest (“Contest”) is open to all natural persons who are legal residents of the 50 United States and District of Columbia, who are at least 18 years old at time of entry. Void outside the USA, in Puerto Rico, the US Virgin Islands, and other United States territories and possessions. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law.

**Sponsorship.** The Sweepstakes sponsor is **American Dairy Association Indiana, Inc.**, located at 9360 Castlegate Drive, Indianapolis, IN 46256. Sponsor and its respective affiliates, subsidiaries, successors, assigns, agents, representatives, officers, directors, shareholders, and employees, and any entity involved in the development, production, implementation, administration, judging or fulfillment of the Sweepstakes, including without limitation, the immediate family members of such individuals, are not eligible to participate. Sponsor will conduct the Sweepstakes substantially as described in these Official Rules.

**Entry Period.** The Contest begins on May 1, 2020 at 12:01 AM (EST) and ends on May 25, 2020 at 11:59 PM (EST) (“Entry Period”).

**How to Enter.** During the Entry Period, visit the Contest registration page located on Sponsor’s website at <https://winnersdrinkmilk.com/hoosier-heroes/>. You will be asked to provide basic contact information, including your name, an email address, and information about your nominee. (NOTE: You must complete all required fields of the entry form with information that is valid on the date of the drawing to be eligible). A link to Sponsor’s website may also be provided on various social media platforms, such as Facebook, Twitter, and Instagram. If entering the Contest via a social media platform, you must be the owner of the email account associated with the social media account from which your entry is made. This Contest is in no way sponsored, endorsed or administered by, or associated with, any social media platform. You understand you are providing your information to Sponsor and/or Administrator and not to any social media platform. All entries become the property of Sponsor and none will be acknowledged or returned.

**Limitations on Entries.** LIMIT ONE ENTRY PER PERSON PER EMAIL ADDRESS. Any person who attempts or otherwise encourages the entry of multiple or false contact information under multiple identities or uses any device or artifice to enter or encourage multiple or false entries, as determined by Sponsor, will be disqualified. Use of robotic entry devices is strictly prohibited.

**Prizes.**

* **Grand Prize.** One (1) Grand Prize will be awarded for nominations during the Entry Period, consisting of a VIP experience with IndyCar driver Josef Newgarden. The Grand Prize winner will receive (2) two tickets to observe practice at the Indianapolis Motor Speedway and have one (1) hour of time with Josef and his team. If one guest is under 18 years old, the other guest will need to be a parent or chaperone. Tickets to a particular event are not guaranteed. All other expenses not specifically mentioned herein, including travel to the Indianapolis Motor Speedway, are solely the winner’s responsibility. Winner understands there are inherent risks involved in travel and attendance at the Indianapolis Motor Speedway, and these risks may be present before, during, and after the trip and such attendance. Winner agrees to accept the Grand Prize “as is” and entrants hereby acknowledge that neither Sponsor nor Administrator is in any manner responsible or liable for any warranty, representation, or guarantee relative to the Grand Prize, including warranties provided exclusively by a prize supplier and any limitations that might exist for access to the Indianapolis Motor Speedway. Approximate retail value of the Grand Prize is $14,000. Any difference between stated approximate retail value and actual value of Grand Prize will not be awarded. Winner is solely responsible for any federal, state, and local taxes. Winner must provide Sponsor with a valid Social Security number or taxpayer identification number before prize will be awarded. A Form 1099 will be issued to Grand Prize winner.
* **Runner-Up Prizes.** Five Runner-Up Prizes consisting of a Sponsor prize pack will be awarded to five (5) nominations submitted during the Entry Period. Each Runner-Up prize has an average retail value of approximately $150. Winner is responsible for federal, state, and local taxes, if applicable. Each prize is awarded “as is” with no warranty or guarantee, either express or implied, by Sponsor or Administrator.

**Judging.** Winners will be selected from a team of judges consisting of members of Sponsor’s staff who, in their sole discretion, will award the Grand Prize and Runner-Up Prizes based on nominees who provide the strongest and most inspiring examples of going above and beyond the call of duty during the current Coronavirus pandemic. Winners will be selected and notified by the email provided by May 29, 2020. Physical prizes will be mailed out by June 30, 2020. Winners will be required to provide a valid U.S. mail address to receive their prize. The decisions and interpretations of the Sponsor’s judges on all matters relating to the Contest and these Official Rules are final and binding in all respects. Sponsor reserves the right to disqualify any entrant or winner and may refuse to award a prize to a person who is not eligible or has violated a rule, gained unfair advantage in the Contest, or obtained winner status using fraudulent means. If there is a dispute about the identity of an entrant, prize will be awarded to the natural person to whom the email address is assigned by the internet service provider responsible for the domain associated with the submitted email address. If winner is found to be ineligible or not in compliance with Contest rules, winner will be disqualified and an alternate winner will be awarded the prize based on the judges’ selection and in their sole discretion. Inability of Sponsor to receive a response from winner by email within seventy two (72) hours after email notice of selection may result in disqualification of winner and an alternate winner may be selected by the judges in their sole discretion. Prizes will be sent to winner by U.S. mail within fourteen (14) days after winner has been notified and accepted the prize. If prize is returned as undeliverable, then prize will be forfeited and another winner will be selected by the judges in their sole discretion.

**General Terms.** By entering this Contest, you promise to abide by the Official Rules and decisions of Sponsor, which will be final and binding in all respects. Sponsor reserves the right, at its sole discretion, to refuse, disqualify or withdraw any entry at any time. Sponsor will not be responsible for any injury, damage or loss of any kind arising out of your participation in the Contest. YOU AGREE TO RELEASE, DISCHARGE, AND HOLD HARMLESS SPONSOR, ITS AFFILIATES, SUBSIDIARIES, EMPLOYEES, JUDGES, OFFICERS, DIRECTORS, AGENTS AND ASSIGNS FROM AND AGAINST ANY OR ALL CLAIMS, LOSSES, INJURIES, OR DAMAGES RESULTING FROM PARTICIPATION IN THE CONTEST. Except where prohibited by law, by accepting prize, winner grants Sponsor a perpetual, worldwide, royalty-free license to use winner’s name, photograph, voice, likeness, and any other information winner submits in the application without further authorization, compensation, or remuneration of any kind for advertising, promotion and other publicity purposes in any and all media now or hereafter known throughout the world.