

Ford x Maple Leafs Playoff Party Contest (the “Contest”)

Official Contest Rules (the “Rules”)

The Contest is subject to all federal, provincial, and municipal laws.
Void where prohibited.

NO PURCHASE NECESSARY

- Contest Sponsor:** The Contest is sponsored by Ford Motor Company of Canada, Limited (the “**Contest Sponsor**”) and administered by Bond Brand Loyalty Inc. (“**Bond**”).

This Contest will be run in accordance with these Rules, subject to amendment by the Contest Sponsor. Entrants must comply with these Rules, and, by entering the Contest, will be deemed to have received and understood the Rules.

- Contest Period:** The Contest starts at 9:00am Eastern Daylight Time (“**EDT**”) on May 13th, 2021 and ends at 11:59:59pm EDT on the day the Toronto Maple Leafs are eliminated from or win the 2021 National Hockey League Stanley Cup playoffs (the “**2021 NHL Playoffs**”) (with this period being the “**Contest Period**”). The Contest Period is comprised of four (4) segments. Segment #1 (as further described below) is guaranteed. Segments #2, #3 and #4 (as further described below) are contingent on the Toronto Maple Leafs ongoing participation in the 2021 NHL Playoffs:

Segment	Start and End Date and Time
#1	May 13, 2021 at 9:00:00am EDT to May 16 th 2021 at 11:59:59pm EDT.
#2	Two days before the first game day of Round 2 of the 2021 NHL Playoffs at 9:00:00am EDT to the last game day of Round 2 of the 2021 NHL Playoffs at 11:59:59pm EDT, or the date on which the Toronto Maple Leafs are eliminated from the 2021 NHL Playoffs at 11:59:59pm EDT, whichever is first.
#3	Two days before the first game day of Round 3 of the 2021 NHL Playoffs at 9:00:00am EDT to the last game day of Round 3 of the 2021 NHL Playoffs at 11:59:59pm EDT, or the date on which the Toronto Maple Leafs are eliminated from the 2021 NHL Playoffs at 11:59:59pm EDT, whichever is first.
#4	Two days before the first game day of Round 4 of the 2021 NHL Playoffs at 9:00:00am EDT to the last game day of Round 4 of the 2021 NHL Playoffs at 11:59:59pm EDT, or the date on which the Toronto Maple Leafs are eliminated from the 2021 NHL Playoffs

	at 11:59:59pm EDT, whichever is first.
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- 3. Eligibility:** The Contest is open only to legal residents of Ontario who are eighteen (18) years of age or older and reside within a one-hundred-twenty-five kilometre (125 km) radius of the City of Toronto’s limits at the time of entry (each an “**Entrant**”, collectively “**Entrants**”). Employees, representatives, dealers and agents of the Contest Sponsor, Bond, Maple Leaf Sports & Entertainment Partnership and Maple Leaf Sports & Entertainment Ltd. (collectively “**MLSE**”), the National Hockey League and its Member Teams, NHL Enterprises L.P., and each of their respective parent and affiliated companies, directors, officers, governors, agents, and their advertising and promotional agencies, Contest suppliers and judges (where applicable), and immediate family members of any such person (regardless of where they live) or those with whom any such persons are domiciled (altogether, the “**Released Parties**”) are not eligible to enter the Contest.
- 4. How to Enter:** No purchase necessary. Individuals wishing to participate in the Contest may enter in either and/or both of the following manners:

SOCIAL ENTRY

Throughout the Contest Period, during an Entry Segment, the Ford Fanatic Contest Ambassador (the “**FF**”) and/or FF’s designated representatives will be announcing various Contest-related social media posts via Twitter through the **@TheFordFANatic** handle, Facebook through the Ford Fanatic Facebook page (www.facebook.com/theFordFANatic) (the “**Ford Fanatic Facebook Page**”) and Instagram through the Ford Fanatic Instagram account **@thefordfanatic_official** handle (each a “**FF Contest Post**”)

Approximately two to three (2-3) FF Contest Posts will be made during each Entry Segment, at various dates and times. Valid methods of entry are described below (each a “**Social Entry**”):

- (i) TWITTER.
 - a. visit the Ford FANatic Twitter account at the **@TheFordFANatic** handle or <https://twitter.com/thefordfanatic>;
 - b. search for the FF Contest Posts which will be tweeted by the FF at various dates and times throughout Entry Segments (the “**FF Contest Tweet**”);
 - c. click on the URL link provided in the FF Contest Tweet and complete all mandatory fields in the entry form including but not limited to: (i) including full name, number/email, address, (ii) writing approximately 250-500 word description regarding the four (4)

friends or family (not required to be of same household) you would like to win this virtual experience with, and then clicking 'submit' (resulting in one (1) Social Entry).

(ii) FACEBOOK.

- a. visit the Ford Fanatic Facebook Page at www.facebook.com/theFordFANatic;
- b. search for the Contest post which will be posted by the FF at various dates and times throughout Entry Segments (the "**FF Contest Post**");
- c. click on the URL link provided in the FF Contest Post and complete all mandatory fields in the entry form, including but not limited to: (i) including full name, number/email, address, (ii) writing approximately 250-500 word description regarding the four (4) friends or family (not required to be of same household) you would like to win this virtual experience with, and then clicking 'submit' (resulting in one (1) Social Entry).

(iii) INSTAGRAM.

- a. visit the Ford FANatic Instagram account at the **@thefordfanatic_official** handle or find the Ford FANatic Instagram account here at https://instagram.com/thefordfanatic_official/ ;
- b. search for the Contest post which will be posted by the FF at various dates and times throughout Entry Segments (the "**FF Contest Instagram Post**");
- c. click on the URL link provided in the FF Contest Instagram Post and complete all mandatory fields in the entry form, including but not limited to: (i) including full name, number/email, address, (ii) writing approximately 250-500 word description regarding the four (4) friends or family (not required to be of same household) you would like to win this virtual experience with, and then clicking 'submit' (resulting in one (1) Social Entry).

All Social Entries that satisfy the instructions and criteria in this section and otherwise comply with these Rules, and are received during the Contest Period will each qualify as a Social Entry into the Contest.

Account holders are subject to the terms and conditions associated with creating and maintaining a Twitter, Instagram or Facebook account, as well as the Facebook, Instagram and Twitter privacy policies, which are at the sole discretion of Facebook, Instagram and Twitter. The Contest is open to non-existing Facebook, Instagram and Twitter account holders as well as existing and new account holders.

FORDPASS ENTRY

During an Entry Segment, FordPass™ App users will receive an in-app contest message via the FordPass™ App. Users must click on the URL link provided and complete all mandatory fields in the entry form, including but not limited to: (i) including full name, number/email, address, (ii) writing approximately 250-500 word description regarding the four (4) friends or family (not required to be of same household) you would like to win this virtual experience with, and then clicking 'submit' to enter into the Contest (a "**FordPass Entry**").

CRITERIA FOR SOCIAL AND FORDPASS ENTRIES:

All Entrants must agree to the Rules and click "I agree to the contest rules & regulation" to enter into the Contest. Up to four (4) guests can be selected by winner, and the guest(s) will have an opportunity to review the Rules herein and confirm whether they agree to these Rules. Selected guests must reside within a one-hundred-twenty-five kilometre (125 km) radius of the City of Toronto's limits.

Entrants can enter both through the Social or FordPass Entry methods, with a limit of one (1) Social Entry and one (1) FordPass Entry per Contest Period. Each Entry must be original and unique. Repeated, or copied entries or entry attempts will not be accepted. The time and date shown on a Social Entry or FordPass Entry will be the official time stamp for determining the validity of the entry.

All entries become the property of the Contest Sponsor and will not be returned or acknowledged.

The Contest Sponsor reserves the right, in its sole discretion, to disqualify any individual found: (i) to be tampering with the entry process or the operation of the Contest; (ii) to be acting in violation of the Rules; (iii) to be acting in an un-sportsmanlike or disruptive manner; or (iv) to be engaging in any other offensive conduct that jeopardizes the integrity and/or administration of the Contest, which shall be determined at the Contest Sponsor's sole discretion.

- 5. Submission Conditions:** The Contest Sponsor may, in its sole discretion, elect to use, in whole or in part, any submission materials submitted into this Contest for its own future advertising and/or promotional activities, without notice or compensation and any Entrant submitting such materials forfeits any further copyright or similar claims to same. Submission materials include, but are not limited to, photos, essays, videos, compilations, etc. as applicable. Each Entrant warrants to the Contest Sponsor and its parent and affiliate companies that their submission materials do not contravene or infringe on anyone else's copyright or other intellectual property. Submission materials must not:

- a. contain/reference (as applicable) any minors;
- b. contain defamatory words/statements (including words or symbols that are widely considered offensive to individuals of a certain race, ethnicity, religion, sexual orientation, or socioeconomic group);
- c. threaten or disparage any person, place, business, or group;
- d. disparage persons or organizations associated with the Contest Sponsor;
- e. invade privacy or other rights of any person, firm, or entity;
- f. contain/reference (as applicable) material that is in any way unlawful, in violation of or contrary to all applicable federal, provincial or municipal laws and regulations where the submission is created;
- g. contain/reference (as applicable) material that is inappropriate, indecent (including but not limited to nudity or pornography), profane, obscene, hateful, tortuous, slanderous or libelous; and
- h. contain/reference (as applicable) any persons or organizations without their prior express written permission (collectively the “**Submission Conditions**”).

Where applicable, the submission materials must be created in a safe and lawful manner. The Contest Sponsor reserves the right, in its sole discretion, to (a) revise submission materials, or request the Entrants to revise and resubmit the submission materials in order to make such submission materials compliant with these Submission Conditions, (b) remove any submission materials which are deemed inappropriate according to the Contest Sponsor; and (c) disqualify any individual who is found: (i) to be tampering with the entry process or the operation of the Contest; (ii) to be acting in violation of the Rules; or (iii) to be acting in an un-sportsmanlike or disruptive manner; (iv) to be in violation of any of the Submission Conditions specified above; or (v) to be engaging in any other offensive conduct that jeopardizes the integrity and/or administration of the Contest, which shall be determined at the Contest Sponsor’s sole discretion.

6. **Prize:** There are up to a maximum of eighty (80) prizes total available to be won during the Contest Period. Prizes are allocated to each winner and up to a maximum of four (4) selected guests. The winner and their selected guests (up to a maximum of four (4) selected guests) will each be eligible for a prize. The prize is a Leafs At-Home Viewing Party kit, consisting of:

- Fan giveaway including Ford and Leaf co-branded merchandise for two;
- Fully catered meal for two;
- Home decorations for a game for two;
- One (1) pre-game chef virtual experience to cook the catered meal with a chef; and
- One (1) intermission or half time virtual experience with a former Leafs player.

(each, a “**Prize**”)

Approximate retail value of the Prize is up to CAD\$1,500. The winner and their selected guests will not be entitled to any monetary difference if the winner has selected less than four (4) guests to receive Prizes. If, at the time the Prize is redeemed or awarded, the actual prevailing retail purchase price for the Prize is less than the approximate retail value stated in advertising and promotion materials, and/or in these Rules, the winner and their selected guests will not be entitled to any difference.

Each winner and their selected guests will be solely responsible for all other incidental costs and expenses related to their Prize not mentioned above, including, but without limitation, Internet, cable usage, etc. The Contest Sponsor will not be held to award more Prizes than as set out in these Rules. The actual number of prizes awarded will be based on the number of eligible entries received.

- 7. Prize Substitution:** Any Prize is non-exchangeable, non-transferable, non-refundable, has no cash-surrender value, and must be accepted as awarded with no substitutions. The Contest Sponsor reserves the right, in its sole discretion, to substitute and/or modify any Prize with (a) prize(s) of equal or greater value for any reason.
- 8. Winner Determination:** Four (4) entries will be selected by Bond via random drawing at 9:00:00am EDT on the day after the end of each Entry Segment. The first draw, which is guaranteed, will take place on May 17th at 9:00:00am EDT, where Bond will draw four (4) winners. Bond will contact the potential winners via e-mail or telephone call within one (1) business day of the random drawing (“**Winner Notification**”).

If a potential winner cannot be contacted within one (1) business day of the first attempt to contact (including failing to reply to the Winner Notification) or, if contacted, does not claim their Prize, or does not meet all of the Contest conditions outlined in these Rules, the potential winner will be disqualified and forfeits their prize, and another Entrant may be randomly drawn from

among all remaining eligible entries whom a representative of Bond will attempt to contact, and who will be subject to disqualification in the same manner. This process will continue until contact is made with a potential winner who meets Contests requirements or until there are no more eligible entries, whichever comes first. The Contest Sponsor is not responsible for failed attempts to notify any selected Entrant. Upon prize forfeiture, no compensation will be given. Limit one (1) Prize per Entrant and one (1) Prize per each of the Entrant's selected guests, up to a maximum of four (4) selected guests. The chances of winning are solely dependent on the total number of eligible entries received during the Contest Period.

- 9. Prize Distribution:** Once confirmed as a winner, the Prize will be delivered to each winner and each selected guest via courier to their residence located within a one-hundred-twenty-five kilometre radius (125 km) of the City of Toronto's limits. Bond will contact each winner and selected guest to coordinate the date of Prize delivery. The Contest Sponsor, Bond, the Released Parties, and all affiliated companies make no representations or warranties of any kind concerning the Prizes. Unclaimed Prizes will not be awarded. Failure to redeem a Prize (or Prize portion) will result in forfeiture of the Prize and unused portions of the Prize have no cash value. Prize winners are responsible for any applicable taxes related to any prize received. Winners bear all risk of loss or damages to Prizes after delivery.
- 10. Winner Conditions:** To be declared the winner, a selected Entrant must first: (i) have complied with, be in compliance with, and continue to comply with the Rules; (ii) correctly answer, unaided, a time-limited, mathematical skill-testing question to be administered via the Declaration of Eligibility and Release form; and (iii) sign and return a Declaration of Eligibility and Release form within a specified period of time.
- 11. Guest Conditions:** Each guest selected by winner that intends to or does in fact participate in any Prize-related activity will also be required to sign and return a Declaration and Release Form within a specified period of time confirming compliance with, and agreement to be bound by, these rules and releasing the Contest Sponsor, Bond, the Released Parties, and all other affiliated companies from any and all liability arising from their participation in the Contest, the Prize or any Prize-related activities. If any of the winner's chosen guests are under the age of majority in the province or territory in which they reside, express consent must be obtained from any such minor guest's parent or legal guardian to participate in the Prize. In such case, the guest's parents or guardian must also sign and return Declaration and Release Form.
- 12. Tampering:** All entries that are incomplete, illegible, damaged, irregular, have been submitted through illicit means, or do not conform to or satisfy any condition of the Rules may be disqualified by the Contest Sponsor. Contest Sponsor takes no responsibility for lost, stolen, delayed, damaged,

misdirected, late or destroyed entries, typographical or other production errors, or any errors or omissions in printing or advertising related to this Contest. Any attempt by any Entrant to obtain more than the stated maximum number of entries by using multiple/different names, e-mail addresses, identities, registrations and logins, or any other methods will void that person's entries and eligibility to win the prize and that participant will be disqualified from the Contest and, at the sole discretion of the Contest Sponsor, any of the Contest Sponsor's other promotions. Any use of robotic, repetitive, automatic, programmed or similar entry methods or agents (including, but not limited to, contest entry services) will void all entries by that Entrant.

The Contest Sponsor assumes no responsibility for failure of the Internet or the website during the Contest, for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any e-mail or traffic congestion on the Internet or at any website, or any combination thereof including any injury or damage to an Entrant's or any other person's computer related to or resulting from playing or downloading any material in the promotion. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws. Should such an attempt be made, the Contest Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

13. Modification/Termination: Subject to applicable law, the Contest Sponsor reserves the right, in their sole discretion and without liability, to terminate or suspend the Contest in whole or in part, or modify the Rules of the Contest at any time without notice, if fraud, technical failures including any network server or hardware failure, viruses, bugs, errors in programming, or communications or any other errors or other causes beyond the control of the Contest Sponsor that corrupts the administration, integrity or security of the Contest or if any other factor interferes with the conduct of this Contest as contemplated by these Rules, or for any other reason at the sole discretion of the Contest Sponsor. In such event, the Contest Sponsor may, in its sole discretion, choose to select (a) winner(s) via random drawing from among all eligible entries received up until the time of cancellation, termination, modification, or suspension.

14. Privacy: The Contest Sponsor is collecting personal data about Entrants and guests for the purpose of administering this Contest and, if an Entrant should so elect, to communicate with Entrants (but not guests) about the Contest Sponsor's products/services/offers. Consenting to receive such communications is optional and does not have to be agreed to in order to be eligible to enter this Contest and does not improve your chances of winning any prize. Entrants not wishing to receive any other informational or

marketing communications from the Contest Sponsor should so indicate when they enter the Contest. Personal data that Entrants provide in respect of selected guest(s) will only be used by the Contest Sponsor to contact such selected guest(s) as a potential winner, and should such selected guest(s) accept, to further administer the Contest and Prize. Please see the Contest Sponsor's privacy policies at <https://www.ford.ca/help/privacy/> for information on its policies towards maintaining the privacy and security of user information

- 15. Publicity:** By accepting a Prize, each winner, each selected guest and any other guest(s) within the household of the winner or the selected guest that intend to or do in fact participate in any Prize-related activity agree that the Contest Sponsor and its respective designees may use their name, photographs, videos, likeness, city of residence, biographical information, prize information and/or statements about this Contest, including their participation in any Prize-related activity, for advertising and/or publicity purposes in any and all media (now or hereafter known) throughout the world, in perpetuity without compensation, notification, or permission, unless otherwise prohibited by law.
- 16. Release and Liability:** By entering this Contest, Entrants forever release and hold harmless the Contest Sponsor, its advertising and promotional agencies, their affiliates and respective directors, officers, owners, partners, employees, agents, dealers, representatives, successors and assigns from any and all damages, injuries, death, loss, or liability to person or property, due in whole or in part, directly or indirectly, by reason of entering the Contest, the acceptance, possession, use or misuse of any prize, or while preparing for and/or participating in any Contest and/or prize-related activity.
- 17. Construction:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Rules, or the rights and obligations of Entrants and the Contest Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the Province of Ontario without giving effect to its conflict of law rules and provisions. All Entrants consent to the jurisdiction and venue of the Province of Ontario. All Entrants expressly agree that the Ontario courts shall have sole jurisdiction over any dispute or litigation arising from or relating to this Contest and agree to submit to the laws of and the jurisdiction of the federal courts of Canada and provincial courts of the Province of Ontario, and hereby waive the jurisdiction of any other court that now or in the future could be considered competent for any reason. The venue shall only be Toronto, Ontario.

The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision. If any provision is determined to be invalid or otherwise unenforceable, these Rules shall be

construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

- 18. Social Media Platforms:** This Contest is in no way sponsored, endorsed or administered by, or associated with Twitter, Facebook, or Instagram. You understand that you are providing your information to the Contest Sponsor and not to Twitter, Facebook, or Instagram. Twitter, Facebook, and Instagram are completely released of any and all liability by each Entrant in this Contest. Any questions, comments or concerns about the Contest must be directed to the Contest Sponsor and not Twitter, Facebook, or Instagram.
- 19. Prize Supplier:** By entering the Contest, each Entrant acknowledges and agrees that MLSE's sole and exclusive role in the Contest is that of Prize supplier and that MLSE is in no way responsible for the administration of the Contest or the selection of winners and that all such responsibility rests with the Contest Sponsor. By participating in the Contest, each Entrant releases and agrees to indemnify MLSE and hold it harmless from and against any and all costs, claims, damages, (including, without limitation, any special, incidental or consequential damages), or any other injury, whether due to negligence or otherwise, to person(s) or property (including, without limitation, death or violation of any personal rights, such as violation of right of publicity/privacy, libel, or slander), due in whole or in part, directly or indirectly, to participation in the Contest, or arising out of participation in any Contest-related or Prize-related activity, or the receipt, enjoyment, participation in, use or misuse, of any Contest or Prize-related activity, whether hosted by Contest Sponsor or a third party.